



































## Customer Sales Performance

FILTER	
region	All
market	All
division	All

Customer	Net Sales 2019	Net Sales 2020	Net Sales 2021	Sales 21 vs 20
Acclaimed Stores	1.4 M	2.9 M	10.9 M	378.1%
All-Out		0.2 M	0.8 M	495.7%
Amazon	12.2 M	37.5 M	82.1 M	218.9%
Argos (Sainsbury's)	0.4 M	0.7 M	2.3 M	306.0%
Atlas Stores	0.2 M	0.7 M	3.2 M	470.3%
Atliq e Store	7.2 M	23.7 M	53.0 M	223.8%
AtliQ Exclusive	9.6 M	17.7 M	61.1 M	345.8%
BestBuy	0.9 M	1.8 M	6.3 M	356.1%
Boulanger	0.2 M	0.8 M	4.1 M	492.9%
Chip 7	0.6 M	1.3 M	5.5 M	416.1%
Chiptec		0.4 M	3.0 M	722.0%
Control	0.9 M	2.2 M	7.7 M	349.2%
Coolblue	0.5 M	1.2 M	4.2 M	360.0%
Costco	1.1 M	2.8 M	9.3 M	337.4%
Croma	1.7 M	2.5 M	7.5 M	305.1%
Currys (Dixons Carphone)	0.3 M	0.8 M	1.9 M	246.9%
Digimarket	0.8 M	1.7 M	4.1 M	241.1%
Ebay	2.6 M	6.3 M	15.2 M	242.2%
Electricalsara Stores	0.1 M	0.6 M	1.9 M	286.0%
Electricalsbea Stores		0.1 M	0.7 M	504.6%
Electricalslance Stores	0.1 M	0.7 M	2.3 M	313.3%
Electricalslytical	1.8 M	2.6 M	11.9 M	457.5%
Electricalsocity	2.3 M	3.5 M	12.4 M	358.8%
Electricalsquipo Stores	0.2 M	0.7 M	3.6 M	535.3%

Elite	0.4 M	0.8 M	4.1 M		495.5%
Elkj�p	0.5 M	1.3 M	5.2 M		391.9%
Epic Stores	0.4 M	0.9 M	4.2 M		446.1%
Euronics	0.4 M	0.9 M	3.9 M		444.7%
Expert	0.8 M	1.8 M	6.4 M		364.0%
Expression	1.7 M	3.0 M	9.8 M		328.2%
Ezone	1.5 M	2.0 M	7.9 M		391.6%
Flawless Stores	0.1 M	0.5 M	1.8 M		396.3%
Flipkart	2.9 M	8.3 M	19.3 M		231.0%
Fnac-Darty	0.5 M	0.8 M	2.9 M		349.8%
Forward Stores	0.6 M	1.5 M	4.1 M		272.0%
Girias	1.5 M	2.1 M	8.7 M		419.3%
Info Stores	0.1 M	0.5 M	1.8 M		384.1%
Insight	0.4 M	1.0 M	2.8 M		271.8%
Integration Stores		0.2 M	1.4 M		887.2%
Leader	4.7 M	6.0 M	18.8 M		314.8%
Logic Stores	0.2 M	0.9 M	4.8 M		515.2%
Lotus	1.5 M	2.1 M	8.1 M		382.6%
Neptune	1.0 M	3.4 M	16.1 M		471.5%
Nomad Stores	0.5 M	1.6 M	4.0 M		246.9%
Notebillig	0.2 M	0.4 M	1.1 M		287.4%
Nova		0.0 M	0.4 M		2664.9%
Novus	1.9 M	3.7 M	9.9 M		264.2%
Otto	0.3 M	0.4 M	1.2 M		298.6%
Premium Stores	0.5 M	1.1 M	3.9 M		353.1%
Propel	1.6 M	2.5 M	10.8 M		440.6%
Radio Popular	0.5 M	1.5 M	5.3 M		362.6%
Radio Shack	0.8 M	1.7 M	5.4 M		311.5%
Reliance Digital	1.6 M	2.6 M	9.7 M		377.9%
Relief	0.4 M	1.0 M	4.1 M		403.6%
Sage	4.8 M	6.4 M	20.7 M		321.5%
Saturn	0.2 M	0.4 M	1.2 M		310.5%
Sorefoz	0.6 M	1.1 M	4.7 M		433.6%
Sound	0.6 M	1.7 M	4.4 M		260.3%

