



FILTERS

region All
market All
division All

Customer
Net Sales Performance

Customer	2019	2020	2021	21 vs 20
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%
Electricalsocity	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%

AtliQ Hardwares



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%
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
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Market

Performance vs Target

All Values are in USD

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



FILTERS

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P & L

By Fiscal Years

All Values are in USD

Note: 21 vs 20 is not part of pivot table

Customer	Fiscal Years			
	2019	2020	2021	21 vs 20
Australia				
Net Sales	3.9M	10.7M	21.0M	96.22%
COGS	2.2M	5.8M	14.1M	143.20%
Gross Margin	1.7M	4.9M	6.9M	40.80%
GM%	42.57%	45.88%	32.92%	-28.24%
Austria				
Net Sales		0.1M	2.8M	2301.31%
COGS		0.1M	2.0M	2172.38%
Gross Margin		0.0M	0.9M	2665.44%
GM%		26.15%	30.11%	15.16%
Bangladesh				
Net Sales	0.5M	2.3M	7.0M	207.70%
COGS	0.3M	1.4M	4.5M	233.50%
Gross Margin	0.1M	0.9M	2.4M	168.36%
GM%	28.73%	39.61%	34.54%	-12.79%
Canada				
Net Sales	4.8M	12.2M	35.1M	188.06%
COGS	2.8M	7.1M	21.7M	206.43%
Gross Margin	2.0M	5.1M	13.4M	162.59%
GM%	41.67%	41.91%	38.21%	-8.84%
China				
Net Sales	1.4M	5.4M	22.9M	321.98%
COGS	0.8M	3.3M	13.5M	305.51%
Gross Margin	0.6M	2.1M	9.4M	348.09%
GM%	44.94%	38.68%	41.07%	6.19%
France				
Net Sales	4.0M	7.5M	25.9M	247.23%
COGS	2.3M	4.3M	14.7M	246.45%
Gross Margin	1.8M	3.2M	11.2M	248.26%
GM%	44.09%	43.11%	43.24%	0.30%
Germany				
Net Sales	2.6M	4.7M	12.0M	156.22%
COGS	1.6M	3.0M	8.9M	193.82%
Gross Margin	0.9M	1.7M	3.1M	88.28%
GM%	36.97%	35.63%	26.18%	-26.52%
India				
Net Sales	30.8M	49.8M	161.3M	224.02%
COGS	17.8M	33.7M	109.7M	224.99%

Gross Margin	13.1M	16.0M	51.6M	221.96%
GM%	42.35%	32.21%	32.00%	-0.63%
Indonesia				
Net Sales	2.5M	6.2M	18.4M	196.69%
COGS	1.5M	3.5M	11.3M	220.09%
Gross Margin	1.1M	2.7M	7.1M	165.56%
GM%	42.03%	42.91%	38.41%	-10.49%
Italy				
Net Sales	2.9M	4.5M	11.7M	162.53%
COGS	1.6M	3.1M	8.2M	164.61%
Gross Margin	1.3M	1.4M	3.5M	157.83%
GM%	45.63%	30.68%	30.13%	-1.79%
Japan				
Net Sales		1.9M	7.9M	321.11%
COGS		1.2M	4.2M	257.28%
Gross Margin		0.7M	3.7M	429.96%
GM%		36.96%	46.52%	25.85%
Netherlands				
Net Sales	0.2M	3.4M	8.0M	137.91%
COGS	0.1M	1.8M	4.6M	
Gross Margin	0.1M	1.6M	3.4M	
GM%	36.36%	47.79%	42.03%	
Newzealand				
Net Sales		2.0M	11.4M	
COGS		1.5M	5.9M	
Gross Margin		0.5M	5.5M	
GM%		26.36%	48.23%	
Norway				
Net Sales		2.5M	13.7M	
COGS		1.5M	9.6M	
Gross Margin		0.9M	4.0M	
GM%		37.74%	29.48%	
Pakistan				
Net Sales	0.6M	4.7M	5.7M	
COGS	0.4M	2.7M	3.6M	
Gross Margin	0.2M	2.0M	2.0M	
GM%	39.65%	42.75%	36.18%	
Philippines				
Net Sales	5.7M	13.4M	31.9M	
COGS	3.4M	7.3M	19.4M	
Gross Margin	2.3M	6.0M	12.5M	
GM%	39.90%	45.13%	39.09%	
Poland				
Net Sales	0.4M	2.8M	5.2M	
COGS	0.3M	1.7M	3.0M	
Gross Margin	0.2M	1.1M	2.2M	
GM%	37.43%	40.20%	42.56%	



