

## Customer Net Sales Performance

(All Units are in USD)

Filters	
region	All
market	All
division	All

Row Labels	Net_sales_19	Net_sales_20	Net_sales_21	21 VS 20
Acclaimed Stores	1.4M	02.9M	11M	378.1%
All-Out		00.2M	01M	495.7%
Amazon	12.2M	37.5M	82M	218.9%
Argos (Sainsbury's)	0.4M	00.7M	02M	306.0%
Atlas Stores	0.2M	00.7M	03M	470.3%
Atliq e Store	7.2M	23.7M	53M	223.8%
AtliQ Exclusive	9.6M	17.7M	61M	345.8%
BestBuy	0.9M	01.8M	06M	356.1%
Boulanger	0.2M	00.8M	04M	492.9%
Chip 7	0.6M	01.3M	06M	416.1%
Chiptec		00.4M	03M	722.0%
Control	0.9M	02.2M	08M	349.2%
Coolblue	0.5M	01.2M	04M	360.0%
Costco	1.1M	02.8M	09M	337.4%
Croma	1.7M	02.5M	08M	305.1%
Currys (Dixons Carphone)	0.3M	00.8M	02M	246.9%
Digimarket	0.8M	01.7M	04M	241.1%
Ebay	2.6M	06.3M	15M	242.2%
Electricalsara Stores	0.1M	00.6M	02M	286.0%
Electricalsbea Stores		00.1M	01M	504.6%
Electricalslance Stores	0.1M	00.7M	02M	313.3%
Electricalslytical	1.8M	02.6M	12M	457.5%
Electricalsocity	2.3M	03.5M	12M	358.8%
Electricalsquipo Stores	0.2M	00.7M	04M	535.3%
Elite	0.4M	00.8M	04M	495.5%
Elkj�p	0.5M	01.3M	05M	391.9%
Epic Stores	0.4M	00.9M	04M	446.1%
Euronics	0.4M	00.9M	04M	444.7%
Expert	0.8M	01.8M	06M	364.0%
Expression	1.7M	03.0M	10M	328.2%
Ezone	1.5M	02.0M	08M	391.6%
Flawless Stores	0.1M	00.5M	02M	396.3%
Flipkart	2.9M	08.3M	19M	231.0%
Fnac-Darty	0.5M	00.8M	03M	349.8%
Forward Stores	0.6M	01.5M	04M	272.0%
Girias	1.5M	02.1M	09M	419.3%
Info Stores	0.1M	00.5M	02M	384.1%
Insight	0.4M	01.0M	03M	271.8%
Integration Stores		00.2M	01M	887.2%
Leader	4.7M	06.0M	19M	314.8%
Logic Stores	0.2M	00.9M	05M	515.2%
Lotus	1.5M	02.1M	08M	382.6%
Neptune	1.0M	03.4M	16M	471.5%
Nomad Stores	0.5M	01.6M	04M	246.9%
Notebillig	0.2M	00.4M	01M	287.4%
Nova		00.0M	00M	2664.9%
Novus	1.9M	03.7M	10M	264.2%
Otto	0.3M	00.4M	01M	298.6%
Premium Stores	0.5M	01.1M	04M	353.1%
Propel	1.6M	02.5M	11M	440.6%
Radio Popular	0.5M	01.5M	05M	362.6%
Radio Shack	0.8M	01.7M	05M	311.5%
Reliance Digital	1.6M	02.6M	10M	377.9%
Relief	0.4M	01.0M	04M	403.6%
Sage	4.8M	06.4M	21M	321.5%
Saturn	0.2M	00.4M	01M	310.5%

Sorefoz	0.6M	01.1M	05M	<div></div> 433.6%
Sound	0.6M	01.7M	04M	<div></div> 260.3%
Staples	1.2M	02.9M	09M	<div></div> 307.0%
Surface Stores	0.1M	00.5M	02M	<div></div> 398.8%
Synthetic	1.9M	04.4M	12M	<div></div> 276.0%
Taobao	0.2M	01.3M	03M	<div></div> 248.7%
UniEuro	0.6M	01.6M	07M	<div></div> 457.0%
Vijay Sales	1.7M	02.1M	09M	<div></div> 397.8%
Viveks	1.6M	02.2M	08M	<div></div> 348.1%
walmart	1.3M	02.6M	10M	<div></div> 370.4%
Zone	0.3M	01.6M	05M	<div></div> 336.2%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>599M</b>	<b>304.5%</b>



## Market Performance VS Target

(All Values are in USD)

