



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	-10.54%
Austria		0.1M	2.8M	-0.3M	-11.74%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.31%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.45%
China	1.4M	5.4M	22.9M	-2.1M	-9.03%
France	4.0M	7.5M	25.9M	-2.2M	-8.44%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.72%
India	30.8M	49.8M	161.3M	-9.6M	-5.92%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.93%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.96%
Japan		1.9M	7.9M	-0.3M	-4.12%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.22%
Newzealand		2.0M	11.4M	-1.4M	-12.30%
Norway		2.5M	13.7M	-1.4M	-10.50%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.27%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.84%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.13%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.29%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.91%
Spain		1.8M	12.6M	-1.8M	-14.15%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.11%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.72%
USA	11.5M	31.9M	87.8M	-10.2M	-11.66%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-9.17%



FILTERS

region	All
division	All

Customer

Net Sales Performance

All values in USD

Customer	2019	2020	2021	21 Vs 20
Australia				
Amazon	0.6M	2.0M	3.0M	151.46%
AtliQ e Store	0.5M	2.2M	3.0M	140.41%
AtliQ Exclusive	0.6M	1.4M	3.4M	234.20%
Digimarket	0.5M	1.3M	3.0M	225.44%
Electricalsociety	0.6M	1.2M	3.0M	251.70%
Forward Stores	0.5M	1.2M	2.9M	243.44%
Sound	0.6M	1.4M	2.6M	189.47%
Austria				
Amazon		0.0M	0.4M	1945.45%
Atlas Stores		0.0M	0.3M	2634.52%
AtliQ e Store		0.0M	0.4M	1769.73%
Electricalsquipo Stores		0.0M	0.3M	2382.79%
Euronics		0.0M	0.4M	3070.49%
Fnac-Darty		0.0M	0.4M	2848.83%
Integration Stores		0.0M	0.3M	2533.35%
Nova		0.0M	0.4M	2664.92%
Bangladesh				
Amazon	0.1M	0.6M	1.2M	210.97%
AtliQ e Store	0.1M	0.6M	1.5M	247.95%
AtliQ Exclusive	0.1M	0.4M	1.7M	432.18%
Control	0.1M	0.3M	1.2M	383.12%
Surface Stores	0.1M	0.4M	1.3M	349.61%
Canada				
Amazon	1.1M	3.6M	7.8M	219.00%
AtliQ e Store	0.4M	1.3M	3.0M	224.37%
AtliQ Exclusive	0.5M	1.1M	3.7M	331.82%
Costco	0.4M	0.9M	3.0M	332.45%
Nomad Stores	0.4M	0.9M	2.8M	328.68%
Premium Stores	0.4M	0.8M	2.8M	347.74%
Relief	0.4M	0.9M	2.8M	322.64%
Sage	0.4M	1.0M	3.2M	325.81%
Staples	0.4M	0.8M	2.8M	350.66%
walmart	0.4M	0.9M	3.1M	335.42%
China				
Neptune	1.0M	3.3M	15.5M	472.04%
Taobao	0.2M	1.3M	3.3M	248.66%
Zone	0.2M	0.8M	4.1M	501.91%
France				
Amazon	0.5M	1.2M	3.0M	252.96%
AtliQ e Store	0.5M	1.2M	3.0M	247.83%
AtliQ Exclusive	0.5M	0.8M	3.3M	387.56%
Chip 7	0.4M	0.7M	2.7M	400.66%
Elite	0.4M	0.7M	2.8M	411.86%



