



segment, category, ...

All

2021

Q4

YTG

vs  
Target

## Performance Matrix

**region** ● APAC ● EU ● NA

5%

GM %

NS \$

| Company        | Region | NS \$ (approx.) | GM % (approx.) |
|----------------|--------|-----------------|----------------|
| Insight        | APAC   | 3.5M            | 42%            |
| Sage           | NA     | 4.0M            | 39%            |
| Forward Stores | EU     | 4.0M            | 33%            |
| Elkjøp         | EU     | 6.5M            | 38%            |
| Radio Shack    | NA     | 7.0M            | 31%            |
| Staples        | NA     | 11.5M           | 33%            |
| Novus          | APAC   | 12.5M           | 33%            |
| Croma          | APAC   | 10.0M           | 27%            |
| Control        | APAC   | 1.5M            | 30%            |
| Synthetic      | APAC   | 1.8M            | 29%            |
| Chiptec        | APAC   | 4.0M            | 30%            |
| Digimarket     | APAC   | 3.8M            | 28%            |
| Sound          | APAC   | 3.5M            | 25%            |
| Boulangier     | EU     | 5.5M            | 29%            |
| Billa          | EU     | 1.5M            | 25%            |
| Sound          | EU     | 2.5M            | 27%            |
| Digimarket     | EU     | 1.5M            | 20%            |
| Notebillig     | EU     | 1.5M            | 18%            |

## Unit Performance

**Net Sales Breakdown**

| Category                      | Value | Percentage |
|-------------------------------|-------|------------|
| Net Sales                     | 0.82K | 49.49%     |
| Total Post Invoice Deductions | 0.45K | 26.93%     |
| Pre Invoice Deductions        | 0.39K | 23.58%     |

**Gross Margin Breakdown**

| Category     | Value  | Percentage |
|--------------|--------|------------|
| Gross Margin | 300.63 | 36.49%     |
| Total COGS   | 523.22 | 63.51%     |

**NS = Net Sales \$, GM = Gross Margin**