## Atliq Hardwares



Staples	1.2 M	2.9 M	8.8 M	■	307.0%
Surface Stores	0.1 M	0.5 M	2.1 M	■	398.8%
Synthetic	1.9 M	4.4 M	12.2 M	■	276.0%
Taobao	0.2 M	1.3 M	3.3 M	■	248.7%
UniEuro	0.6 M	1.6 M	7.3 M	■	457.0%
Vijay Sales	1.7 M	2.1 M	8.5 M	■	397.8%
Viveks	1.6 M	2.2 M	7.8 M	■	348.1%
walmart	1.3 M	2.6 M	9.7 M	■	370.4%
Zone	0.3 M	1.6 M	5.3 M	■	336.2%
<b>Grand Total</b>	<b>87.5 M</b>	<b>196.7 M</b>	<b>598.9 M</b>		<b>304.5%</b>

## Customer Sales Performance

FILTER	
region	All
market	India
division	All

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

## Customer Sales Performance

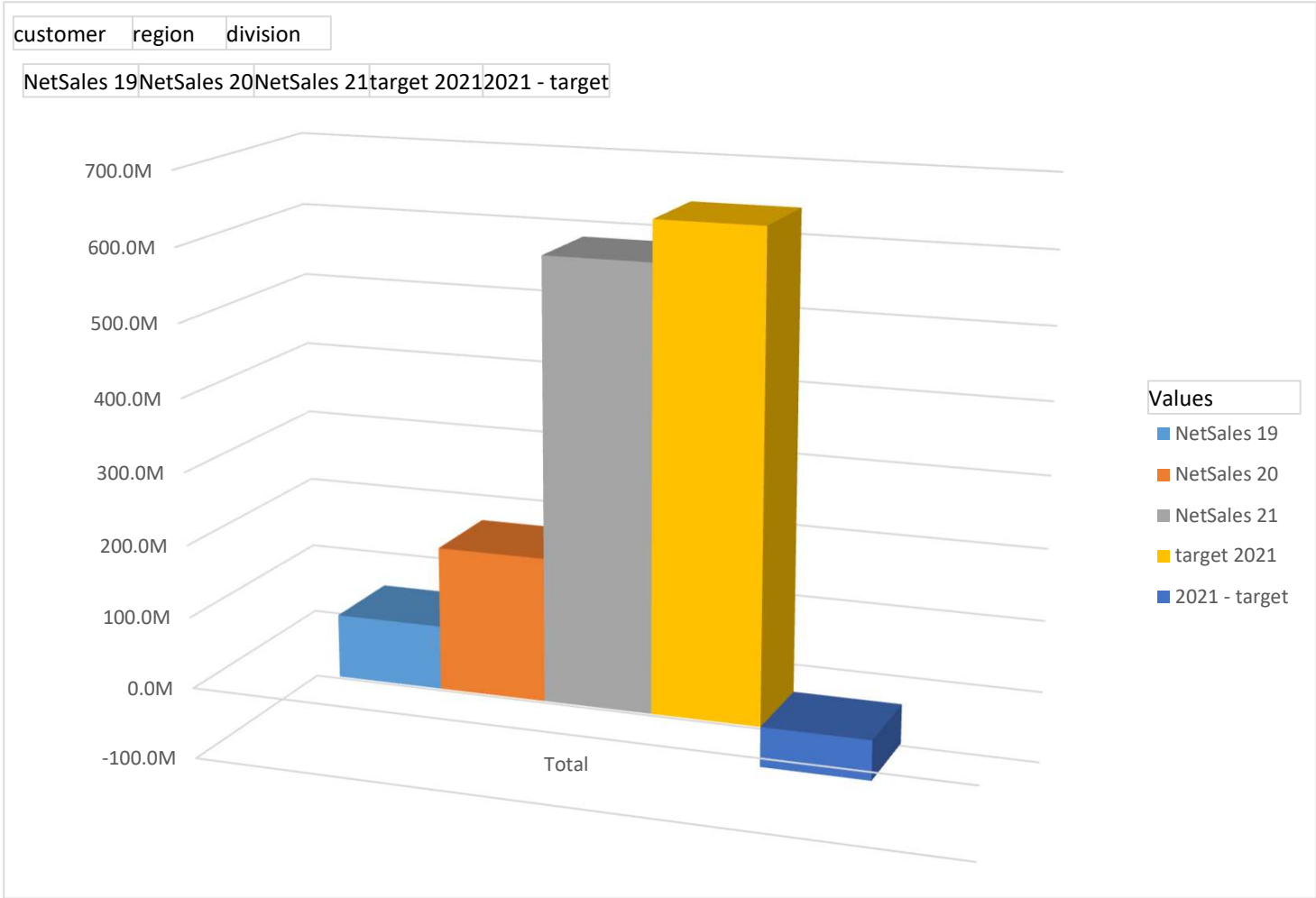
FILTER	
region	All
market	USA
division	All

