

FILTERS

region	All
market	All
division	All

CUSTOMER

NET SALES PERFORMANCE

Customer	2019	2020	2021	21vs.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%
Elkj�p	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%

AtliQ Hardwares



Info Stores	0.1M	0.5M	1.8M	<div></div>	384.1%
Insight	0.4M	1.0M	2.8M	<div></div>	271.8%
Integration Stores		0.2M	1.4M	<div></div>	887.2%
Leader	4.7M	6.0M	18.8M	<div></div>	314.8%
Logic Stores	0.2M	0.9M	4.8M	<div></div>	515.2%
Lotus	1.5M	2.1M	8.1M	<div></div>	382.6%
Neptune	1.0M	3.4M	16.1M	<div></div>	471.5%
Nomad Stores	0.5M	1.6M	4.0M	<div></div>	246.9%
Notebillig	0.2M	0.4M	1.1M	<div></div>	287.4%
Nova		0.0M	0.4M	<div></div>	2664.9%
Novus	1.9M	3.7M	9.9M	<div></div>	264.2%
Otto	0.3M	0.4M	1.2M	<div></div>	298.6%
Premium Stores	0.5M	1.1M	3.9M	<div></div>	353.1%
Propel	1.6M	2.5M	10.8M	<div></div>	440.6%
Radio Popular	0.5M	1.5M	5.3M	<div></div>	362.6%
Radio Shack	0.8M	1.7M	5.4M	<div></div>	311.5%
Reliance Digital	1.6M	2.6M	9.7M	<div></div>	377.9%
Relief	0.4M	1.0M	4.1M	<div></div>	403.6%
Sage	4.8M	6.4M	20.7M	<div></div>	321.5%
Saturn	0.2M	0.4M	1.2M	<div></div>	310.5%
Sorefoz	0.6M	1.1M	4.7M	<div></div>	433.6%
Sound	0.6M	1.7M	4.4M	<div></div>	260.3%
Staples	1.2M	2.9M	8.8M	<div></div>	307.0%
Surface Stores	0.1M	0.5M	2.1M	<div></div>	398.8%
Synthetic	1.9M	4.4M	12.2M	<div></div>	276.0%
Taobao	0.2M	1.3M	3.3M	<div></div>	248.7%
UniEuro	0.6M	1.6M	7.3M	<div></div>	457.0%
Vijay Sales	1.7M	2.1M	8.5M	<div></div>	397.8%
Viveks	1.6M	2.2M	7.8M	<div></div>	348.1%
walmart	1.3M	2.6M	9.7M	<div></div>	370.4%
Zone	0.3M	1.6M	5.3M	<div></div>	336.2%
Grand Total	87.5M	196.7M	598.9M		304.5%

FILTERS

region All
market India
division All

CUSTOMER**NET SALES PERFORMANCE**

Customer	2019	2020	2021	21vs.20
Amazon	4.6M	9.8M	23.0M	234.9%
Atliq e Store	1.6M	3.5M	8.7M	249.1%
AtliQ Exclusive	3.4M	4.7M	18.4M	392.6%
Croma	1.7M	2.5M	7.5M	305.1%
Ebay	1.7M	3.6M	8.5M	235.9%
Electricalslytical	1.6M	2.0M	8.4M	431.1%
Electricalsociety	1.8M	2.3M	9.4M	415.1%
Expression	1.5M	2.2M	8.8M	391.2%
Ezone	1.5M	2.0M	7.9M	391.6%
Flipkart	1.9M	4.3M	9.9M	231.8%
Girias	1.5M	2.1M	8.7M	419.3%
Lotus	1.5M	2.1M	8.1M	382.6%
Propel	1.6M	2.2M	9.1M	413.7%
Reliance Digital	1.6M	2.2M	8.5M	387.2%
Vijay Sales	1.7M	2.1M	8.5M	397.8%
Viveks	1.6M	2.2M	7.8M	348.1%
Grand Total	30.8M	49.8M	161.3M	324.0%

FILTERS

region All
division All

MARKET

PERFORMANCE VS TARGET

(All values in USD)

Country	2019	2020	2021	2021-Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.5%
Austria		0.1M	2.8M	-0.3M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.5%
China	1.4M	5.4M	22.9M	-2.1M	-9.0%
France	4.0M	7.5M	25.9M	-2.2M	-8.4%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	-1.0M	-9.0%
Japan		1.9M	7.9M	-0.3M	-4.1%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.2%
Newzealand		2.0M	11.4M	-1.4M	-12.3%
Norway		2.5M	13.7M	-1.4M	-10.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.3%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.8%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.3%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.9%
Spain		1.8M	12.6M	-1.8M	-14.1%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.7%
USA	11.5M	31.9M	87.8M	-10.2M	-11.7%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-9.2%



FILTERS

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P & L

BY FINANCE YEAR

(All values in USD)
(21 VS 22 is not part of pivot table)

Values	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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 FY 2019

P & L**BY FISCAL MONTHS***(All values in USD)**(Do not modify the pivot table)*

Values	Quarters												Grand Total
	Q1 Sep	Oct	Nov	Q2 Dec	Jan	Feb	Q3 Mar	Apr	May	Q4 Jun	Jul	Aug	
Net sales	6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	6.4M	6.3M	6.5M	6.2M	6.5M	6.3M	87.5M
COGS	3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	3.8M	3.7M	3.8M	3.6M	3.8M	3.7M	51.2M
Gross Margin	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M	2.6M	2.6M	2.6M	2.7M	2.6M	36.2M
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
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 customer All
 FY 2020

P & L**BY FISCAL MONTHS***(All values in USD)**(Do not modify the pivot table)*

Values	Quarters												Grand Total
	Q1 Sep	Oct	Nov	Q2 Dec	Jan	Feb	Q3 Mar	Apr	May	Q4 Jun	Jul	Aug	
Net sales	17.1M	20.6M	28.7M	29.9M	17.1M	15.9M	2.1M	7.8M	9.9M	14.9M	16.1M	16.5M	196.7M
COGS	10.6M	12.8M	18.1M	18.9M	10.7M	9.9M	1.3M	4.8M	6.2M	9.3M	10.2M	10.5M	123.4M
Gross Margin	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	0.8M	2.9M	3.7M	5.5M	5.9M	6.1M	73.3M
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%

region All
division All
market All
customer All
FY 2021

P & L**BY FISCAL MONTHS***(All values in USD)**(Do not modify the pivot table)*

Values	Quarters												Grand Total
	Q1 Sep	Oct	Nov	Q2 Dec	Jan	Feb	Q3 Mar	Apr	May	Q4 Jun	Jul	Aug	
Net sales	44.8M	54.6M	74.3M	78.1M	44.8M	41.8M	44.0M	43.5M	44.4M	41.5M	44.0M	43.0M	598.9M
COGS	28.4M	34.7M	47.4M	49.8M	28.4M	26.5M	28.0M	27.7M	28.1M	26.4M	28.0M	27.4M	380.7M
Gross Margin	16.4M	19.9M	27.0M	28.3M	16.4M	15.3M	16.0M	15.8M	16.3M	15.1M	16.0M	15.6M	218.2M
GM%	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%	36.4%	36.3%	36.6%	36.4%	36.4%	36.3%	36.4%

Net Sales Comparison

21 VS 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	1981.6%	461.2%	347.0%	178.6%	173.9%	160.3%	204.5%
20 VS 19	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%	-67.1%	22.7%	53.1%	140.7%	148.0%	162.0%	124.8%