Elkjøp	0.4M	0.8M	2.8M	367.06%
Epic Stores	0.4M	0.7M	2.7M	377.24%
Sorefoz	0.5M	0.7M	3.1M	440.99%
UniEuro	0.4M	0.7M	2.6M	367.67%
Germany				
Amazon	0.2M	0.7M	1.2M	176.63%
AtliQ e Store	0.3M	0.7M	1.2M	180.69%
AtliQ Exclusive	0.3M	0.5M	1.4M	256.74%
Currys (Dixons Carphone)	0.2M	0.4M	1.2M	299.19%
Digimarket	0.3M	0.4M	1.1M	297.62%
Expert	0.3M	0.4M	1.1M	255.08%
Fnac-Darty	0.3M	0.4M	1.3M	312.23%
Notebillig	0.2M	0.4M	1.1M	287.39%
Otto	0.3M	0.4M	1.2M	298.58%
Saturn	0.2M	0.4M	1.2M	310.46%
India				
Amazon	4.6M	9.8M	23.0M	234.89%
AtliQ e Store	1.6M	3.5M	8.7M	249.11%
AtliQ Exclusive	3.4M	4.7M	18.4M	392.62%
Croma	1.7M	2.5M	7.5M	305.11%
Ebay	1.7M	3.6M	8.5M	235.86%
Electricalslytical	1.6M	2.0M	8.4M	431.14%
Electricalsociety	1.8M	2.3M	9.4M	415.09%
Expression	1.5M	2.2M	8.8M	391.25%
Ezone	1.5M	2.0M	7.9M	391.62%
Flipkart	1.9M	4.3M	9.9M	231.82%
Girias	1.5M	2.1M	8.7M	419.29%
Lotus	1.5M	2.1M	8.1M	382.61%
Propel	1.6M	2.2M	9.1M	413.72%
Reliance Digital	1.6M	2.2M	8.5M	387.19%
Vijay Sales	1.7M	2.1M	8.5M	397.78%
Viveks	1.6M	2.2M	7.8M	348.10%
Indonesia				
Acclaimed Stores	0.6M	1.1M	4.4M	397.61%
Amazon	0.6M	1.9M	4.6M	247.69%
AtliQ e Store	0.6M	1.9M	4.5M	237.53%
AtliQ Exclusive	0.7M	1.3M	4.9M	365.13%
Italy				
Amazon	0.3M	0.6M	1.3M	196.48%
Argos (Sainsbury's)	0.3M	0.4M	1.1M	312.82%
AtliQ e Store	0.3M	0.6M	1.1M	172.69%
AtliQ Exclusive	0.3M	0.5M	1.3M	285.26%
Boulanger	0.2M	0.4M	1.2M	300.39%
Coolblue	0.3M	0.4M	1.2M	275.04%
Euronics	0.3M	0.4M	1.1M	291.60%
Expert	0.3M	0.4M	1.2M	323.82%
Fnac-Darty	0.3M	0.4M	1.2M	307.76%
Radio Popular	0.3M	0.4M	1.0M	259.14%
Japan				
All-Out		0.2M	0.8M	495.70%



Amazon		0.6M	2.0M		345.81%
AtliQ e Store		0.2M	0.7M		297.55%
AtliQ Exclusive		0.2M	0.9M		486.06%
Electricalsbea Stores		0.1M	0.7M		504.64%
Flawless Stores		0.1M	0.7M		486.25%
Info Stores		0.1M	0.7M		477.56%
Neptune		0.1M	0.7M		458.93%
Surface Stores		0.1M	0.8M		525.24%
Netherlands					
Amazon	0.0M	0.6M	1.0M		167.53%
AtliQ e Store	0.0M	0.6M	1.1M		171.26%
AtliQ Exclusive	0.0M	0.5M	1.3M		275.84%
Electricalsblance Stores	0.0M	0.4M	1.1M		248.84%
Elkjøp	0.0M	0.4M	1.1M		266.06%
Radio Popular	0.0M	0.4M	1.1M		277.72%
Reliance Digital	0.0M	0.4M	1.3M		325.09%
Newzealand					
Amazon		0.4M	1.6M		444.68%
AtliQ e Store		0.4M	1.5M		367.61%
AtliQ Exclusive		0.3M	1.8M		675.62%
Epic Stores		0.2M	1.5M		671.63%
Leader		0.2M	1.6M		701.78%
Logic Stores		0.2M	1.7M		681.03%
Propel		0.3M	1.7M		666.85%
Norway					
Amazon		0.4M	1.6M		384.13%
AtliQ e Store		0.5M	1.7M		383.64%
AtliQ Exclusive		0.3M	2.1M		672.89%
Bou langer		0.3M	1.6M		586.31%
Chiptec		0.3M	1.8M		696.17%
Sound		0.3M	1.7M		614.65%
Synthetic		0.2M	1.5M		639.39%
UniEuro		0.2M	1.5M		659.37%
Pakistan					
Amazon	0.1M	1.3M	1.2M		91.38%
AtliQ e Store	0.1M	1.2M	1.1M		98.37%
Expression	0.1M	0.7M	1.0M		138.42%
Nomad Stores	0.1M	0.8M	1.2M		154.48%
Zone	0.1M	0.7M	1.1M		152.58%
Philiphines					
Amazon	0.5M	1.7M	2.8M		166.79%
AtliQ e Store	0.5M	1.6M	2.6M		166.11%
AtliQ Exclusive	0.5M	1.2M	3.1M		267.67%
Insight	0.4M	1.0M	2.8M		271.84%
Novus	1.9M	3.7M	9.9M		264.20%
Synthetic	1.9M	4.2M	10.7M		255.56%
Poland					
Amazon	0.1M	0.5M	0.8M		152.97%
Argos (Sainsbury's)	0.1M	0.3M	0.8M		227.80%
AtliQ e Store	0.1M	0.5M	0.7M		136.87%