Customer	Net Sales 2019	Net Sales 2020	Net Sales 2021	Sales 21 vs 20
Acclaimed Stores	0.8 M	1.8 M	6.5 M	366.0%
Amazon	2.1 M	7.7 M	15.3 M	199.6%
Atliq e Store	0.8 M	2.6 M	6.5 M	248.0%
AtliQ Exclusive	1.0 M	2.4 M	7.8 M	328.1%
BestBuy	0.9 M	1.8 M	6.3 M	356.1%
Control	0.8 M	1.9 M	6.4 M	343.4%
Costco	0.8 M	1.8 M	6.3 M	339.8%
Ebay	0.9 M	2.7 M	6.7 M	250.7%
Flipkart	1.0 M	3.8 M	7.9 M	207.8%
Radio Shack	0.8 M	1.7 M	5.4 M	311.5%
Staples	0.9 M	2.0 M	5.9 M	289.7%
walmart	0.8 M	1.7 M	6.7 M	389.2%
<b>Grand Total</b>	<b>11.5 M</b>	<b>31.9 M</b>	<b>87.8 M</b>	<b>275.0%</b>

FILTER	
region	All
division	All

Market Performance vs Target  
All Values in USD

Customer	Net Sales 2019	Net Sales 2020	Net Sales 2021	target 2021	2021 - target	%
Australia	3.9M	10.7M	21.0M	23.2M	-2.2M	-10.5%
Austria		0.1M	2.8M	3.2M	-0.3M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	7.7M	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	40.1M	-5.1M	-14.5%
China	1.4M	5.4M	22.9M	25.0M	-2.1M	-9.0%
France	4.0M	7.5M	25.9M	28.1M	-2.2M	-8.4%
Germany	2.6M	4.7M	12.0M	13.5M	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	170.8M	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	20.8M	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	12.8M	-1.0M	-9.0%
Japan		1.9M	7.9M	8.2M	-0.3M	-4.1%
Netherlands	0.2M	3.4M	8.0M	8.6M	-0.7M	-8.2%
Newzealand		2.0M	11.4M	12.8M	-1.4M	-12.3%
Norway		2.5M	13.7M	15.1M	-1.4M	-10.5%
Pakistan	0.6M	4.7M	5.7M	6.2M	-0.5M	-9.3%
Philippines	5.7M	13.4M	31.9M	34.4M	-2.5M	-7.8%
Poland	0.4M	2.8M	5.2M	6.1M	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	12.3M	-0.5M	-4.3%
South Korea	12.8M	17.3M	49.0M	53.3M	-4.4M	-8.9%
Spain		1.8M	12.6M	14.4M	-1.8M	-14.1%
Sweden	0.1M	0.2M	1.8M	2.0M	-0.2M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	37.1M	-3.0M	-8.7%
USA	11.5M	31.9M	87.8M	98.0M	-10.2M	-11.7%
<b>Grand Total</b>	<b>87.5 M</b>	<b>196.7 M</b>	<b>598.9 M</b>	<b>653.8M</b>	<b>-54.9M</b>	<b>-9.2%</b>





Profit & Loss By Fiscal Years

FILTER

region All  
market All  
customer All  
division All

All Vales in USD  
Note: 2021 vs 2020 is not the part of pivot table

Metrics	Fiscal Years			
	2019	2020	2021	2021 vs 2020
Net Sales	87.5M	196.7M	598.9M	304%
COGS	51.2M	123.4M	380.7M	309%
Gross Margin	36.2M	73.3M	218.2M	298%
GM %	41.43%	37.28%	36.43%	98%





Profit & Loss By Fiscal Years

FILTER

Note: Do not modify the pivot table

region  
market  
division  
customer  
FY

All  
All  
All  
All  
2019

Fiscal Year 2019  
All Vales in USD

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				
GM %	40.87%	41.97%	41.49%	41.39%	40.87%	41.94%	41.45%	41.39%	40.79%	42.00%	41.48%	41.39%	41.43%				

region  
market  
division  
customer  
FY

All  
All  
All  
All  
2020

Fiscal Year 2020  
All Vales in USD

	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
Metrics	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
GM %	37.77%	37.78%	37.04%	36.81%	37.75%	37.74%	36.68%	37.73%	37.49%	37.27%	36.68%	36.79%	37.28%

region  
market  
division  
customer  
FY

All  
All  
All  
All  
2021

Fiscal Year 2021  
All Vales in USD

	Quarters													Grand Total
	Q1			Q2			Q3			Q4				
Metrics	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	



GM %	36.65%	36.52%	36.29%	36.26%	36.68%	36.53%	36.37%	36.33%	36.63%	36.45%	36.37%	36.26%	36.43%
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Net Sales Comparison

2021 vs 2020	162.06%	164.68%	159.10%	161.05%	161.40%	162.49%	1981.59%	461.21%	347.02%	178.64%	173.93%	160.31%	204.48%
2020 vs 2019	164.63%	156.58%	167.27%	161.45%	162.75%	162.02%	-67.07%	22.73%	53.05%	140.65%	148.00%	162.03%	124.85%