



FILTERS	
region	All
market	All
division	All

Customers	2019	2020	2021	21vs20
Acclaimed Stores	1.4M	2.9M	10.9M	378.1%
All-Out		0.2M	0.8M	495.7%
Amazon	12.2M	37.5M	82.1M	218.9%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	306.0%
Atlas Stores	0.2M	0.7M	3.2M	470.3%
Atliq e Store	7.2M	23.7M	53.0M	223.8%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.8%
BestBuy	0.9M	1.8M	6.3M	356.1%
Boulanger	0.2M	0.8M	4.1M	492.9%
Chip 7	0.6M	1.3M	5.5M	416.1%
Chiptec		0.4M	3.0M	722.0%
Control	0.9M	2.2M	7.7M	349.2%
Coolblue	0.5M	1.2M	4.2M	360.0%
Costco	1.1M	2.8M	9.3M	337.4%
Croma	1.7M	2.5M	7.5M	305.1%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.9%
Digimarket	0.8M	1.7M	4.1M	241.1%
Ebay	2.6M	6.3M	15.2M	242.2%
Electricalsara Stores	0.1M	0.6M	1.9M	286.0%
Electricalsbea Stores		0.1M	0.7M	504.6%
Electricalslance Stores	0.1M	0.7M	2.3M	313.3%
Electricalslytical	1.8M	2.6M	11.9M	457.5%
Electricalsociety	2.3M	3.5M	12.4M	358.8%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.3%
Elite	0.4M	0.8M	4.1M	495.5%
Elkjøp	0.5M	1.3M	5.2M	391.9%
Epic Stores	0.4M	0.9M	4.2M	446.1%
Euronics	0.4M	0.9M	3.9M	444.7%
Expert	0.8M	1.8M	6.4M	364.0%
Expression	1.7M	3.0M	9.8M	328.2%
Ezone	1.5M	2.0M	7.9M	391.6%
Flawless Stores	0.1M	0.5M	1.8M	396.3%
Flipkart	2.9M	8.3M	19.3M	231.0%
Fnac-Darty	0.5M	0.8M	2.9M	349.8%
Forward Stores	0.6M	1.5M	4.1M	272.0%
Girias	1.5M	2.1M	8.7M	419.3%
Info Stores	0.1M	0.5M	1.8M	384.1%
Insight	0.4M	1.0M	2.8M	271.8%
Integration Stores		0.2M	1.4M	887.2%
Leader	4.7M	6.0M	18.8M	314.8%
Logic Stores	0.2M	0.9M	4.8M	515.2%
Lotus	1.5M	2.1M	8.1M	382.6%
Neptune	1.0M	3.4M	16.1M	471.5%
Nomad Stores	0.5M	1.6M	4.0M	246.9%

ATLIQ HARDWARES



Notebillig	0.2M	0.4M	1.1M	287.4%
Nova		0.0M	0.4M	2664.9%
Novus	1.9M	3.7M	9.9M	264.2%
Otto	0.3M	0.4M	1.2M	298.6%
Premium Stores	0.5M	1.1M	3.9M	353.1%
Propel	1.6M	2.5M	10.8M	440.6%
Radio Popular	0.5M	1.5M	5.3M	362.6%
Radio Shack	0.8M	1.7M	5.4M	311.5%
Reliance Digital	1.6M	2.6M	9.7M	377.9%
Relief	0.4M	1.0M	4.1M	403.6%
Sage	4.8M	6.4M	20.7M	321.5%
Saturn	0.2M	0.4M	1.2M	310.5%
Sorefoz	0.6M	1.1M	4.7M	433.6%
Sound	0.6M	1.7M	4.4M	260.3%
Staples	1.2M	2.9M	8.8M	307.0%
Surface Stores	0.1M	0.5M	2.1M	398.8%
Synthetic	1.9M	4.4M	12.2M	276.0%
Taobao	0.2M	1.3M	3.3M	248.7%
UniEuro	0.6M	1.6M	7.3M	457.0%
Vijay Sales	1.7M	2.1M	8.5M	397.8%
Viveks	1.6M	2.2M	7.8M	348.1%
walmart	1.3M	2.6M	9.7M	370.4%
Zone	0.3M	1.6M	5.3M	336.2%
Grand Total	87.5M	196.7M	598.9M	304.5%



