

POYA Beauty | HOME

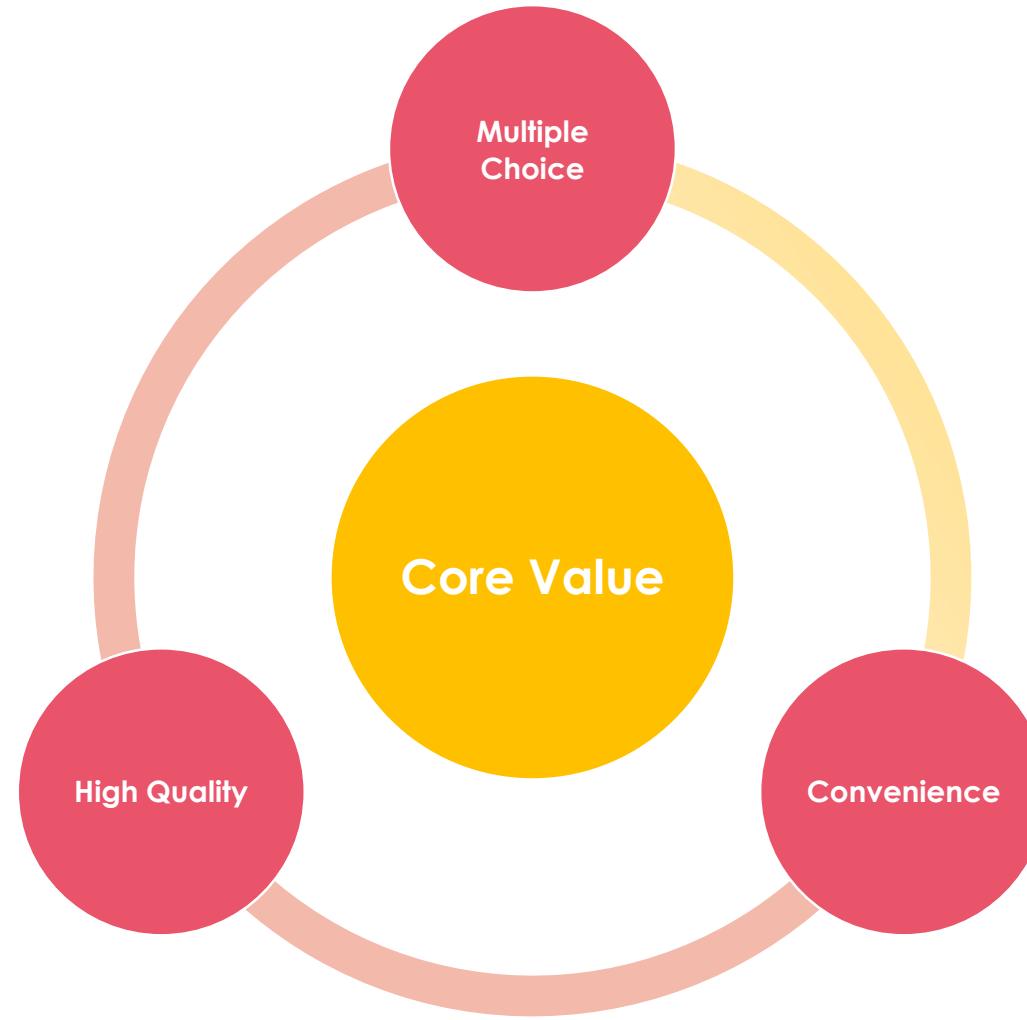


- ❑ **Financial Analysis**
- ❑ **Company Profile & Competitive Edge**
- ❑ **Store Expansion Plan**
- ❑ **Same Store Sales Growth Strategy**
 - ✓ Store Remodeling to Beauty and Shop-in-Shop Stores
 - ✓ Product Assortment Strategy
 - ✓ Omni-Channel Strategy

Company Profile

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- ❑ Chairman :
Chen, Chien-Chao
- ❑ General Manager:
Zong-Cheng, Chen
- ❑ OTC Date :
6th Sep.2002
- ❑ capital :
1.049 billion NTD
- ❑ Number of employees :
5008 (June 2025)
- ❑ Number of stores :
424 Stores



