

POYA Beauty | HOME



- ❑ **Company Profile & Competitive edge**
- ❑ **Store Expansion Plan**
- ❑ **Same Store Sales Growth Strategy**
 - ✓ Store Remodeling to Beauty and Shop-in-Shop stores
 - ✓ Product Assortment Strategy
 - ✓ Omni-Channel strategy
- ❑ **Financial Analysis**

❑ Chairman :

Chen, Chien-Chao

❑ General Manager:

Chen, Zong-Cheng

❑ OTC Date :

6th Sep.2002

❑ capital :

1.03 billion NTD

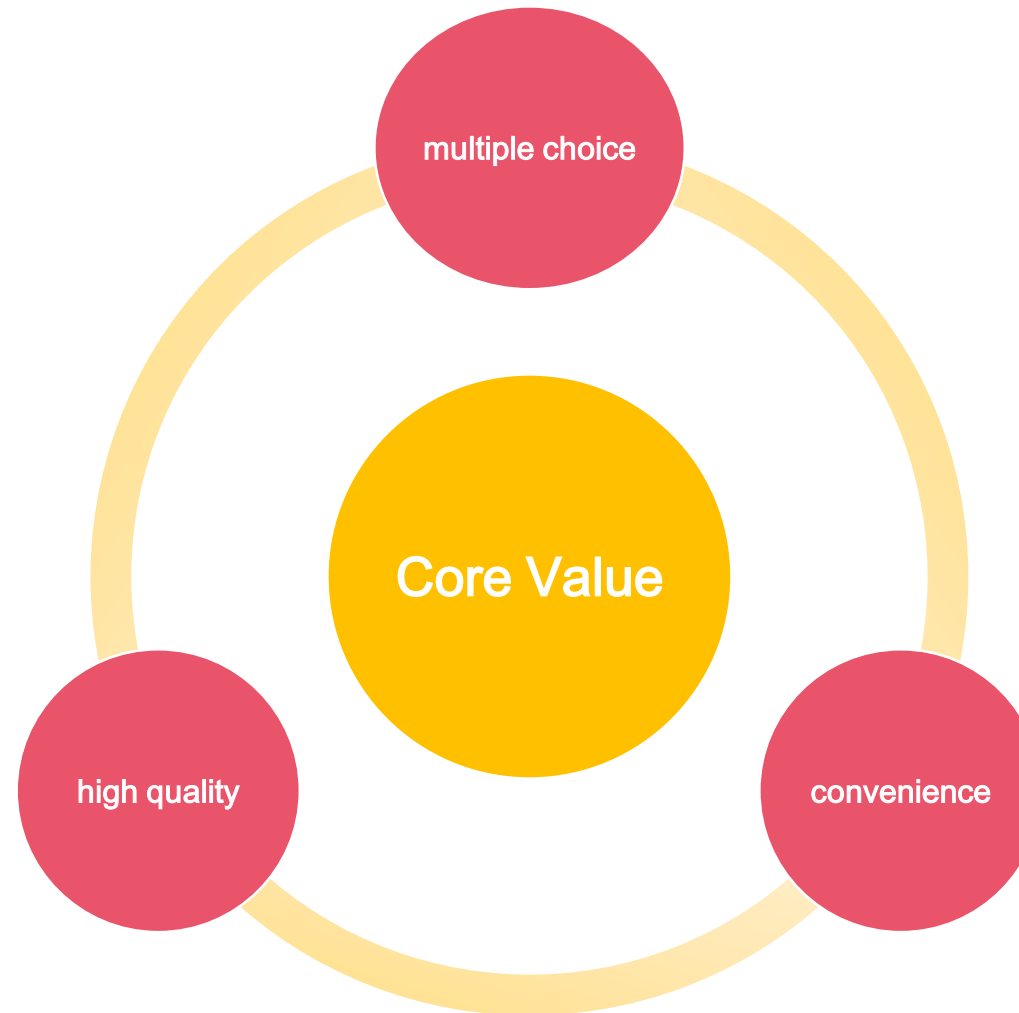
❑ number of employees :

5816 (Aug. 2024)

❑ Number of stores :

