

AtliQ Hardwares



FILTERS

region	All
market	All
division	All

Customer Net Sales Performance

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%

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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%
Logic Stores	0.2M	0.9M	4.8M	515.2%

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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%
Grand Total	87.5M	196.7M	598.9M	304.5%

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region	All
division	All

Market

Performance vs Target

All values are in USD

Customer	2019	2020	2021	target21	2021-Target	%
Australia	3.9M	10.7M	21.0M	\$23,204,036.28	-2.2M	-10.5%
Austria		0.1M	2.8M	\$3,173,675.13	-0.3M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	\$7,667,374.44	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	\$40,126,279.56	-5.1M	-14.5%
China	1.4M	5.4M	22.9M	\$24,952,433.43	-2.1M	-9.0%
France	4.0M	7.5M	25.9M	\$28,133,809.08	-2.2M	-8.4%
Germany	2.6M	4.7M	12.0M	\$13,533,640.04	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	\$170,814,109.00	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	\$20,796,416.29	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	\$12,767,353.78	-1.0M	-9.0%
Japan		1.9M	7.9M	\$8,248,982.87	-0.3M	-4.1%
Netherlands	0.2M	3.4M	8.0M	\$8,640,172.79	-0.7M	-8.2%
Newzealand		2.0M	11.4M	\$12,804,468.33	-1.4M	-12.3%
Norway		2.5M	13.7M	\$15,113,149.51	-1.4M	-10.5%
Pakistan	0.6M	4.7M	5.7M	\$6,180,859.35	-0.5M	-9.3%
Philippines	5.7M	13.4M	31.9M	\$34,354,372.21	-2.5M	-7.8%
Poland	0.4M	2.8M	5.2M	\$6,130,190.69	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	\$12,337,301.52	-0.5M	-4.3%
South Korea	12.8M	17.3M	49.0M	\$53,326,653.00	-4.4M	-8.9%
Spain		1.8M	12.6M	\$14,404,167.90	-1.8M	-14.1%
Sweden	0.1M	0.2M	1.8M	\$1,964,258.04	-0.2M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	\$37,131,732.78	-3.0M	-8.7%
USA	11.5M	31.9M	87.8M	\$98,016,133.19	-10.2M	-11.7%
Grand Total	87.5M	196.7M	598.9M	\$653,821,569.21	-54.9M	-9.2%

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FILTERS

region	All
market	All
division	All
customer	All
FY	2019

P & L
By Fiscal Months
All values in USD

Metrics	Quarters					
	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%	

FILTERS

region	All
market	All
division	All
customer	All
FY	2020

P & L
By Fiscal Months
All values in USD

Metrics	Quarters					
	Q1			Q2		
	Sep	Oct	Nov	Dec	Jan	
Net Sales	17.4M	22.4M	22.7M	22.2M	17.4M	

FILTERS

region	All
market	All
division	All
customer	All
FY	2020

P & L**By Fiscal Months**

All values in USD

Metrics	Quarters			Quarters		
	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%	

FILTERS

region	All
market	All
division	All
customer	All
FY	2021

P & L**By Fiscal Months**

All values in USD

Metrics	Quarters			Quarters		
	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%	

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Net Sales Comparison

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