2Q25 Operating Results Review

(NT\$ mn)	1Q25	2Q24	2Q25	QoQ	YoY
Net Sales	6,296	5,628	6,044	-4.0%	7.4%
Cost of goods sold	3,497	3,159	3,467	-0.9%	9.8%
Gross profit	2,799	2,469	2,577	-7.9%	4.4%
Promotion Expense	1,657	1,592	1,661	0.2%	4.3%
Administrative Expense	179	182	186	3.6%	1.9%
Operating profit	963	695	731	-24.1%	5.1%
Non-operating items	18	41	6	-68.7%	-86.2%
Profit before tax	981	736	736	-24.9%	0.0%
Tax expenses	196	147	142	-27.4%	-3.3%
Net income	785	589	594	-24.3%	0.8%
EPS (NT\$)	7.48	5.56	5.58	-25.4%	0.4%
Ratio				DIF	
GPM	44.5%	49.9%	42.6%	-1.8%	-1.2%
OPEX	29.2%	31.5%	30.5%	1.4%	-1.0%
OPM	15.3%	12.4%	12.1%	-3.2%	-0.3%
NPM	12.5%	10.5%	9.8%	-2.6%	-0.6%

2Q25 Financial highlights:

- Sales were NT\$6.044bn, up 7.4% YoY, driven by beauty product categories and our remodeling efforts.
- GPM was 42.6%, down 1.2% YoY / down 1.8% QoQ.
- OPM was 12.1%, down 0.3% YoY/ down 3.2% QoQ.
- NI came in of NT\$594mn with EPS of NT\$5.58, up 0.4% YoY.

1H25 Operating Results Review

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(NT\$ mn)	1H24	1H25	YoY
Net Sales	11,502	12,340	7.3%
Cost of goods sold	6,433	6,964	8.3%
Gross profit	5,069	5,376	6.1%
Promotion Expense	3,139	3,318	5.7%
Administrative Expense	351	365	3.9%
Operating profit	1,579	1,694	7.2%
Non-operating items	34	24	-30.7%
Profit before tax	1,613	1,717	6.4%
Tax expenses	323	339	4.9%
Net income	1,291	1,379	6.8%
EPS (NT\$)	12.19	12.97	6.4%

Ratio

GPM	44.1%	43.6%	-0.5%
OPEX	30.3%	29.8%	-0.5%
OPM	13.7%	13.7%	0.0%
NPM	11.2%	11.2%	0.0%

1H25 Financial highlights:

- Sales were NT\$12.3bn, up 7.3% YoY.
- GPM was 43.6%, down 0.5% YoY.
- OPM was 13.7%, comparable to 1H24.
- EPS was NT\$12.97, up 6.4% YoY.

2Q25 Sales Trend

↑ Double-digit growth
 ↗ Single-digit growth
 ↓ Decrease

2Q25 Sales YOY by products		Sales mix		2Q25 Sales Trend
		2Q24	2Q25	
Beauty	↑	7%	9%	A solid demand for beauty products
Cosmetics	↑	18%	18%	
Bath	↑	12%	12%	
Skin Care	↗	16%	16%	
Household	↗	16%	15%	
Groceries	↗	2%	2%	
Hardware	↗	4%	4%	
Textile	↗	9%	9%	
Others	↗	6%	5%	
Food	↗	7%	7%	
Accessories	↗	3%	3%	

