

Customer Net Sales Performance

FILTERS

region	All
market	All
division	All

Customer	2019	2020	2021	21Vs20
Acclaimed Stores	1.42 M	2.89 M	10.92 M	378.1%
All-Out		0.16 M	0.81 M	495.7%
Amazon	12.17 M	37.51 M	82.09 M	218.9%
Argos (Sainsbury's)	0.35 M	0.74 M	2.27 M	306.0%
Atlas Stores	0.18 M	0.67 M	3.17 M	470.3%
AtliQ e Store	7.18 M	23.67 M	52.98 M	223.8%
AtliQ Exclusive	9.58 M	17.68 M	61.12 M	345.8%
BestBuy	0.85 M	1.77 M	6.31 M	356.1%
Boulanger	0.24 M	0.83 M	4.07 M	492.9%
Chip 7	0.60 M	1.32 M	5.51 M	416.1%
Chiptec		0.42 M	3.02 M	722.0%
Control	0.91 M	2.20 M	7.67 M	349.2%
Coolblue	0.46 M	1.18 M	4.25 M	360.0%
Costco	1.14 M	2.75 M	9.29 M	337.4%
Croma	1.67 M	2.47 M	7.55 M	305.1%
Currys (Dixons Carphone)	0.29 M	0.76 M	1.87 M	246.9%
Digimarket	0.80 M	1.72 M	4.14 M	241.1%
Ebay	2.61 M	6.27 M	15.17 M	242.2%
Electricalsara Stores	0.12 M	0.65 M	1.85 M	286.0%
Electricalsbea Stores		0.14 M	0.72 M	504.6%
Electricalslance Stores	0.10 M	0.75 M	2.35 M	313.3%
Electricalslytical	1.80 M	2.61 M	11.94 M	457.5%
Electricalsociety	2.34 M	3.46 M	12.42 M	358.8%
Electricalsquipo Stores	0.18 M	0.68 M	3.64 M	535.3%
Elite	0.42 M	0.83 M	4.13 M	495.5%
Elkjøp	0.46 M	1.32 M	5.16 M	391.9%
Epic Stores	0.41 M	0.94 M	4.19 M	446.1%
Euronics	0.36 M	0.88 M	3.90 M	444.7%
Expert	0.79 M	1.77 M	6.43 M	364.0%
Expression	1.65 M	2.99 M	9.82 M	328.2%
Ezone	1.53 M	2.02 M	7.92 M	391.6%
Flawless Stores	0.07 M	0.46 M	1.81 M	396.3%
Flipkart	2.94 M	8.35 M	19.29 M	231.0%
Fnac-Darty	0.54 M	0.82 M	2.87 M	349.8%
Forward Stores	0.56 M	1.50 M	4.07 M	272.0%
Girias	1.55 M	2.07 M	8.67 M	419.3%
Info Stores	0.07 M	0.48 M	1.84 M	384.1%
Insight	0.42 M	1.01 M	2.76 M	271.8%
Integration Stores		0.16 M	1.44 M	887.2%
Leader	4.68 M	5.97 M	18.80 M	314.8%
Logic Stores	0.17 M	0.93 M	4.81 M	515.2%

AtliQ Hardwares



Lotus	1.48 M	2.11 M	8.09 M	382.6%
Neptune	0.99 M	3.42 M	16.11 M	471.5%
Nomad Stores	0.53 M	1.63 M	4.02 M	246.9%
Notebillig	0.25 M	0.39 M	1.12 M	287.4%
Nova		0.01 M	0.35 M	2664.9%
Novus	1.87 M	3.73 M	9.85 M	264.2%
Otto	0.26 M	0.40 M	1.20 M	298.6%
Premium Stores	0.46 M	1.10 M	3.88 M	353.1%
Propel	1.59 M	2.46 M	10.83 M	440.6%
Radio Popular	0.51 M	1.45 M	5.27 M	362.6%
Radio Shack	0.81 M	1.75 M	5.44 M	311.5%
Reliance Digital	1.62 M	2.57 M	9.73 M	377.9%
Relief	0.39 M	1.01 M	4.06 M	403.6%
Sage	4.83 M	6.44 M	20.70 M	321.5%
Saturn	0.23 M	0.38 M	1.19 M	310.5%
Sorefoz	0.55 M	1.07 M	4.66 M	433.6%
Sound	0.56 M	1.67 M	4.36 M	260.3%
Staples	1.24 M	2.85 M	8.75 M	307.0%
Surface Stores	0.09 M	0.53 M	2.12 M	398.8%
Synthetic	1.89 M	4.42 M	12.19 M	276.0%
Taobao	0.22 M	1.33 M	3.30 M	248.7%
UniEuro	0.60 M	1.61 M	7.35 M	457.0%
Vijay Sales	1.73 M	2.15 M	8.53 M	397.8%
Viveks	1.55 M	2.24 M	7.78 M	348.1%
walmart	1.26 M	2.63 M	9.73 M	370.4%
Zone	0.34 M	1.56 M	5.26 M	336.2%
Grand Total	87.48 M	196.69 M	598.88 M	304.5%