399 Poya

5 Poya Home(Aug. 2024)



2Q24 Operating Results Review

(NT\$ mn)	1Q24	2Q23	2Q24	QoQ	YoY
Net Sales	5,874	5,281	5,628	-4.2%	6.6%
Cost of goods sold	3,274	3,095	3,159	-3.5%	2.1%
Gross profit	2,600	2,186	2,469	-5.0%	12.9%
Promotion Expense	1,547	1,427	1592	2.9%	11.6%
Administrative Expense	169	163	182	7.7%	11.7%
Operating profit	884	596	695	-21.4%	16.6%
Non-operating items	-7	-7	41	-702.9%	-685.7%
Profit before tax	877	589	736	-16.1%	25.0%
Tax expenses	176	114	147	-16.5%	28.9%
Net income	702	475	589	-16.1%	24.0%
EPS (NT\$)	6.78	4.55	5.61	-17.3%	23.3%
Ratio				DIF	DIF
GPM	44.3%	41.4%	43.9%	-0.4%	2.5%
OPEX	29.2%	30.1%	31.5%	2.3%	1.4%
OPM	15.0%	11.3%	12.3%	-2.7%	1.1%
NPM	12.0%	9.0%	10.5%	-1.5%	1.5%

2Q24 Financial highlights:

- Sales were NT\$5.63bn, up 6.6% YoY, on continuing post pandemic recovery.
- GPM was 43.9%, up 2.5% YoY / down 0.4% QoQ.
- OPM was 12.3%, up 1.1% YoY/ down 2.7% QoQ.
- NP came in of NT\$589mn with EPS of NT\$5.61, up 23.3% YoY.

1H24 Operating Results Review

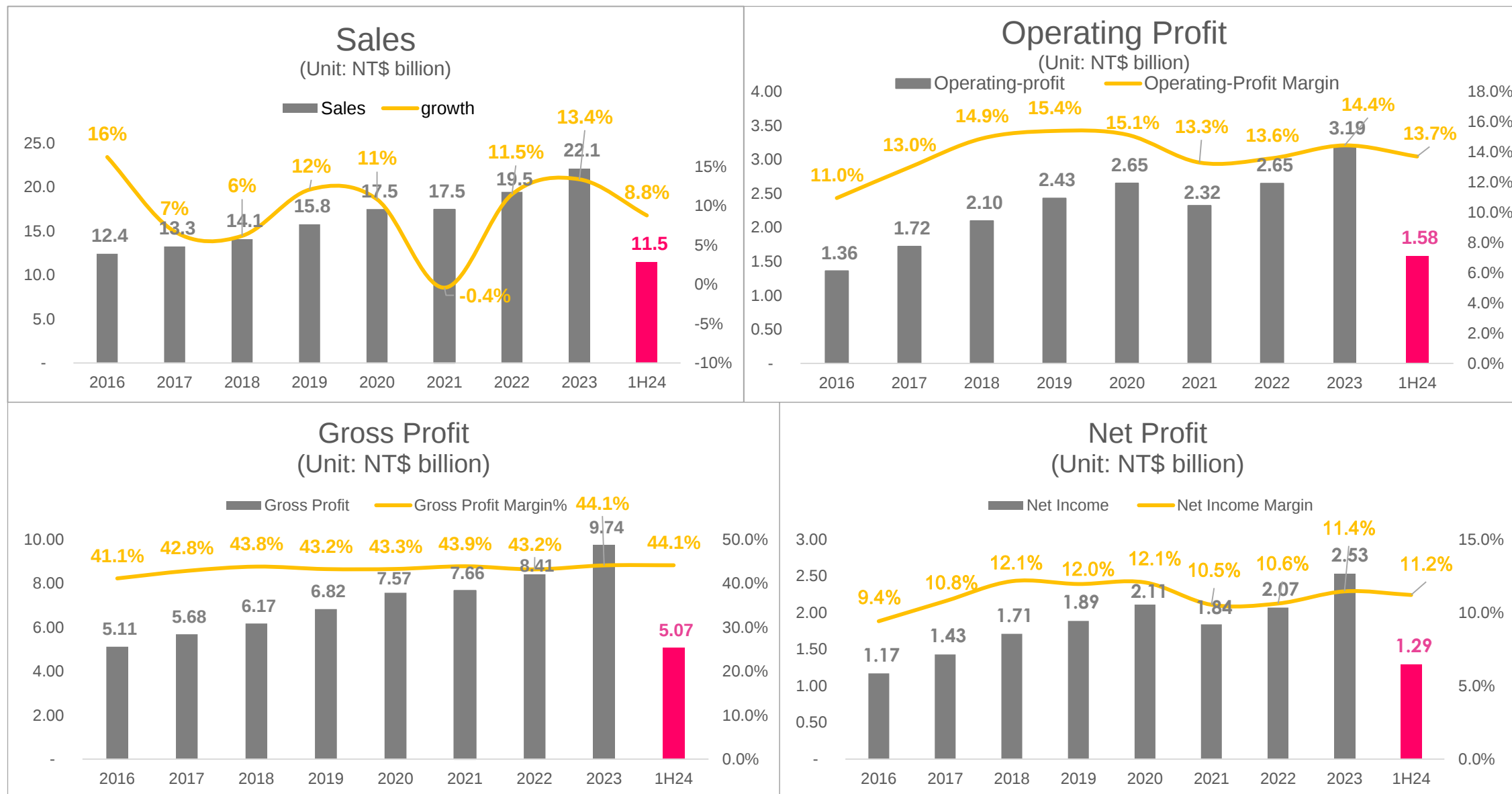
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(NT\$ mn)	1H23	1H24	YoY
Net Sales	10,574	11,502	8.8%
Cost of goods sold	6,020	6,433	6.9%
Gross profit	4,554	5,069	11.3%
Promotion Expense	2,789	3,139	12.5%
Administrative Expense	335.33	350.89	4.6%
Operating profit	1430	1,579	10.4%
Non-operating items	(18)	34	-288.9%
Profit before tax	1411	1,613	14.3%
Tax expenses	279	323	15.8%
Net income	1133	1,291	13.9%
EPS (NT\$)	10.85	12.31	13.5%