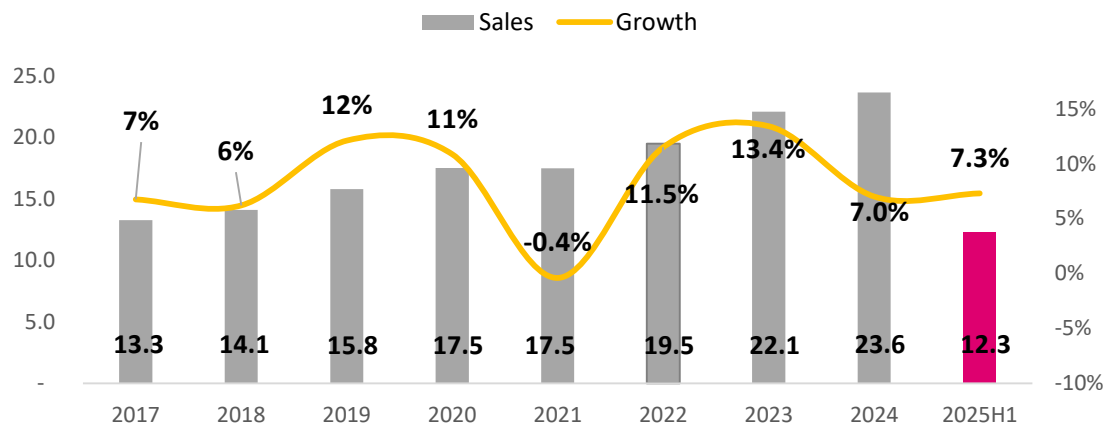
1H25 Sales Trend

↑ Double-digit growth
 ↗ Single-digit growth
 ↓ Decrease

1H25 Sales YOY by products		Sales mix		1H25 Sales Trend
		1H24	1H25	
Beauty	↑	8%	9%	A solid demand for beauty products
Cosmetics	↑	18%	18%	
Skin Care	↑	16%	15%	
Bath	↑	12%	12%	
Textile	↗	9%	9%	
Others	↗	5%	5%	
Household	↗	16%	16%	
Accessories	↗	3%	3%	
Food	↗	7%	7%	
Groceries	↗	2%	2%	
Hardware	↗	4%	4%	

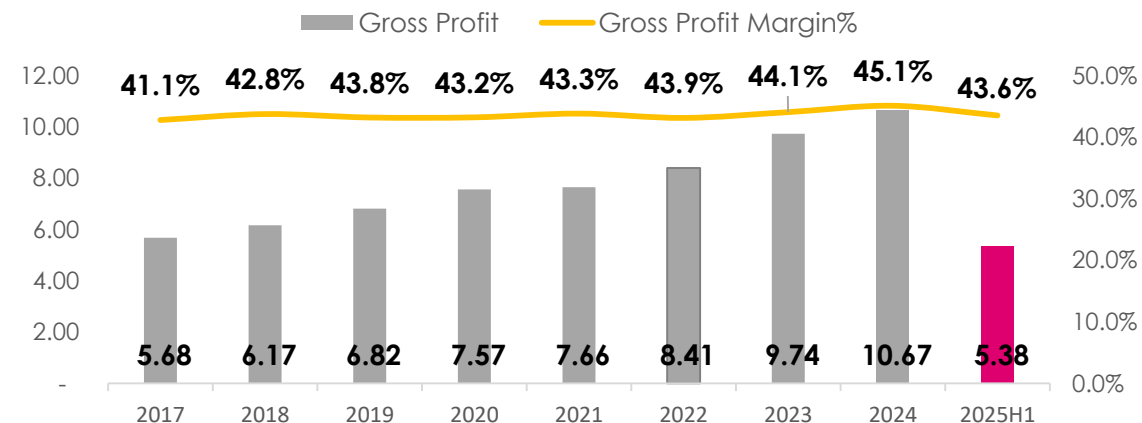
Sales

(Unit: NT\$ billion)



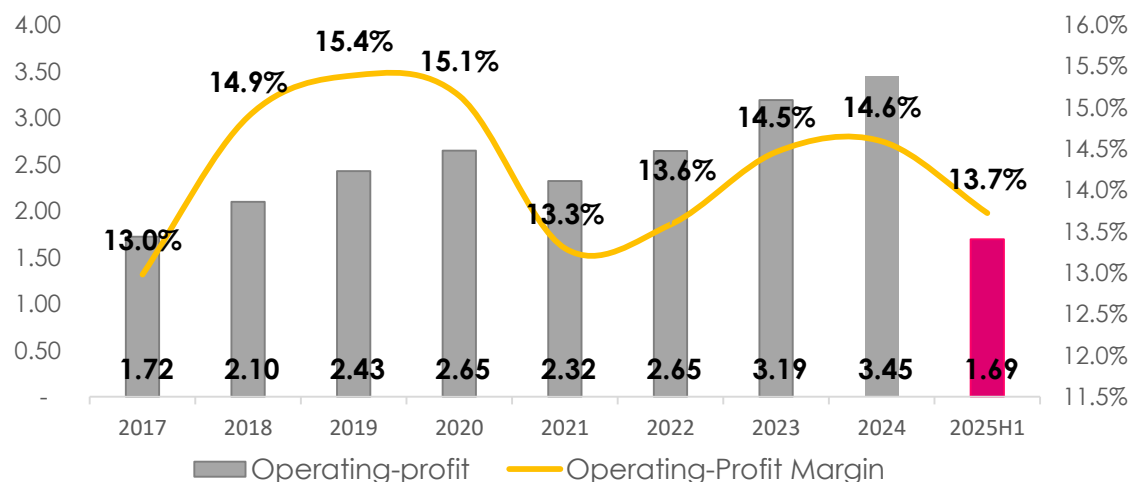
Gross Profit

(Unit: NT\$ billion)