Note: All values are in USD

Market Performance vs Target

FILTERS

region All
division All

Market	2019	2020	2021	2021-Target	Target - 21 %
Australia	3.88 M	10.70 M	20.99 M	-2.21 M	-10.54%
Austria		0.12 M	2.84 M	-0.33 M	-11.74%
Bangladesh	0.48 M	2.26 M	6.95 M	-0.72 M	-10.31%
Canada	4.76 M	12.17 M	35.06 M	-5.07 M	-14.45%
China	1.43 M	5.42 M	22.89 M	-2.07 M	-9.03%
France	4.04 M	7.47 M	25.94 M	-2.19 M	-8.44%
Germany	2.56 M	4.69 M	12.01 M	-1.53 M	-12.72%
India	30.82 M	49.77 M	161.26 M	-9.55 M	-5.92%
Indonesia	2.52 M	6.21 M	18.41 M	-2.38 M	-12.93%
Italy	2.90 M	4.46 M	11.72 M	-1.05 M	-8.96%
Japan		1.88 M	7.92 M	-0.33 M	-4.12%
Netherlands	0.23 M	3.36 M	7.98 M	-0.66 M	-8.22%
Newzealand		1.99 M	11.40 M	-1.40 M	-12.30%
Norway		2.48 M	13.68 M	-1.44 M	-10.50%
Pakistan	0.62 M	4.69 M	5.66 M	-0.52 M	-9.27%
Philippines	5.69 M	13.37 M	31.86 M	-2.50 M	-7.84%
Poland	0.41 M	2.79 M	5.19 M	-0.94 M	-18.13%
Portugal	0.75 M	3.59 M	11.83 M	-0.51 M	-4.29%
South Korea	12.80 M	17.28 M	48.97 M	-4.36 M	-8.91%
Spain		1.77 M	12.62 M	-1.79 M	-14.15%
Sweden	0.05 M	0.23 M	1.77 M	-0.20 M	-11.11%
United Kingdom	2.00 M	8.08 M	34.15 M	-2.98 M	-8.72%
USA	11.53 M	31.92 M	87.78 M	-10.24 M	-11.66%
Grand Total	87.48 M	196.69 M	598.88 M	-54.94 M	-9.17%

Note: All values are in USD

Profit & Loss By Fiscal Years

FILTERS

region	All
division	All
customer	All

Note: All values are in USD

Market	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%
GM%	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%
GM%		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%
GM%	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%
GM%	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%
GM%	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%
GM%	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%
GM%	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%
GM%	42.4%	32.2%	32.0%	-0.6%

Indonesia

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%
GM%	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%
GM%	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%
GM%	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%
GM%	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%
GM%	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%
GM%	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	
GM%	39.7%	42.8%	36.2%	

Philippines

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%
GM%	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%
GM%	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%
GM%	39.3%	36.1%	42.1%	16.6%

South Korea

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%
GM%	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%
GM%	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%
GM%	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%
GM%	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%
GM%	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 GM%	41.4%	37.3%	36.4%	-2.3%



Profit & Loss By Fiscal Months

FILTERS

region	All
market	All
division	All
customer	All
FY	2019

Note: All values are in USD
Note: Do not modify the pivot table.

	Q1		Q2		Q3		Q4				Total		
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%	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	41.4%	40.8%	42.0%	41.5%	41.4%	41.4%

P & L By Fiscal Months

FILTERS

region	All
market	All
division	All
customer	All
FY	2020

	Q1		Q2		Q3		Q4						Total
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%	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	37.3%

P & L By Fiscal Months

FILTERS

region	All
market	All
division	All
customer	All
FY	2021

	Q1			Q2		Q3			Q4			Total	
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%	36.7%	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 Sale Comparison

21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	1,981.6%	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%