AtliQ Exclusive	0.1M	0.4M	0.8M	210.41%
Currys (Dixons Carphone)	0.1M	0.4M	0.7M	191.38%
Electricalsara Stores	0.1M	0.3M	0.7M	210.19%
Expert	0.1M	0.3M	0.7M	210.51%
Portugal				
Amazon	0.1M	0.5M	1.2M	230.18%
Atliq e Store	0.1M	0.5M	1.3M	244.85%
Electricalsara Stores	0.1M	0.3M	1.2M	365.39%
Electricalslance Stores	0.1M	0.3M	1.3M	400.34%
Euronics	0.1M	0.3M	1.2M	370.91%
Flawless Stores	0.1M	0.3M	1.1M	355.78%
Forward Stores	0.1M	0.3M	1.1M	389.38%
Info Stores	0.1M	0.3M	1.2M	344.36%
Premium Stores	0.1M	0.3M	1.1M	367.97%
Sorefoz	0.1M	0.3M	1.2M	356.33%
South Korea				
Amazon	1.1M	2.2M	4.5M	203.12%
Atliq e Store	1.2M	2.2M	4.6M	207.75%
AtliQ Exclusive	1.4M	1.7M	5.2M	311.83%
Leader	4.7M	5.7M	17.2M	299.12%
Sage	4.4M	5.5M	17.5M	320.75%
Spain				
Amazon		0.2M	1.2M	532.28%
Atliq e Store		0.2M	1.3M	606.42%
Boulangier		0.2M	1.3M	815.70%
Chiptec		0.2M	1.2M	765.63%
Elite		0.1M	1.3M	880.11%
Elkj�p		0.2M	1.3M	855.59%
Euronics		0.2M	1.2M	782.35%
Flipkart		0.3M	1.5M	540.57%
Integration Stores		0.1M	1.1M	741.04%
Relief		0.1M	1.3M	869.91%
Sweden				
Amazon	0.0M	0.1M	0.4M	749.21%
Argos (Sainsbury's)	0.0M	0.0M	0.4M	932.66%
Atliq e Store	0.0M	0.1M	0.4M	574.22%
Expert	0.0M	0.0M	0.3M	851.53%
Sorefoz	0.0M	0.0M	0.4M	942.54%
United Kingdom				
Amazon	0.2M	1.1M	3.0M	278.58%
Atlas Stores	0.2M	0.7M	2.8M	427.58%
Atliq e Store	0.2M	1.0M	3.0M	299.05%
Chip 7	0.2M	0.7M	2.8M	432.00%
Coolblue	0.2M	0.7M	3.0M	410.52%
Electricalslytical	0.2M	0.7M	3.5M	536.84%
Electricalsquipo Stores	0.2M	0.7M	3.3M	498.48%
Expert	0.2M	0.6M	3.1M	518.33%
Logic Stores	0.2M	0.7M	3.1M	455.58%
Radio Popular	0.2M	0.7M	3.1M	478.67%
UniEuro	0.2M	0.7M	3.2M	479.40%