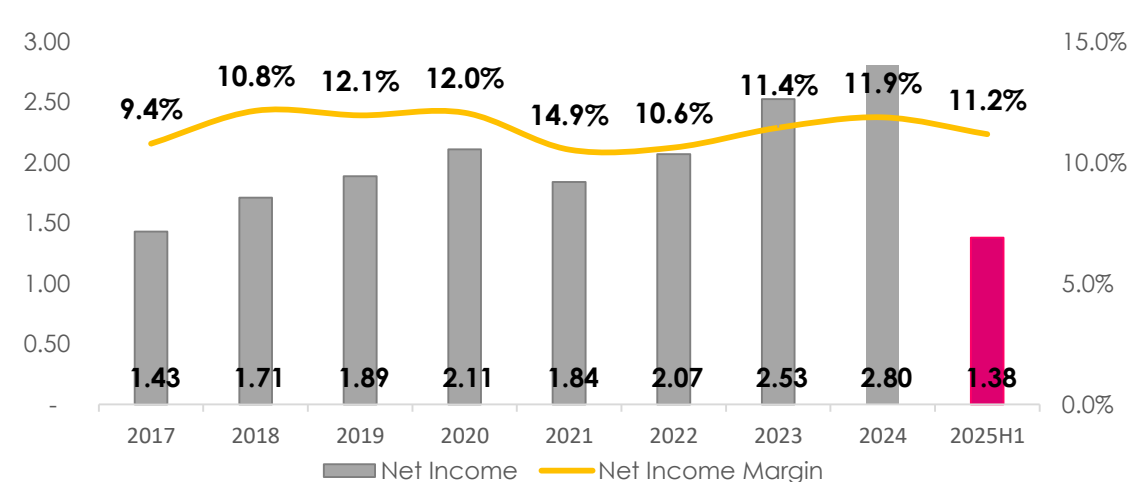
Operating Profit

(Unit: NT\$ billion)



Net Profit

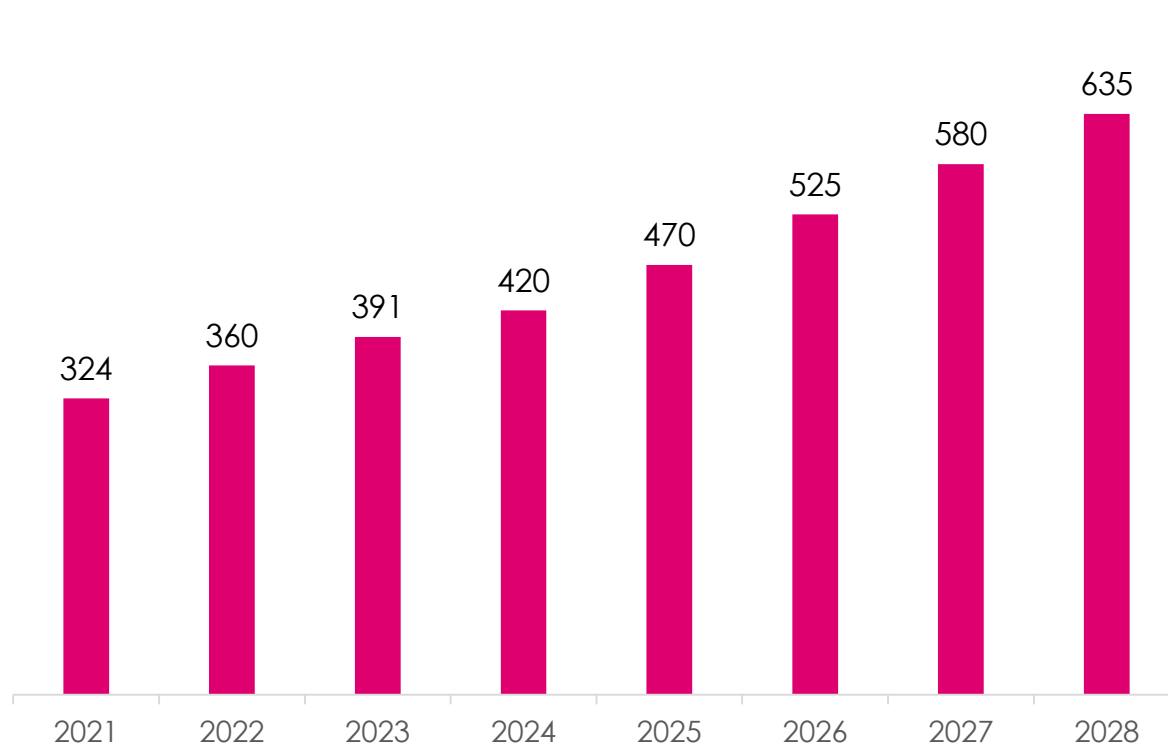
(Unit: NT\$ billion)



