

## FILTERS

region	All
market	All
division	All

**Customer  
NetSales Performance**

All values in USD

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	378.1%
All-Out		0.2M	0.8M	495.7%
Amazon	12.2M	37.5M	82.1M	218.9%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	306.0%
Atlas Stores	0.2M	0.7M	3.2M	470.3%
Atliq e Store	7.2M	23.7M	53.0M	223.8%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.8%
BestBuy	0.9M	1.8M	6.3M	356.1%
Boulanger	0.2M	0.8M	4.1M	492.9%
Chip 7	0.6M	1.3M	5.5M	416.1%
Chiptec		0.4M	3.0M	722.0%
Control	0.9M	2.2M	7.7M	349.2%
Coolblue	0.5M	1.2M	4.2M	360.0%
Costco	1.1M	2.8M	9.3M	337.4%
Croma	1.7M	2.5M	7.5M	305.1%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.9%
Digimarket	0.8M	1.7M	4.1M	241.1%
Ebay	2.6M	6.3M	15.2M	242.2%
Electricalsara Stores	0.1M	0.6M	1.9M	286.0%
Electricalsbea Stores		0.1M	0.7M	504.6%
Electricalslance Stores	0.1M	0.7M	2.3M	313.3%
Electricalslytical	1.8M	2.6M	11.9M	457.5%
Electricalsocity	2.3M	3.5M	12.4M	358.8%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.3%
Elite	0.4M	0.8M	4.1M	495.5%
Elkjøp	0.5M	1.3M	5.2M	391.9%
Epic Stores	0.4M	0.9M	4.2M	446.1%
Euronics	0.4M	0.9M	3.9M	444.7%
Expert	0.8M	1.8M	6.4M	364.0%
Expression	1.7M	3.0M	9.8M	328.2%
Ezone	1.5M	2.0M	7.9M	391.6%
Flawless Stores	0.1M	0.5M	1.8M	396.3%
Flipkart	2.9M	8.3M	19.3M	231.0%
Fnac-Darty	0.5M	0.8M	2.9M	349.8%
Forward Stores	0.6M	1.5M	4.1M	272.0%
Girias	1.5M	2.1M	8.7M	419.3%
Info Stores	0.1M	0.5M	1.8M	384.1%
Insight	0.4M	1.0M	2.8M	271.8%
Integration Stores		0.2M	1.4M	887.2%
Leader	4.7M	6.0M	18.8M	314.8%

# AtliQ Hardwares



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



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region	All
division	All

## Market

## Performance vs Target

All values in USD

Country	2019	2020	2021	Target21	2021 - Targ %
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>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>653.8M</b>	<b>-54.9M -9.2%</b>



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**P & L**  
**By Fiscal Years**  
All values in USD

Metrics	Fiscal Years			21 vs 20
	2019	2020	2021	
Net Sales	87.5M	196.7M	598.9M	204.5%
COGS	51.2M	123.4M	380.7M	208.6%
Gross Margin	36.2M	73.3M	218.2M	197.6%
GM%	41.4%	37.3%	36.4%	-2.3%



**FILTERS**

region	All
market	All
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division	All
FY	2019

**P & L****By Fiscal Years**

All values in USD

**Quarters**

Metrics	Q1			Q2		
	Sep	Oct	Nov	Dec	Jan	
Net Sales	6.5M	8.0M	10.7M	11.4M	6.5M	
COGS	3.8M	4.7M	6.3M	6.7M	3.9M	
Gross Margin	2.6M	3.4M	4.5M	4.7M	2.7M	
GM%	40.9%	42.0%	41.5%	41.4%	40.9%	

region	All
market	All
customer	All
division	All
FY	2020

**P & L****By Fiscal Years**

All values in USD

**Quarters**

Metrics	Q1			Q2		
	Sep	Oct	Nov	Dec	Jan	
Net Sales	17.1M	20.6M	28.7M	29.9M	17.1M	
COGS	10.6M	12.8M	18.1M	18.9M	10.7M	
Gross Margin	6.5M	7.8M	10.6M	11.0M	6.5M	
GM%	37.8%	37.8%	37.0%	36.8%	37.8%	

region	All
market	All
customer	All
division	All
FY	2021

**P & L****By Fiscal Years**

All values in USD

**Quarters**

Metrics	Q1			Q2		
	Sep	Oct	Nov	Dec	Jan	
Net Sales	44.8M	54.6M	74.3M	78.1M	44.8M	
COGS	28.4M	34.7M	47.4M	49.8M	28.4M	
Gross Margin	16.4M	19.9M	27.0M	28.3M	16.4M	
GM%	36.7%	36.5%	36.3%	36.3%	36.7%	



Net Sales  
Comparison

21 vs 20	262.1%	264.7%	259.1%	261.0%	261.4%
20 vs 19	264.6%	256.6%	267.3%	261.5%	262.8%

Note: Do not modify pivot table

Q2	Q3			Q4			Grand Total
Feb	Mar	Apr	May	Jun	Jul	Aug	
6.1M	6.4M	6.3M	6.5M	6.2M	6.5M	6.3M	87.5M
3.5M	3.8M	3.7M	3.8M	3.6M	3.8M	3.7M	51.2M
2.6M	2.7M	2.6M	2.6M	2.6M	2.7M	2.6M	36.2M
41.9%	41.5%	41.4%	40.8%	42.0%	41.5%	41.4%	41.4%

Q2	Q3			Q4			Grand Total
Feb	Mar	Apr	May	Jun	Jul	Aug	
15.9M	2.1M	7.8M	9.9M	14.9M	16.1M	16.5M	196.7M
9.9M	1.3M	4.8M	6.2M	9.3M	10.2M	10.5M	123.4M
6.0M	0.8M	2.9M	3.7M	5.5M	5.9M	6.1M	73.3M
37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	37.3%

Q2	Q3			Q4			Grand Total
Feb	Mar	Apr	May	Jun	Jul	Aug	
41.8M	44.0M	43.5M	44.4M	41.5M	44.0M	43.0M	598.9M
26.5M	28.0M	27.7M	28.1M	26.4M	28.0M	27.4M	380.7M
15.3M	16.0M	15.8M	16.3M	15.1M	16.0M	15.6M	218.2M
36.5%	36.4%	36.3%	36.6%	36.4%	36.4%	36.3%	36.4%





262.5%	2081.6%	561.2%	447.0%	278.6%	273.9%	260.3%	204.5%
262.0%	32.9%	122.7%	153.1%	240.7%	248.0%	262.0%	124.8%