

AtliQ Hardware



region	All
market	All
division	All

Customer Net Sales Report

Customers	2019	2020	2021	2020 VS 2021
Acclaimed Stores	1.42M	2.89M	10.92M	378.08%
All-Out		0.16M	0.81M	495.70%
Amazon	12.17M	37.51M	82.09M	218.87%
Argos (Sainsbury's)	0.35M	0.74M	2.27M	305.98%
Atlas Stores	0.18M	0.67M	3.17M	470.34%
Atliq e Store	7.18M	23.67M	52.98M	223.83%
AtliQ Exclusive	9.58M	17.68M	61.12M	345.77%
BestBuy	0.85M	1.77M	6.31M	356.08%
Boulanger	0.24M	0.83M	4.07M	492.93%
Chip 7	0.60M	1.32M	5.51M	416.07%
Chiptec		0.42M	3.02M	722.03%
Control	0.91M	2.20M	7.67M	349.23%
Coolblue	0.46M	1.18M	4.25M	360.00%
Costco	1.14M	2.75M	9.29M	337.37%
Croma	1.67M	2.47M	7.55M	305.11%
Currys (Dixons Carphone)	0.29M	0.76M	1.87M	246.94%
Digimarket	0.80M	1.72M	4.14M	241.05%
Ebay	2.61M	6.27M	15.17M	242.16%
Electricalsara Stores	0.12M	0.65M	1.85M	285.96%
Electricalsbea Stores		0.14M	0.72M	504.64%
Electricalslance Stores	0.10M	0.75M	2.35M	313.34%
Electricalslytical	1.80M	2.61M	11.94M	457.50%
Electricalsocity	2.34M	3.46M	12.42M	358.75%
Electricalsequipo Stores	0.18M	0.68M	3.64M	535.32%
Elite	0.42M	0.83M	4.13M	495.52%
Elkj�p	0.46M	1.32M	5.16M	391.90%
Epic Stores	0.41M	0.94M	4.19M	446.06%
Euronics	0.36M	0.88M	3.90M	444.67%
Expert	0.79M	1.77M	6.43M	363.98%
Expression	1.65M	2.99M	9.82M	328.24%
Ezone	1.53M	2.02M	7.92M	391.62%
Flawless Stores	0.07M	0.46M	1.81M	396.28%
Flipkart	2.94M	8.35M	19.29M	231.03%
Fnac-Darty	0.54M	0.82M	2.87M	349.77%
Forward Stores	0.56M	1.50M	4.07M	271.97%
Girias	1.55M	2.07M	8.67M	419.29%
Info Stores	0.07M	0.48M	1.84M	384.09%
Insight	0.42M	1.01M	2.76M	271.84%
Integration Stores		0.16M	1.44M	887.19%
Leader	4.68M	5.97M	18.80M	314.81%
Logic Stores	0.17M	0.93M	4.81M	515.17%
Lotus	1.48M	2.11M	8.09M	382.61%
Neptune	0.99M	3.42M	16.11M	471.50%
Nomad Stores	0.53M	1.63M	4.02M	246.89%
Notebillig	0.25M	0.39M	1.12M	287.39%

AtliQ Hardware



Nova		0.01M	0.35M	2664.92%
Novus	1.87M	3.73M	9.85M	264.20%
Otto	0.26M	0.40M	1.20M	298.58%
Premium Stores	0.46M	1.10M	3.88M	353.09%
Propel	1.59M	2.46M	10.83M	440.64%
Radio Popular	0.51M	1.45M	5.27M	362.56%
Radio Shack	0.81M	1.75M	5.44M	311.51%
Reliance Digital	1.62M	2.57M	9.73M	377.90%
Relief	0.39M	1.01M	4.06M	403.57%
Sage	4.83M	6.44M	20.70M	321.52%
Saturn	0.23M	0.38M	1.19M	310.46%
Sorefoz	0.55M	1.07M	4.66M	433.63%
Sound	0.56M	1.67M	4.36M	260.26%
Staples	1.24M	2.85M	8.75M	306.95%
Surface Stores	0.09M	0.53M	2.12M	398.80%
Synthetic	1.89M	4.42M	12.19M	275.98%
Taobao	0.22M	1.33M	3.30M	248.66%
UniEuro	0.60M	1.61M	7.35M	457.03%
Vijay Sales	1.73M	2.15M	8.53M	397.78%
Viveks	1.55M	2.24M	7.78M	348.10%
walmart	1.26M	2.63M	9.73M	370.45%
Zone	0.34M	1.56M	5.26M	336.20%
Grand Total	87.48M	196.69M	598.88M	304.48%