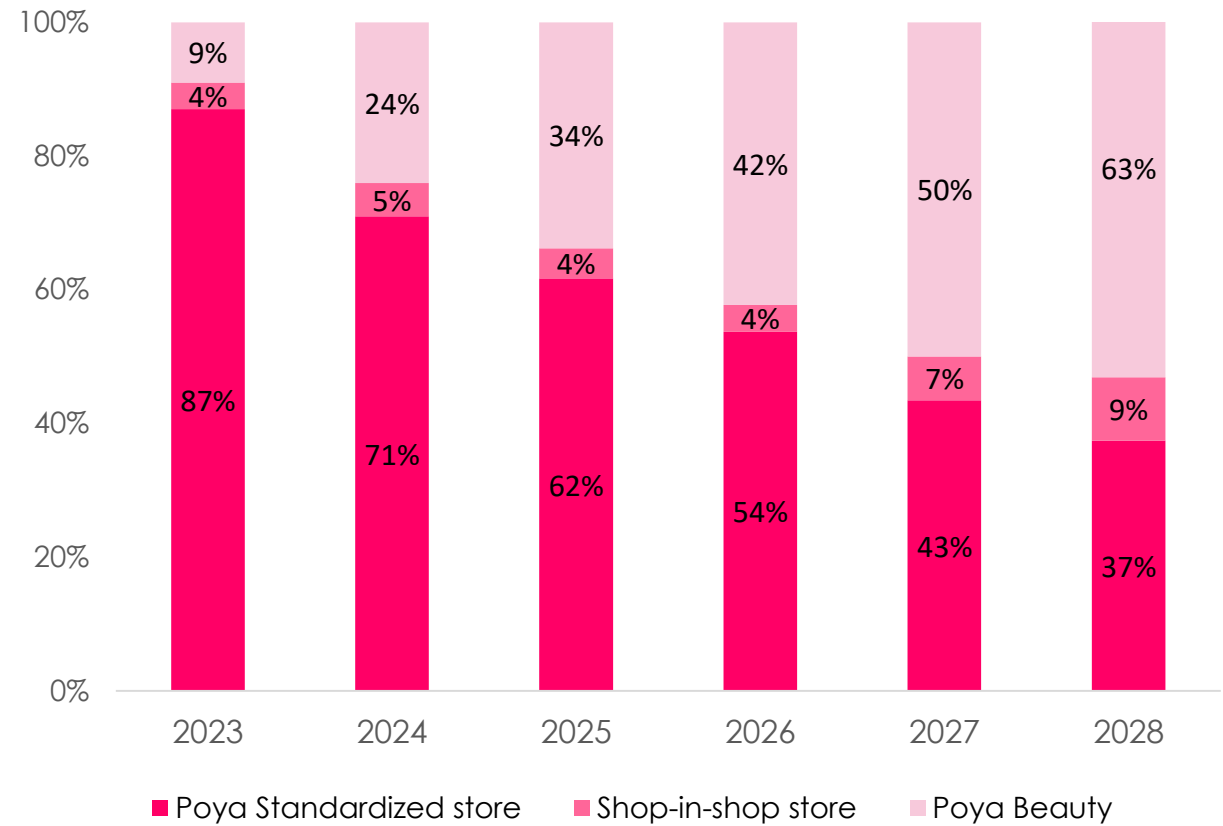
Store Expansion Plan

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Store numbers



Composition



Poya's Different Store Formats

