



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%
Elkj�p	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%
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%

AtliQ Hardwares



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
division | All

Market

Performance vs Target

All values are in USD

Customer	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

region All
division All
customer All

P&L

By Fiscal Years

All values are 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%

AtliQ Hardwares



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%

AtliQ Hardwares



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%
Total Net Sales	87.5M	196.7M	598.9M		204.5%
Total COGS	51.2M	123.4M	380.7M		208.6%
Total Gross Margin	36.2M	73.3M	218.2M		197.6%
Total GM %	41.4%	37.3%	36.4%		-2.3%

AtliQ Hardwares



FILTERS

region	All
market	All
division	All
customer	All
FY	2019

P&L

By Fiscal Years

All values are in USD

Note: 21 vs 20 is not part of pivot table

Note: Do not modify the pivot table

Metrics	Quarters												Grand Total			
	Q1			Q2			Q3			Q4						
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug				
Net Sales		6.5M	8.0M		10.7M	11.4M		6.5M	6.1M	6.4M	6.3M	6.5M	6.2M	6.5M	6.3M	87.5M
COGS		3.8M	4.7M		6.3M	6.7M		3.9M	3.5M	3.8M	3.7M	3.8M	3.6M	3.8M	3.7M	51.2M
Gross Margin		2.6M	3.4M		4.5M	4.7M		2.7M	2.6M	2.7M	2.6M	2.6M	2.6M	2.7M	2.6M	36.2M
GM %		40.9%	42.0%		41.5%	41.4%		40.9%	41.9%	41.5%	41.4%	40.8%	42.0%	41.5%	41.4%	41.4%

region	All
market	All
division	All
customer	All
FY	2020

P&L

By Fiscal Years

All values are in USD

Note: 21 vs 20 is not part of pivot table

Metrics	Quarters												Grand Total			
	Q1			Q2			Q3			Q4						
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug				
Net Sales		17.1M	20.6M		28.7M	29.9M		17.1M	15.9M	2.1M	7.8M	9.9M	14.9M	16.1M	16.5M	196.7M
COGS		10.6M	12.8M		18.1M	18.9M		10.7M	9.9M	1.3M	4.8M	6.2M	9.3M	10.2M	10.5M	123.4M
Gross Margin		6.5M	7.8M		10.6M	11.0M		6.5M	6.0M	0.8M	2.9M	3.7M	5.5M	5.9M	6.1M	73.3M
GM %		37.8%	37.8%		37.0%	36.8%		37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	37.3%

AtliQ Hardwares



region	All
market	All
division	All
customer	All
FY	2021

P&L
By Fiscal Years
All values are in USD
Note: 21 vs 20 is not part of pivot table

Metrics	Quarters												Grand Total	
	Q1			Q2			Q3			Q4				
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Net Sales		44.8M	54.6M	74.3M	78.1M	44.8M	41.8M	44.0M	43.5M	44.4M	41.5M	44.0M	43.0M	598.9M
COGS		28.4M	34.7M	47.4M	49.8M	28.4M	26.5M	28.0M	27.7M	28.1M	26.4M	28.0M	27.4M	380.7M
Gross Margin		16.4M	19.9M	27.0M	28.3M	16.4M	15.3M	16.0M	15.8M	16.3M	15.1M	16.0M	15.6M	218.2M
GM %		36.7%	36.5%	36.3%	36.3%	36.7%	36.5%	36.4%	36.3%	36.6%	36.4%	36.4%	36.3%	36.4%

Net Sales
Comaparison

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%			204.5%
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%			124.8%