Market Performance VS Target

region	All
division	All

Country	2019	2020	2021	2021 - NS Target21	%
Australia	3.88M	10.70M	20.99M	-2.21M	-9.54%
Austria		0.12M	2.84M	-0.33M	-10.50%
Bangladesh	0.48M	2.26M	6.95M	-0.72M	-9.35%
Canada	4.76M	12.17M	35.06M	-5.07M	-12.63%
China	1.43M	5.42M	22.89M	-2.07M	-8.28%
France	4.04M	7.47M	25.94M	-2.19M	-7.78%
Germany	2.56M	4.69M	12.01M	-1.53M	-11.29%
India	30.82M	49.77M	161.26M	-9.55M	-5.59%
Indonesia	2.52M	6.21M	18.41M	-2.38M	-11.45%
Italy	2.90M	4.46M	11.72M	-1.05M	-8.22%
Japan		1.88M	7.92M	-0.33M	-3.96%
Netherlands	0.23M	3.36M	7.98M	-0.66M	-7.59%
Newzealand		1.99M	11.40M	-1.40M	-10.95%
Norway		2.48M	13.68M	-1.44M	-9.50%
Pakistan	0.62M	4.69M	5.66M	-0.52M	-8.48%
Philippines	5.69M	13.37M	31.86M	-2.50M	-7.27%
Poland	0.41M	2.79M	5.19M	-0.94M	-15.35%
Portugal	0.75M	3.59M	11.83M	-0.51M	-4.12%
South Korea	12.80M	17.28M	48.97M	-4.36M	-8.18%
Spain		1.77M	12.62M	-1.79M	-12.39%
Sweden	0.05M	0.23M	1.77M	-0.20M	-10.00%
United Kingdom	2.00M	8.08M	34.15M	-2.98M	-8.02%
USA	11.53M	31.92M	87.78M	-10.24M	-10.44%
Grand Total	87.48M	196.69M	598.88M	-54.94M	-8.40%

Filters

region All
division All
customer All

P&L

by Fiscal Year

All numbers in USD

Note: 21 VS 20 is not part of pivot table.

Fiscal Year					
Country	2019	2020	2021	21 vs 20	
Australia					
Net Sales	3.88M	10.70M	20.99M	<div></div>	196.2%
COGS	2.23M	5.79M	14.08M	<div></div>	243.2%
Gross Margin	1.65M	4.91M	6.91M	<div></div>	140.8%
GM %	42.6%	45.9%	32.9%	<div></div>	71.8%
Austria					
Net Sales		0.12M	2.84M	<div></div>	2401.3%
COGS		0.09M	1.98M	<div></div>	2272.4%
Gross Margin		0.03M	0.86M	<div></div>	2765.4%
GM %		26.1%	30.1%	<div></div>	115.2%
Bangladesh					
Net Sales	0.48M	2.26M	6.95M	<div></div>	307.7%
COGS	0.34M	1.36M	4.55M	<div></div>	333.5%
Gross Margin	0.14M	0.89M	2.40M	<div></div>	268.4%
GM %	28.7%	39.6%	34.5%	<div></div>	87.2%
Canada					
Net Sales	4.76M	12.17M	35.06M	<div></div>	288.1%
COGS	2.78M	7.07M	21.66M	<div></div>	306.4%
Gross Margin	1.99M	5.10M	13.39M	<div></div>	262.6%
GM %	41.7%	41.9%	38.2%	<div></div>	91.2%
China					
Net Sales	1.43M	5.42M	22.89M	<div></div>	422.0%
COGS	0.78M	3.33M	13.49M	<div></div>	405.5%
Gross Margin	0.64M	2.10M	9.40M	<div></div>	448.1%
GM %	44.9%	38.7%	41.1%	<div></div>	106.2%
France					
Net Sales	4.04M	7.47M	25.94M	<div></div>	347.2%
COGS	2.26M	4.25M	14.73M	<div></div>	346.4%
Gross Margin	1.78M	3.22M	11.22M	<div></div>	348.3%
GM %	44.1%	43.1%	43.2%	<div></div>	100.3%
Germany					
Net Sales	2.56M	4.69M	12.01M	<div></div>	256.2%
COGS	1.62M	3.02M	8.86M	<div></div>	293.8%
Gross Margin	0.95M	1.67M	3.14M	<div></div>	188.3%
GM %	37.0%	35.6%	26.2%	<div></div>	73.5%
India					
Net Sales	30.82M	49.77M	161.26M	<div></div>	324.0%
COGS	17.77M	33.74M	109.65M	<div></div>	325.0%
Gross Margin	13.05M	16.03M	51.61M	<div></div>	322.0%
GM %	42.4%	32.2%	32.0%	<div></div>	99.4%