Portugal

Net Sales	0.7M	3.6M	11.8M
COGS	0.5M	2.3M	6.8M
Gross Margin	0.3M	1.3M	5.0M
GM%	39.29%	36.13%	42.13%

South Korea

Net Sales	12.8M	17.3M	49.0M
COGS	6.7M	12.1M	31.4M
Gross Margin	6.1M	5.2M	17.6M
GM%	47.54%	29.82%	35.92%

Spain

Net Sales		1.8M	12.6M
COGS		1.1M	8.4M
Gross Margin		0.7M	4.2M
GM%		37.67%	33.13%

Sweden

Net Sales	0.1M	0.2M	1.8M
COGS	0.0M	0.1M	1.1M
Gross Margin	0.0M	0.1M	0.7M
GM%	38.28%	44.06%	40.22%

United Kingdom

Net Sales	2.0M	8.1M	34.2M
COGS	1.3M	5.3M	18.7M
Gross Margin	0.7M	2.8M	15.4M
GM%	36.19%	34.13%	45.13%

USA

Net Sales	11.5M	31.9M	87.8M
COGS	7.7M	19.5M	55.3M
Gross Margin	3.8M	12.4M	32.5M
GM%	32.79%	38.97%	36.99%

Total Net Sales	87.5M	196.7M	598.9M
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Total COGS	51.2M	123.4M	380.7M
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Total Gross Mar	36.2M	73.3M	218.2M
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Total GM%	41.43%	37.28%	36.43%
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FILTERS

region	All
market	All
customer	All
division	All

P & L

By Fiscal Years

All Values are in USD

Note: 21 vs 20 is not part of pivot table

Metrics	Fiscal Years			
	2019	2020	2021	21 vs 20
Net Sales	87.5M	196.7M	598.9M	204.48%
COGS	51.2M	123.4M	380.7M	208.59%
Gross Margin	36.2M	73.3M	218.2M	197.55%
GM%	41.43%	37.28%	36.43%	-2.27%



region All
 market All
 division All
 customer All
 FY 2019

P & L
By Fiscal Months
All Values are in USD

Note : Do not modify the pivot table

Metrics	Quarters Q1			Q2			Q3		
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Net Sales	6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	6.4M	6.3M	6.5M
COGS	3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	3.8M	3.7M	3.8M
Gross Margin	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M	2.6M	2.6M
GM%	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	41.4%	40.8%

region All
 market All
 division All
 customer All
 FY 2020

P & L
By Fiscal Months
All Values are in USD

Metrics	Quarters Q1			Q2			Q3		
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Net Sales	17.1M	20.6M	28.7M	29.9M	17.1M	15.9M	2.1M	7.8M	9.9M
COGS	10.6M	12.8M	18.1M	18.9M	10.7M	9.9M	1.3M	4.8M	6.2M
Gross Margin	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	0.8M	2.9M	3.7M
GM%	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%

region All
 market All
 division All
 customer All
 FY 2021

P & L
By Fiscal Months
All Values are in USD

Metrics	Quarters Q1			Q2			Q3		
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Net Sales	44.8M	54.6M	74.3M	78.1M	44.8M	41.8M	44.0M	43.5M	44.4M



COGS	28.4M	34.7M	47.4M	49.8M	28.4M	26.5M	28.0M	27.7M	28.1M
Gross Margin	16.4M	19.9M	27.0M	28.3M	16.4M	15.3M	16.0M	15.8M	16.3M
GM%	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%	36.4%	36.3%	36.6%

Net Sales
Comparison

21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	1981.6%	461.2%	347.0%
20 vs 19	264.6%	256.6%	267.3%	261.5%	262.8%	262.0%	32.9%	122.7%	153.1%