Ratio			
GPM	43.1%	44.1%	1.0%
OPEX	29.5%	30.3%	0.8%
OPM	13.5%	13.7%	0.2%
NPM	10.7%	11.2%	0.5%

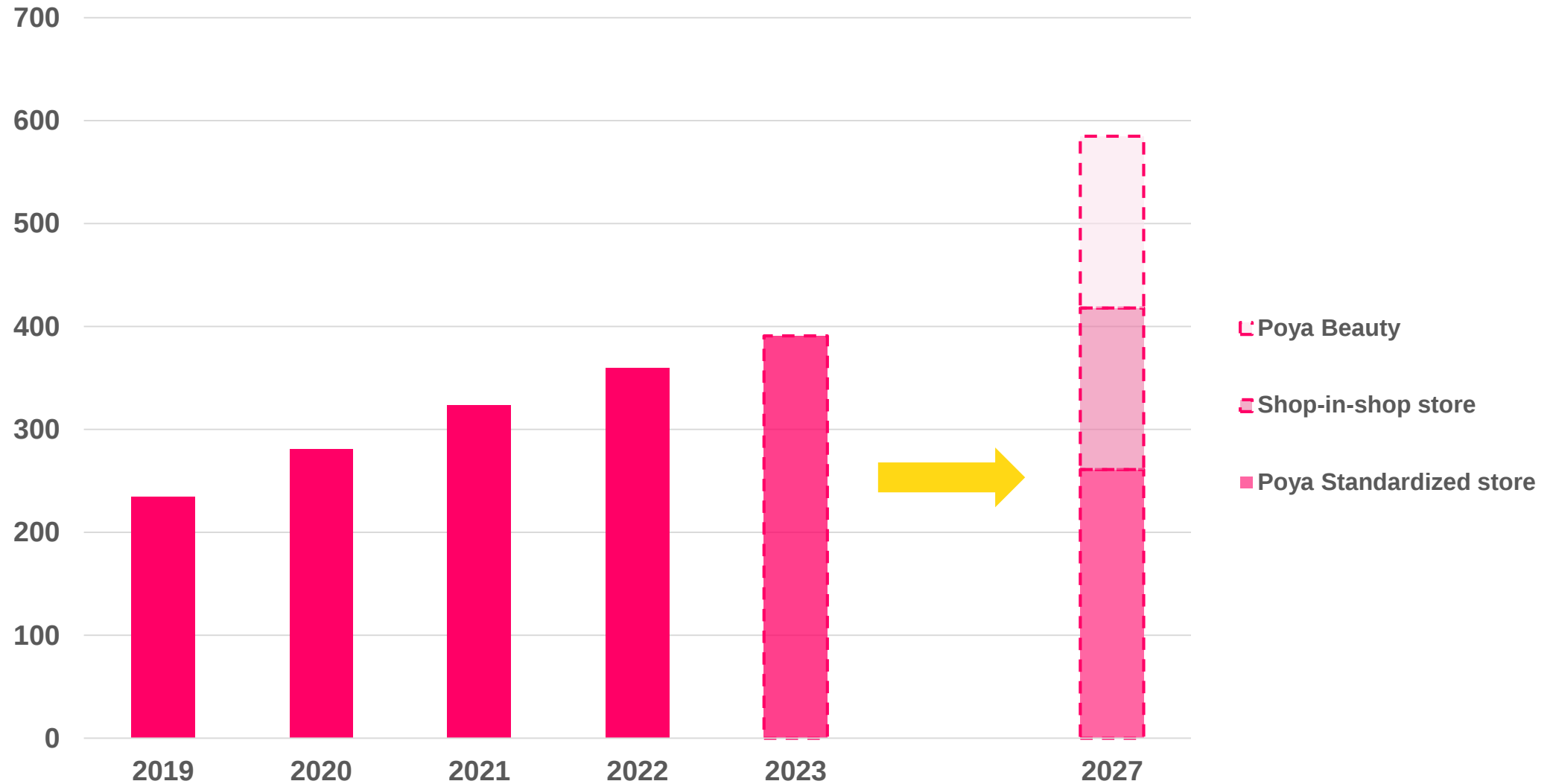
1H24 Financial highlights:

- Sales were NT\$11.5bn, up 8.8% YoY.
- GPM was 44.1%, up 1.0% YoY.
- OPM was 13.7%, up 0.2% YoY.
- 1H24 EPS was NT\$12.31, up 13.5% YoY.



Store Expansion Plan

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Poya's different Store Format

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Poya Community Shop



Poya Beauty Street Shop



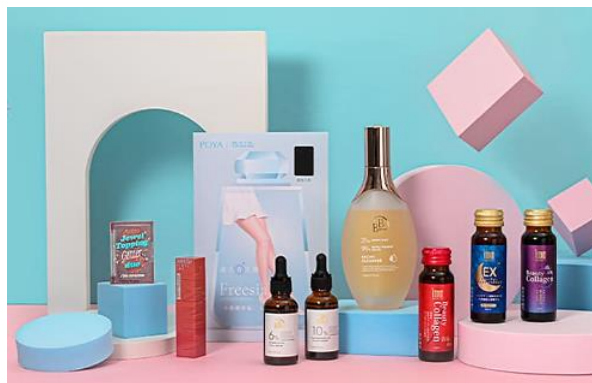
Poya Beauty Shop at Shopping mall



Poya+Home inside

- Private label products accounted for **2.2%** of total sales in 2024.
- We plan to introduce more NFMCG perennial seller products to enhance our brand value.

- Existing private label -



- New label-

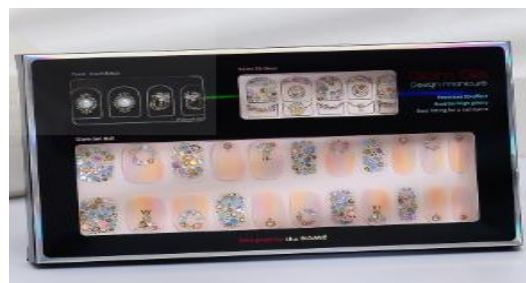


2023-2024 Product Assortment Strategy

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FMCG

1. Expanding the shelf space and product skus for beauty products with enhancing fun make-up experience.
2. Roll out of highly discussed Korean/Chinese/Thai cosmetics brands, develop manicure products, and hair care/styling products.