## Filters

region	All
division	All

Country	Net_sales_19	Net_sales_20	Net_sales_21	2021-Target	Percentage
Australia	03.9M	10.7M	21.0M	-02.2M	-11%
Austria		00.1M	02.8M	-00.3M	-12%
Bangladesh	00.5M	02.3M	07.0M	-00.7M	-10%
Canada	04.8M	12.2M	35.1M	-05.1M	-14%
China	01.4M	05.4M	22.9M	-02.1M	-9%
France	04.0M	07.5M	25.9M	-02.2M	-8%
Germany	02.6M	04.7M	12.0M	-01.5M	-13%
India	30.8M	49.8M	161.3M	-09.6M	-6%
Indonesia	02.5M	06.2M	18.4M	-02.4M	-13%
Italy	02.9M	04.5M	11.7M	-01.0M	-9%
Japan		01.9M	07.9M	-00.3M	-4%
Netherlands	00.2M	03.4M	08.0M	-00.7M	-8%
Newzealand		02.0M	11.4M	-01.4M	-12%
Norway		02.5M	13.7M	-01.4M	-10%
Pakistan	00.6M	04.7M	05.7M	-00.5M	-9%
Philippines	05.7M	13.4M	31.9M	-02.5M	-8%
Poland	00.4M	02.8M	05.2M	-00.9M	-18%
Portugal	00.7M	03.6M	11.8M	-00.5M	-4%
South Korea	12.8M	17.3M	49.0M	-04.4M	-9%
Spain		01.8M	12.6M	-01.8M	-14%
Sweden	00.1M	00.2M	01.8M	-00.2M	-11%
United Kingdom	02.0M	08.1M	34.2M	-03.0M	-9%
USA	11.5M	31.9M	87.8M	-10.2M	-12%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>-54.9M</b>	<b>-9%</b>



P&L By Fiscal Year

(All Units are in USD)

Note: 21vs 20 is not part of pivot

FILTER

region	All
market	All
division	All
customer	All

	2019	2020	2021	21 VS 20
COGs	51M	123M	381M	308.6%
Net_sales	87 M	197 M	599 M	304.5%
Gross Margin	36M	73M	218M	297.6%
Gross Margin%	41.43%	37.28%	36.43%	97.7%



P&L By Fiscal Month and Quarter

(All Units are in USD)

Note: Do not modify the Pivot

FY_Year	2019
region	All
market	All
division	All

	Q1				Q2				Q3				Q4			
	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December
COGs	04M	05M	06M	07M	04M	04M	04M	04M	04M	04M	04M	04M	04M	04M	04M	04M
Net_sales	06 M	08 M	11 M	11 M	07 M	06 M	06 M	06 M	06 M	06 M	06 M	06 M	06 M	06 M	06 M	06 M
Gross Margin	03M	03M	04M	05M	03M	03M	03M	03M	03M	03M	03M	03M	03M	03M	03M	03M
Gross Margin%	40.87%	41.97%	41.49%	41.39%	40.87%	41.94%	41.45%	41.39%	40.79%	42.00%	41.48%	41.39%	40.87%	41.97%	41.49%	41.39%

FY_Year	2020
region	All
market	All
division	All

	Q1				Q2				Q3				Q4			
	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December
COGs	11M	13M	18M	19M	11M	10M	01M	05M	06M	09M	10M	10M	11M	13M	18M	19M
Net_sales	17 M	21 M	29 M	30 M	17 M	16 M	02 M	08 M	10 M	15 M	16 M	17 M	17 M	21 M	29 M	30 M
Gross Margin	06M	08M	11M	11M	06M	06M	01M	03M	04M	06M	06M	06M	06M	08M	11M	11M
Gross Margin%	37.77%	37.78%	37.04%	36.81%	37.75%	37.74%	36.68%	37.73%	37.49%	37.27%	36.68%	36.79%	37.77%	37.78%	37.04%	36.81%

FY_Year	2021
region	All
market	All
division	All

	Q1				Q2				Q3				Q4			
	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December
COGs	28M	35M	47M	50M	28M	27M	28M	28M	28M	26M	28M	27M	28M	35M	47M	50M
Net_sales	45 M	55 M	74 M	78 M	45 M	42 M	44 M	44 M	44 M	41 M	44 M	43 M	45 M	55 M	74 M	78 M
Gross Margin	16M	20M	27M	28M	16M	15M	16M	16M	16M	15M	16M	16M	16M	20M	27M	28M
Gross Margin%	36.65%	36.52%	36.29%	36.26%	36.68%	36.53%	36.37%	36.33%	36.63%	36.45%	36.37%	36.26%	36.65%	36.52%	36.29%	36.26%

NET SALES COMPARISON

21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	1981.6%	461.2%	347.0%	178.6%	173.9%	160.3%
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%