AtliQ Hardwares



USA				
Acclaimed Stores	0.8M	1.8M	6.5M	366.02%
Amazon	2.1M	7.7M	15.3M	199.59%
AtliQ e Store	0.8M	2.6M	6.5M	247.96%
AtliQ Exclusive	1.0M	2.4M	7.8M	328.06%
BestBuy	0.9M	1.8M	6.3M	356.08%
Control	0.8M	1.9M	6.4M	343.40%
Costco	0.8M	1.8M	6.3M	339.79%
Ebay	0.9M	2.7M	6.7M	250.73%
Flipkart	1.0M	3.8M	7.9M	207.83%
Radio Shack	0.8M	1.7M	5.4M	311.51%
Staples	0.9M	2.0M	5.9M	289.65%
walmart	0.8M	1.7M	6.7M	389.18%
Grand Total	87.5M	196.7M	598.9M	304.48%



FILTERS

division	All
region	All
customer	All

P & L

By Fiscal Years

All values 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	96.2%
COGS	2.2M	5.8M	14.1M	143.2%
Gross Margin	1.7M	4.9M	6.9M	40.8%
Gross Margin %	42.6%	45.9%	32.9%	28.2%
Austria				
Net Sales		0.1M	2.8M	2301.3%
COGS		0.1M	2.0M	2172.4%
Gross Margin		0.0M	0.9M	2665.4%
Gross Margin %		26.1%	30.1%	15.2%
Bangladesh				
Net Sales	0.5M	2.3M	7.0M	207.7%
COGS	0.3M	1.4M	4.5M	233.5%
Gross Margin	0.1M	0.9M	2.4M	168.4%
Gross Margin %	28.7%	39.6%	34.5%	12.8%
Canada				
Net Sales	4.8M	12.2M	35.1M	188.1%
COGS	2.8M	7.1M	21.7M	206.4%
Gross Margin	2.0M	5.1M	13.4M	162.6%
Gross Margin %	41.7%	41.9%	38.2%	8.8%
China				
Net Sales	1.4M	5.4M	22.9M	322.0%
COGS	0.8M	3.3M	13.5M	305.5%
Gross Margin	0.6M	2.1M	9.4M	348.1%
Gross Margin %	44.9%	38.7%	41.1%	6.2%
France				
Net Sales	4.0M	7.5M	25.9M	247.2%
COGS	2.3M	4.3M	14.7M	246.4%
Gross Margin	1.8M	3.2M	11.2M	248.3%
Gross Margin %	44.1%	43.1%	43.2%	0.3%
Germany				
Net Sales	2.6M	4.7M	12.0M	156.2%
COGS	1.6M	3.0M	8.9M	193.8%
Gross Margin	0.9M	1.7M	3.1M	88.3%
Gross Margin %	37.0%	35.6%	26.2%	26.5%
India				
Net Sales	30.8M	49.8M	161.3M	224.0%
COGS	17.8M	33.7M	109.7M	225.0%
Gross Margin	13.1M	16.0M	51.6M	222.0%
Gross Margin %	42.4%	32.2%	32.0%	0.6%
Indonesia				