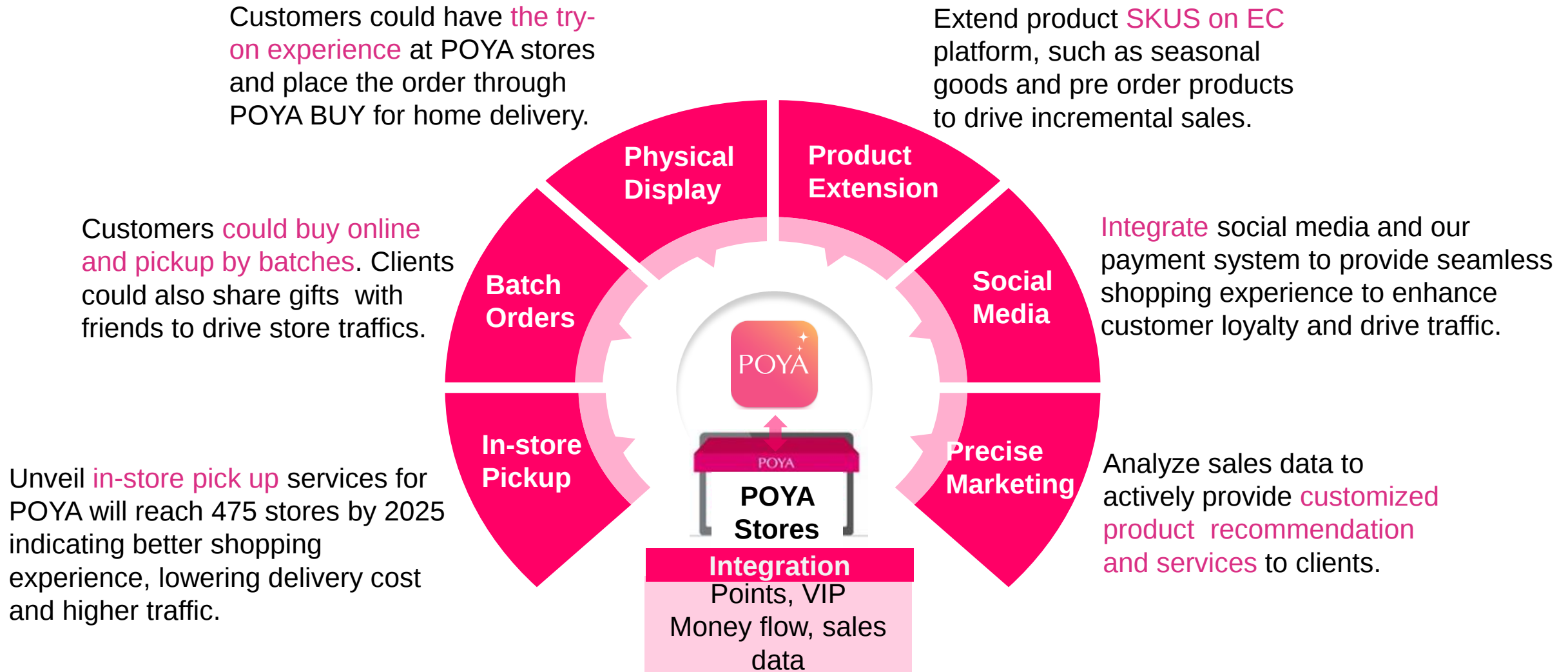
NFMCG

1. Introducing trending accessories such as clips
2. Introducing functional sports socks, functional underwear, and ice feeling textile products.