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Poya Community Shop



Poya Beauty Street Shop



Poya Beauty Shop at Shopping mall

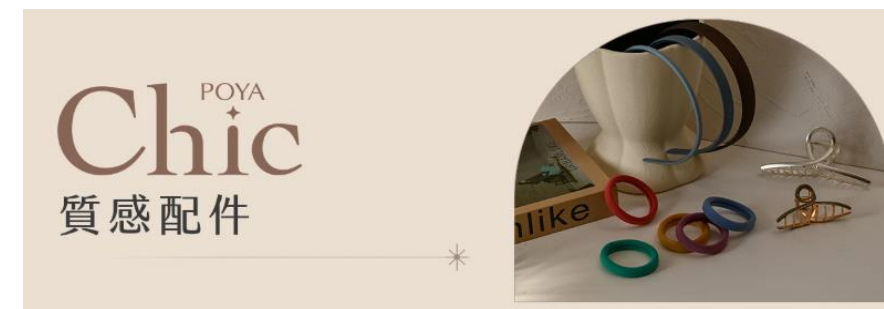
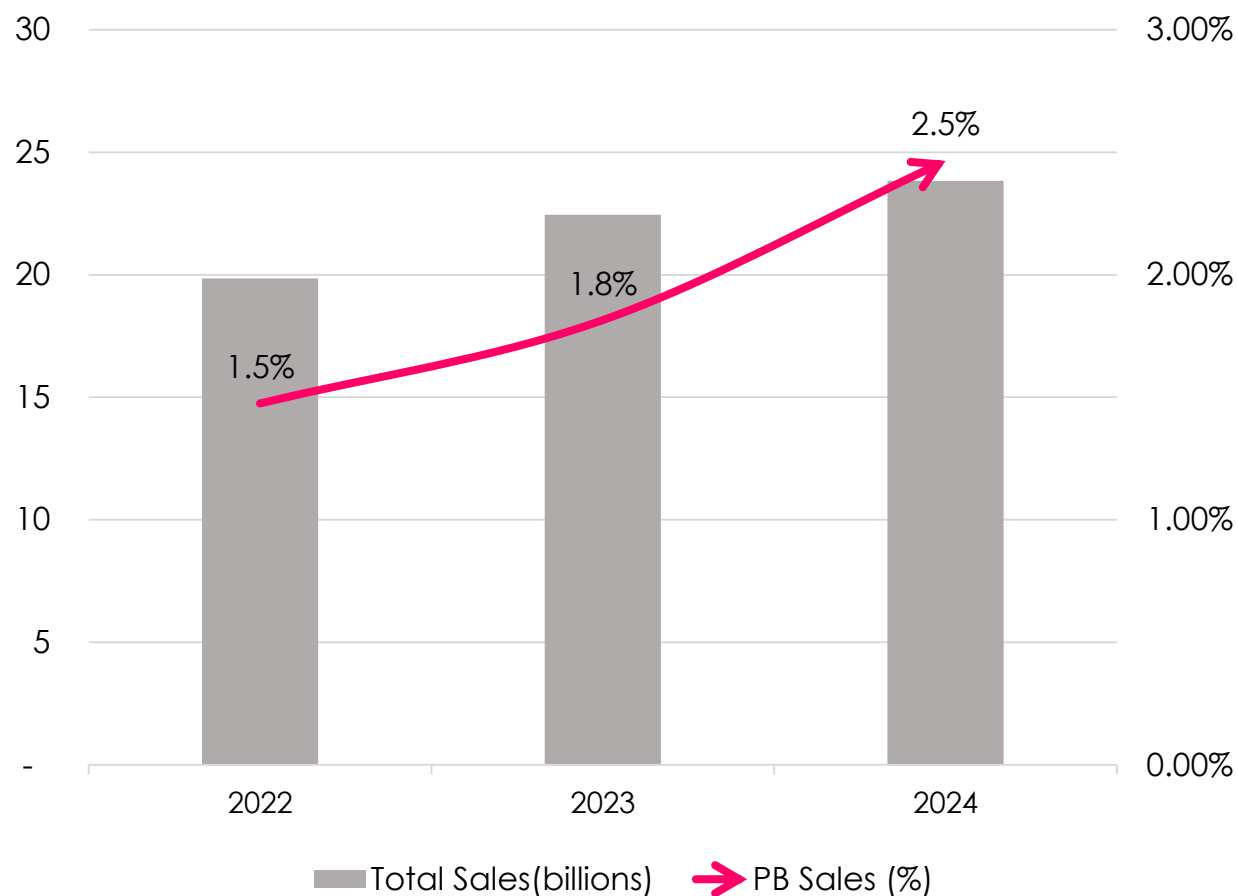


