



## Filters

region All  
market All  
division All

Customer  
Net Sales Performance  
All Values are in USD

Customer	2019	2020	2021	2021 VS 2020
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%

# AtliQ Hardwares



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%
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%



## Filters

region All  
market India  
division All

## Customer

### Net Sales Performance (INDIA)

All Values are in USD

Customer	2019	2020	2021	2021 VS 2020
Amazon	4.6M	9.8M	23.0M	234.9%
AtliQ e Store	1.6M	3.5M	8.7M	249.1%
AtliQ Exclusive	3.4M	4.7M	18.4M	392.6%
Croma	1.7M	2.5M	7.5M	305.1%
Ebay	1.7M	3.6M	8.5M	235.9%
Electricalslytical	1.6M	2.0M	8.4M	431.1%
Electricalsociety	1.8M	2.3M	9.4M	415.1%
Expression	1.5M	2.2M	8.8M	391.2%
Ezone	1.5M	2.0M	7.9M	391.6%
Flipkart	1.9M	4.3M	9.9M	231.8%
Girias	1.5M	2.1M	8.7M	419.3%
Lotus	1.5M	2.1M	8.1M	382.6%
Propel	1.6M	2.2M	9.1M	413.7%
Reliance Digital	1.6M	2.2M	8.5M	387.2%
Vijay Sales	1.7M	2.1M	8.5M	397.8%
Viveks	1.6M	2.2M	7.8M	348.1%
Grand Total	30.8M	49.8M	161.3M	324.0%



## Filters

region All  
division All

## Market

### Performance vs Target

All Values are in USD

Country	2019	2020	2021	2021 - Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.5%
Austria		0.1M	2.8M	-0.3M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.5%
China	1.4M	5.4M	22.9M	-2.1M	-9.0%
France	4.0M	7.5M	25.9M	-2.2M	-8.4%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	-1.0M	-9.0%
Japan		1.9M	7.9M	-0.3M	-4.1%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.2%
Newzealand		2.0M	11.4M	-1.4M	-12.3%
Norway		2.5M	13.7M	-1.4M	-10.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.3%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.8%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.3%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.9%
Spain		1.8M	12.6M	-1.8M	-14.1%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.7%
USA	11.5M	31.9M	87.8M	-10.2M	-11.7%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-9.2%



**FILTERS**

market	All
region	All
division	All
customer	All

**P & L**

**By Fiscal Years**

All values in USD

Note: 21 vs 20 is not part of pivot table

Metrics	Fiscal Years			
	2019	2020	2021	21 vs 20
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  
division All  
customer All

## P &amp; L

## By Fiscal Years

All values in USD

Note: 21 vs 20 is not part of pivot table

	Fiscal Years				
Customer	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	2.0%
GM %	39.7%	42.8%	36.2%	-15.4%
Philiphines				
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%
<b>Total Net Sale</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>		204.5%
<b>Total COGS</b>	<b>51.2M</b>	<b>123.4M</b>	<b>380.7M</b>		208.6%
<b>Total Gross M</b>	<b>36.2M</b>	<b>73.3M</b>	<b>218.2M</b>		197.6%
<b>Total GM %</b>	<b>41.4%</b>	<b>37.3%</b>	<b>36.4%</b>		-2.3%



**FILTERS**

region All  
 market All  
 division All  
 customer All  
 FY 2019

**P & L****By Fiscal Months**

All values in USD

Note : Do not modify the Pivot Table

Metrics	Quarters						
	Q1		Q2				
	Sep	Oct	Nov	Dec	Jan	Feb	
Net Sales	6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	
COGS	3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	
Gross Margin	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	
GM %	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	

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	Feb	
Net Sales	17.1M	20.6M	28.7M	29.9M	17.1M	15.9M	
COGS	10.6M	12.8M	18.1M	18.9M	10.7M	9.9M	
Gross Margin	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	
GM %	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	

region All  
 market All  
 division All  
 customer All  
 FY 2021

**P & L****By Fiscal Months**

All values in USD

Metrics	Quarters						
	Q1		Q2				
	Sep	Oct	Nov	Dec	Jan	Feb	
Net Sales	44.8M	54.6M	74.3M	78.1M	44.8M	41.8M	
COGS	28.4M	34.7M	47.4M	49.8M	28.4M	26.5M	
Gross Margin	16.4M	19.9M	27.0M	28.3M	16.4M	15.3M	
GM %	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%	



Net Sales  
Comparison

21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%
20 vs 19	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%



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

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

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



1981.6%	461.2%	347.0%	178.6%	173.9%	160.3%	204.5%
-67.1%	22.7%	53.1%	140.7%	148.0%	162.0%	124.8%



## FILTERS

region All  
sub\_zone All  
FY 2021

## P & L for Markets

All values are in USD

Market	Net Sales	COGS	Gross Margin	GM %
Australia	20.99M	14.1M	6.9M	32.9%
Austria	2.84M	2.0M	0.9M	30.1%
Bangladesh	6.95M	4.5M	2.4M	34.5%
Canada	35.06M	21.7M	13.4M	38.2%
China	22.89M	13.5M	9.4M	41.1%
France	25.94M	14.7M	11.2M	43.2%
Germany	12.01M	8.9M	3.1M	26.2%
India	161.26M	109.7M	51.6M	32.0%
Indonesia	18.41M	11.3M	7.1M	38.4%
Italy	11.72M	8.2M	3.5M	30.1%
Japan	7.92M	4.2M	3.7M	46.5%
Netherlands	7.98M	4.6M	3.4M	42.0%
Newzealand	11.40M	5.9M	5.5M	48.2%
Norway	13.68M	9.6M	4.0M	29.5%
Pakistan	5.66M	3.6M	2.0M	36.2%
Philippines	31.86M	19.4M	12.5M	39.1%
Poland	5.19M	3.0M	2.2M	42.6%
Portugal	11.83M	6.8M	5.0M	42.1%
South Korea	48.97M	31.4M	17.6M	35.9%
Spain	12.62M	8.4M	4.2M	33.1%
Sweden	1.77M	1.1M	0.7M	40.2%
United Kingdom	34.15M	18.7M	15.4M	45.1%
USA	87.78M	55.3M	32.5M	37.0%

## GM% by Quarters (sub\_zone)

## FILTERS

FY 2019

GM% Sub Zone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	43.0%	42.2%	42.6%	42.5%	42.6%
India	42.5%	42.2%	42.0%	42.5%	42.4%
NA	35.1%	35.4%	35.4%	35.7%	35.4%
NE	36.6%	37.0%	36.5%	36.6%	36.7%
ROA	44.5%	44.3%	44.0%	44.5%	44.4%
SE	44.5%	44.1%	44.0%	44.2%	44.2%

FY 2020

GM% Sub Zone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	43.3%	43.0%	42.8%	41.8%	42.8%
India	32.3%	32.1%	32.4%	32.0%	32.2%
NA	39.9%	40.1%	39.1%	39.7%	39.8%
NE	37.6%	37.8%	38.5%	37.7%	37.8%
ROA	38.4%	38.3%	38.8%	37.7%	38.2%
SE	38.5%	37.3%	38.2%	37.8%	37.9%

FY 2021

GM% Sub Zone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	39.0%	37.8%	38.3%	38.0%	38.3%
India	32.3%	31.8%	31.9%	32.0%	32.0%
NA	37.1%	37.4%	37.5%	37.4%	37.3%
NE	37.9%	38.7%	38.2%	38.3%	38.3%

Atliq Hardwares



ROA	38.5%	38.4%	38.1%	38.1%	38.3%
SE	38.6%	38.3%	38.6%	38.5%	38.5%