Indonesia

Net Sales	2.52M	6.21M	18.41M	<div></div>	296.7%
COGS	1.46M	3.54M	11.34M	<div></div>	320.1%
Gross Margin	1.06M	2.66M	7.07M	<div></div>	265.6%
GM %	42.0%	42.9%	38.4%	<div></div>	89.5%

Italy

Net Sales	2.90M	4.46M	11.72M	<div></div>	262.5%
COGS	1.58M	3.09M	8.19M	<div></div>	264.6%
Gross Margin	1.33M	1.37M	3.53M	<div></div>	257.8%
GM %	45.6%	30.7%	30.1%	<div></div>	98.2%

Japan

Net Sales		1.88M	7.92M	<div></div>	421.1%
COGS		1.19M	4.24M	<div></div>	357.3%
Gross Margin		0.70M	3.69M	<div></div>	530.0%
GM %		37.0%	46.5%	<div></div>	125.9%

Netherlands

Net Sales	0.23M	3.36M	7.98M	<div></div>	237.9%
COGS	0.14M	1.75M	4.63M	<div></div>	264.2%
Gross Margin	0.08M	1.60M	3.36M	<div></div>	209.2%
GM %	36.4%	47.8%	42.0%	<div></div>	87.9%

Newzealand

Net Sales		1.99M	11.40M	<div></div>	574.3%
COGS		1.46M	5.90M	<div></div>	403.8%
Gross Margin		0.52M	5.50M	<div></div>	1050.7%
GM %		26.4%	48.2%	<div></div>	183.0%

Norway

Net Sales		2.48M	13.68M	<div></div>	551.8%
COGS		1.54M	9.65M	<div></div>	625.0%
Gross Margin		0.94M	4.03M	<div></div>	431.0%
GM %		37.7%	29.5%	<div></div>	78.1%

Pakistan

Net Sales	0.62M	4.69M	5.66M	<div></div>	120.5%
COGS	0.38M	2.69M	3.61M	<div></div>	134.3%
Gross Margin	0.25M	2.01M	2.05M	<div></div>	102.0%
GM %	39.7%	42.8%	36.2%	<div></div>	84.6%

Philippines

Net Sales	5.69M	13.37M	31.86M	<div></div>	238.4%
COGS	3.42M	7.33M	19.40M	<div></div>	264.6%
Gross Margin	2.27M	6.03M	12.45M	<div></div>	206.5%
GM %	39.9%	45.1%	39.1%	<div></div>	86.6%

Poland

Net Sales	0.41M	2.79M	5.19M	<div></div>	185.8%
COGS	0.26M	1.67M	2.98M	<div></div>	178.5%
Gross Margin	0.15M	1.12M	2.21M	<div></div>	196.7%
GM %	37.4%	40.2%	42.6%	<div></div>	105.9%

Portugal

Net Sales	0.75M	3.59M	11.83M	<div></div>	329.8%
COGS	0.45M	2.29M	6.85M	<div></div>	298.9%
Gross Margin	0.29M	1.30M	4.98M	<div></div>	384.5%
GM %	39.3%	36.1%	42.1%	<div></div>	116.6%



South Korea

Net Sales	12.80M	17.28M	48.97M	<div></div>	283.3%
COGS	6.72M	12.13M	31.38M	<div></div>	258.7%
Gross Margin	6.09M	5.15M	17.59M	<div></div>	341.3%
GM %	47.5%	29.8%	35.9%	<div></div>	120.5%

Spain

Net Sales		1.77M	12.62M	<div></div>	711.4%
COGS		1.11M	8.44M	<div></div>	763.2%
Gross Margin		0.67M	4.18M	<div></div>	625.7%
GM %		37.7%	33.1%	<div></div>	87.9%