Shop-in-Shop

Private Brand Plan

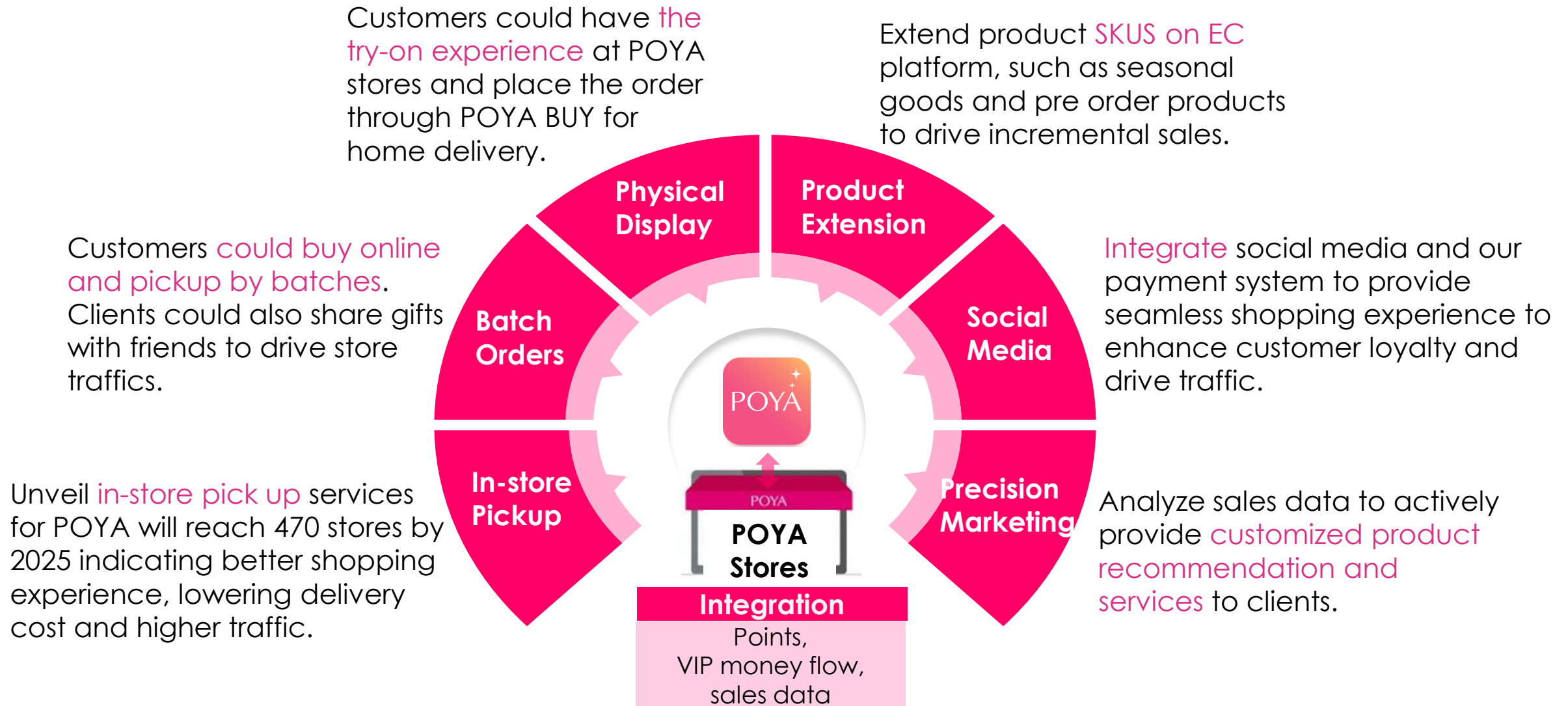
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- Private label products accounted for 3.1% of total sales in 1H25.
- We plan to introduce more Poya private brands to enhance our brand value.