AtliQ Hardwares



Net Sales	2.5M	6.2M	18.4M	196.7%
COGS	1.5M	3.5M	11.3M	220.1%
Gross Margin	1.1M	2.7M	7.1M	165.6%
Gross Margin %	42.0%	42.9%	38.4%	-10.5%
Italy				
Net Sales	2.9M	4.5M	11.7M	162.5%
COGS	1.6M	3.1M	8.2M	164.6%
Gross Margin	1.3M	1.4M	3.5M	157.8%
Gross Margin %	45.6%	30.7%	30.1%	-1.8%
Japan				
Net Sales		1.9M	7.9M	321.1%
COGS		1.2M	4.2M	257.3%
Gross Margin		0.7M	3.7M	430.0%
Gross Margin %		37.0%	46.5%	25.9%
Netherlands				
Net Sales	0.2M	3.4M	8.0M	137.9%
COGS	0.1M	1.8M	4.6M	164.2%
Gross Margin	0.1M	1.6M	3.4M	109.2%
Gross Margin %	36.4%	47.8%	42.0%	-12.1%
Newzealand				
Net Sales		2.0M	11.4M	474.3%
COGS		1.5M	5.9M	303.8%
Gross Margin		0.5M	5.5M	950.7%
Gross Margin %		26.4%	48.2%	83.0%
Norway				
Net Sales		2.5M	13.7M	451.8%
COGS		1.5M	9.6M	525.0%
Gross Margin		0.9M	4.0M	331.0%
Gross Margin %		37.7%	29.5%	-21.9%
Pakistan				
Net Sales	0.6M	4.7M	5.7M	20.5%
COGS	0.4M	2.7M	3.6M	34.3%
Gross Margin	0.2M	2.0M	2.0M	2.0%
Gross Margin %	39.7%	42.8%	36.2%	-15.4%
Philiphines				
Net Sales	5.7M	13.4M	31.9M	138.4%
COGS	3.4M	7.3M	19.4M	164.6%
Gross Margin	2.3M	6.0M	12.5M	106.5%
Gross Margin %	39.9%	45.1%	39.1%	-13.4%
Poland				
Net Sales	0.4M	2.8M	5.2M	85.8%
COGS	0.3M	1.7M	3.0M	78.5%
Gross Margin	0.2M	1.1M	2.2M	96.7%
Gross Margin %	37.4%	40.2%	42.6%	5.9%
Portugal				
Net Sales	0.7M	3.6M	11.8M	229.8%
COGS	0.5M	2.3M	6.8M	198.9%
Gross Margin	0.3M	1.3M	5.0M	284.5%
Gross Margin %	39.3%	36.1%	42.1%	16.6%
South Korea				

AtliQ Hardwares



Net Sales	12.8M	17.3M	49.0M	183.3%
COGS	6.7M	12.1M	31.4M	158.7%
Gross Margin	6.1M	5.2M	17.6M	241.3%
Gross Margin %	47.5%	29.8%	35.9%	20.5%
Spain				
Net Sales		1.8M	12.6M	611.4%
COGS		1.1M	8.4M	663.2%
Gross Margin		0.7M	4.2M	525.7%
Gross Margin %		37.7%	33.1%	-12.1%
Sweden				
Net Sales	0.1M	0.2M	1.8M	681.9%
COGS	0.0M	0.1M	1.1M	735.6%
Gross Margin	0.0M	0.1M	0.7M	613.8%
Gross Margin %	38.3%	44.1%	40.2%	-8.7%
United Kingdom				
Net Sales	2.0M	8.1M	34.2M	322.7%
COGS	1.3M	5.3M	18.7M	252.1%
Gross Margin	0.7M	2.8M	15.4M	459.0%
Gross Margin %	36.2%	34.1%	45.1%	32.2%
USA				
Net Sales	11.5M	31.9M	87.8M	175.0%
COGS	7.7M	19.5M	55.3M	183.9%
Gross Margin	3.8M	12.4M	32.5M	161.0%
Gross Margin %	32.8%	39.0%	37.0%	-5.1%
Total Net Sales	87.5M	196.7M	598.9M	204.5%
Total COGS	51.2M	123.4M	380.7M	208.6%
Total Gross Margin	36.2M	73.3M	218.2M	197.6%
Total Gross Margin %	41.4%	37.3%	36.4%	-2.3%



division	All
market	All
region	All
customer	All
fiscal_year	2019

P & L**By Fiscal Years**

All values in USD

Note: Do not modify pivot table.

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	6.5M	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
Gross Margin %	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%

division	All
market	All
region	All
customer	All
fiscal_year	2020

P & L**By Fiscal Years**

All values 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	17.1M	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
Gross Margin %	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%



division	All
market	All
region	All
customer	All
fiscal_year	2021

P & L**By Fiscal Years**

All values 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	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
Gross Margin %	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%