Sweden

Net Sales	0.05M	0.23M	1.77M	<div></div>	781.9%
COGS	0.03M	0.13M	1.06M	<div></div>	835.6%
Gross Margin	0.02M	0.10M	0.71M	<div></div>	713.8%
GM %	38.3%	44.1%	40.2%	<div></div>	91.3%

United Kingdom

Net Sales	2.00M	8.08M	34.15M	<div></div>	422.7%
COGS	1.27M	5.32M	18.74M	<div></div>	352.1%
Gross Margin	0.72M	2.76M	15.41M	<div></div>	559.0%
GM %	36.2%	34.1%	45.1%	<div></div>	132.2%

USA

Net Sales	11.53M	31.92M	87.78M	<div></div>	275.0%
COGS	7.75M	19.48M	55.31M	<div></div>	283.9%
Gross Margin	3.78M	12.44M	32.47M	<div></div>	261.0%
GM %	32.8%	39.0%	37.0%	<div></div>	94.9%

Total Net Sales

Total COGS

Total Gross Margin

Total GM %

87.48M	196.69M	598.88M	<div></div>	304.5%
51.24M	123.37M	380.71M	<div></div>	308.6%
36.24M	73.32M	218.16M	<div></div>	297.6%
41.4%	37.3%	36.4%	<div></div>	97.7%



Filters

region All
 market All
 division All
 customer All
 FY **2019**

P&L

by Months

All numbers in USD

Note: 21 VS 20 is not part of pivot table.

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	6.46M	8.04M	10.74M	11.44M	6.52M	6.08M	6.41M	6.32M	6.49M	6.18M	6.48M	6.31M	87.48M
COGS	3.82M	4.66M	6.28M	6.70M	3.86M	3.53M	3.75M	3.71M	3.84M	3.59M	3.79M	3.70M	51.24M
Gross Margin	2.64M	3.37M	4.45M	4.73M	2.67M	2.55M	2.66M	2.62M	2.65M	2.60M	2.69M	2.61M	36.24M
GM %	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	41.4%	40.8%	42.0%	41.5%	41.4%	41.4%

region All
 market All
 division All
 customer All
 FY **2020**

P&L

by Months

All numbers in USD

Note: 21 VS 20 is not part of pivot table.

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	17.10M	20.63M	28.69M	29.90M	17.13M	15.93M	2.11M	7.76M	9.93M	14.88M	16.08M	16.54M	196.69M
COGS	10.64M	12.83M	18.07M	18.89M	10.67M	9.92M	1.34M	4.83M	6.21M	9.34M	10.18M	10.45M	123.37M
Gross Margin	6.46M	7.79M	10.63M	11.01M	6.47M	6.01M	0.77M	2.93M	3.72M	5.55M	5.90M	6.08M	73.32M
GM %	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	37.3%



FILTERS

region All
sub_zone All
FY 2021

P & L for Markets

All values are in USD

Market	Net Sales	COGS	Gross Margin	GM %
Australia	20.99M	14.1M	6.9M	32.9%
Austria	2.84M	2.0M	0.9M	30.1%
Bangladesh	6.95M	4.5M	2.4M	34.5%
Canada	35.06M	21.7M	13.4M	38.2%
China	22.89M	13.5M	9.4M	41.1%
France	25.94M	14.7M	11.2M	43.2%
Germany	12.01M	8.9M	3.1M	26.2%
India	161.26M	109.7M	51.6M	32.0%
Indonesia	18.41M	11.3M	7.1M	38.4%
Italy	11.72M	8.2M	3.5M	30.1%
Japan	7.92M	4.2M	3.7M	46.5%
Netherlands	7.98M	4.6M	3.4M	42.0%
Newzealand	11.40M	5.9M	5.5M	48.2%
Norway	13.68M	9.6M	4.0M	29.5%
Pakistan	5.66M	3.6M	2.0M	36.2%
Philippines	31.86M	19.4M	12.5M	39.1%
Poland	5.19M	3.0M	2.2M	42.6%
Portugal	11.83M	6.8M	5.0M	42.1%
South Korea	48.97M	31.4M	17.6M	35.9%
Spain	12.62M	8.4M	4.2M	33.1%
Sweden	1.77M	1.1M	0.7M	40.2%
United Kingdom	34.15M	18.7M	15.4M	45.1%
USA	87.78M	55.3M	32.5M	37.0%