FILTERS

region All
division All

Market Performance vs Target

country	2019	2020	2021	target21	21-target	%
Australia	3.9M	10.7M	21.0M	23.2M	-2.2M	-9.5%
Austria		0.1M	2.8M	3.2M	-0.3M	-10.5%
Bangladesh	0.5M	2.3M	7.0M	7.7M	-0.7M	-9.3%
Canada	4.8M	12.2M	35.1M	40.1M	-5.1M	-12.6%
China	1.4M	5.4M	22.9M	25.0M	-2.1M	-8.3%
France	4.0M	7.5M	25.9M	28.1M	-2.2M	-7.8%
Germany	2.6M	4.7M	12.0M	13.5M	-1.5M	-11.3%
India	30.8M	49.8M	161.3M	170.8M	-9.6M	-5.6%
Indonesia	2.5M	6.2M	18.4M	20.8M	-2.4M	-11.5%
Italy	2.9M	4.5M	11.7M	12.8M	-1.0M	-8.2%
Japan		1.9M	7.9M	8.2M	-0.3M	-4.0%
Netherlands	0.2M	3.4M	8.0M	8.6M	-0.7M	-7.6%
Newzealand		2.0M	11.4M	12.8M	-1.4M	-11.0%
Norway		2.5M	13.7M	15.1M	-1.4M	-9.5%
Pakistan	0.6M	4.7M	5.7M	6.2M	-0.5M	-8.5%
Philippines	5.7M	13.4M	31.9M	34.4M	-2.5M	-7.3%
Poland	0.4M	2.8M	5.2M	6.1M	-0.9M	-15.3%
Portugal	0.7M	3.6M	11.8M	12.3M	-0.5M	-4.1%
South Korea	12.8M	17.3M	49.0M	53.3M	-4.4M	-8.2%
Spain		1.8M	12.6M	14.4M	-1.8M	-12.4%
Sweden	0.1M	0.2M	1.8M	2.0M	-0.2M	-10.0%
United Kingdom	2.0M	8.1M	34.2M	37.1M	-3.0M	-8.0%
USA	11.5M	31.9M	87.8M	98.0M	-10.2M	-10.4%
Grand Total	87.5M	196.7M	598.9M	653.8M	-54.9M	-8.4%



FILTERS

region All
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division All

P & L

By Fiscal Years

All values in USD

Note: 21 vs 20 is not part of pivot table

	Fiscal Years			
Metrics	2019	2020	2021	21 vs 20
Net Sales	87.5M	196.7M	598.9M	204.5%
COGS	51.2M	123.4M	380.7M	208.6%
Gross Margin	36.2M	73.3M	218.2M	197.6%
GM %	41.4%	37.3%	36.4%	-2.3%



FILTERS

region All
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division All
customer All
FY All

P & L

By Fiscal Months

All values in USD

Metrics	Quarters					
	Q1		Nov	Q2		Feb
	Sep	Oct		Dec	Jan	
Net Sales	68.4M	83.3M	113.8M	119.4M	68.4M	63.8M
COGS	42.9M	52.2M	71.7M	75.4M	42.9M	40.0M
Gross Margin	25.5M	31.1M	42.1M	44.0M	25.6M	23.8M
GM %	37.3%	37.4%	37.0%	36.9%	37.3%	37.3%

region All
market All
division All
customer All
FY 2020

P & L

By Fiscal Months

All values in USD

Metrics	Quarters					
	Q1		Nov	Q2		Feb
	Sep	Oct		Dec	Jan	
Net Sales	17.1M	20.6M	28.7M	29.9M	17.1M	15.9M
COGS	10.6M	12.8M	18.1M	18.9M	10.7M	9.9M
Gross Margin	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M
GM %	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%

region All
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FY 2021

P & L

By Fiscal Months

All values in USD

Metrics	Quarters					
	Q1		Nov	Q2		Feb
	Sep	Oct		Dec	Jan	
Net Sales	44.8M	54.6M	74.3M	78.1M	44.8M	41.8M
COGS	28.4M	34.7M	47.4M	49.8M	28.4M	26.5M
Gross Margin	16.4M	19.9M	27.0M	28.3M	16.4M	15.3M
GM %	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%



Net sales
comparison

21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%
20 vs 19	-75.0%	-75.2%	-74.8%	-75.0%	-75.0%	-75.0%



Q3			Q4			Grand Total
Mar	Apr	May	Jun	Jul	Aug	
52.5M	57.6M	60.8M	62.5M	66.6M	65.9M	883.0M
33.1M	36.3M	38.2M	39.3M	42.0M	41.6M	555.3M
19.4M	21.4M	22.6M	23.3M	24.6M	24.3M	327.7M
37.0%	37.1%	37.2%	37.2%	36.9%	36.9%	37.1%

Q3			Q4			Grand Total
Mar	Apr	May	Jun	Jul	Aug	
2.1M	7.8M	9.9M	14.9M	16.1M	16.5M	196.7M
1.3M	4.8M	6.2M	9.3M	10.2M	10.5M	123.4M
0.8M	2.9M	3.7M	5.5M	5.9M	6.1M	73.3M
36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	37.3%

Q3			Q4			Grand Total
Mar	Apr	May	Jun	Jul	Aug	
44.0M	43.5M	44.4M	41.5M	44.0M	43.0M	598.9M
28.0M	27.7M	28.1M	26.4M	28.0M	27.4M	380.7M
16.0M	15.8M	16.3M	15.1M	16.0M	15.6M	218.2M
36.4%	36.3%	36.6%	36.4%	36.4%	36.3%	36.4%



1981.6%	461.2%	347.0%	178.6%	173.9%	160.3%	204.5%
-96.0%	-86.5%	-83.7%	-76.2%	-75.9%	-74.9%	-77.7%