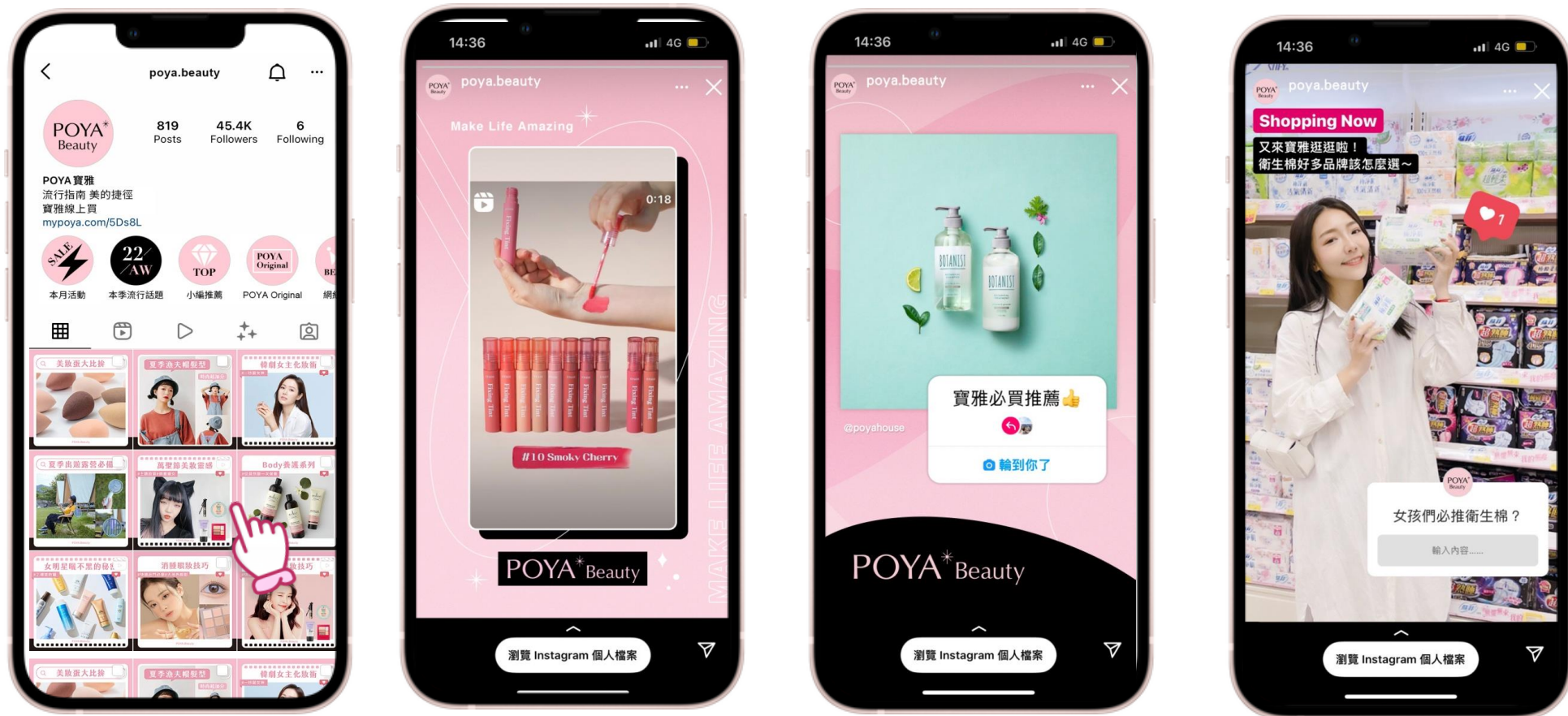
POYA's OMO Strategy

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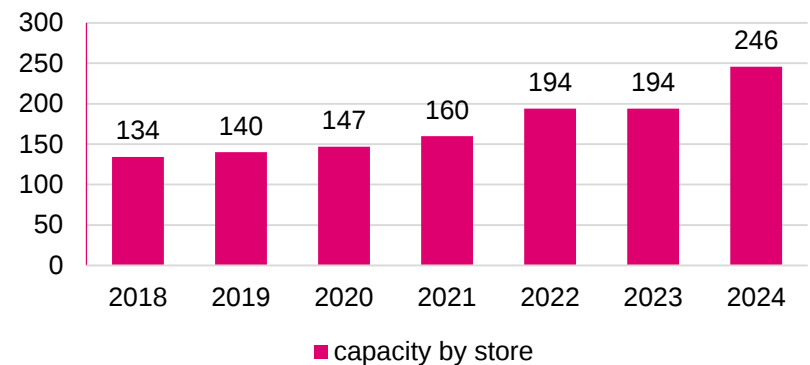


Poya's Social Media Upgrade

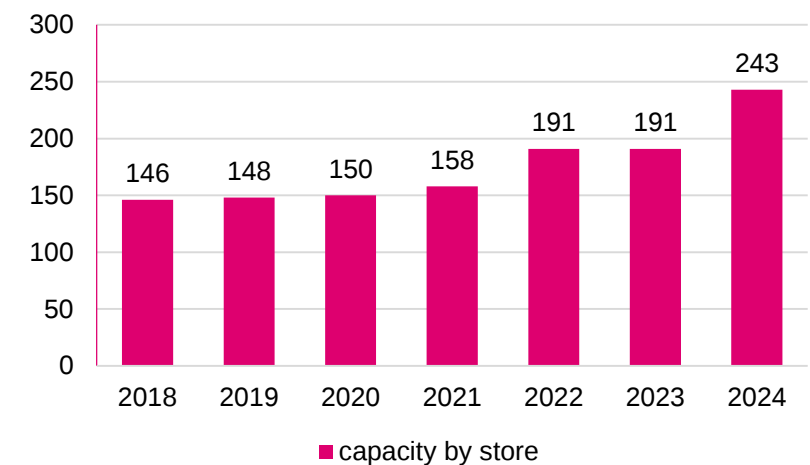
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Logistic Center in the North



Logistic Center in the South



- ✕ Logistic Center in the North
- ✕ Logistic Center in the South
- ✕ Logistic Center in the Central

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Thank you!