

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

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%
Grand Total	30.8 M	49.8 M	161.3 M	324.0%

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%
Grand Total	11.5 M	31.9 M	87.8 M	275.0%

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%
Grand Total	87.5 M	196.7 M	598.9 M	653.8M	-54.9M	-9.2%



Profit & Loss By Fiscal Years

FILTER

Note: Do not modify the pivot table

region	All
market	All
division	All
customer	All
FY	2019

Fiscal Year 2019
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	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 All
market All
division All
customer All
FY 2020

Fiscal Year 2020
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	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 All
market All
division All
customer All
FY 2021

Fiscal Year 2021
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	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%



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

	Fiscal Years			
Metrics	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%