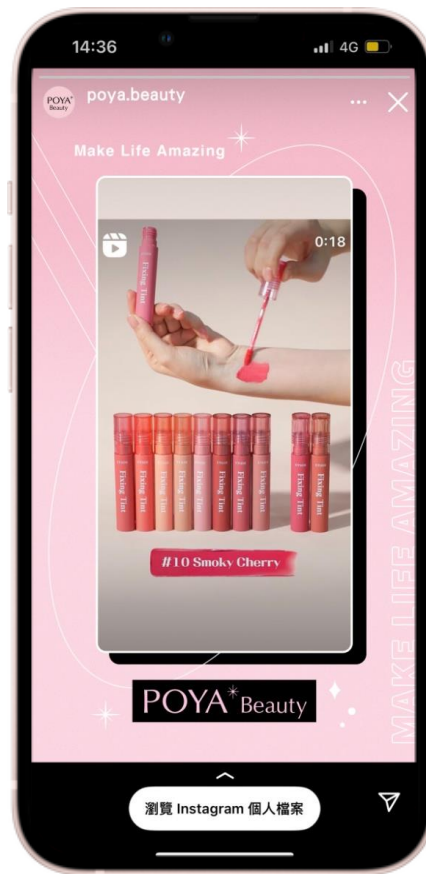
Poya's OMO Strategy

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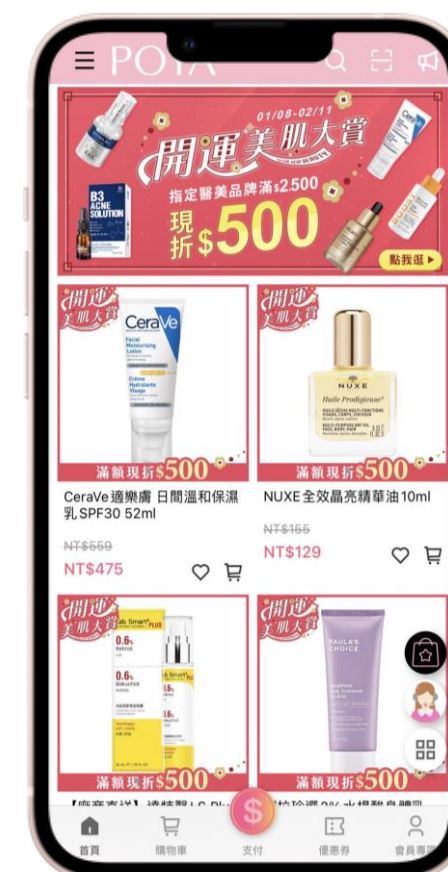
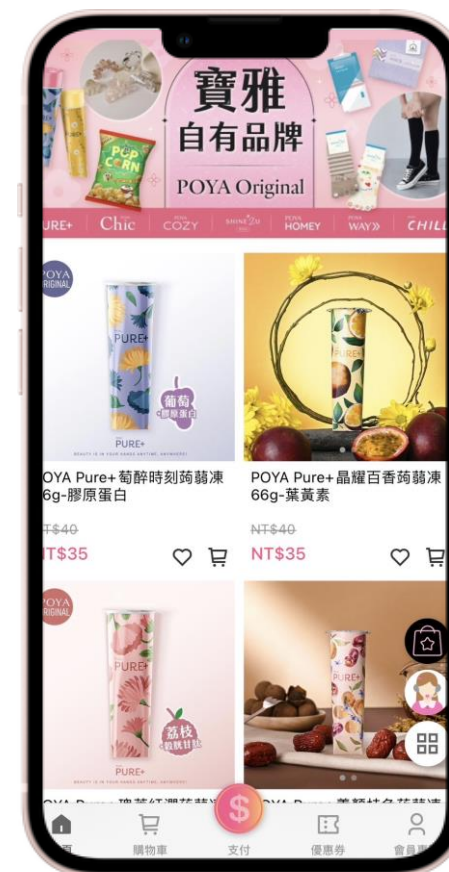
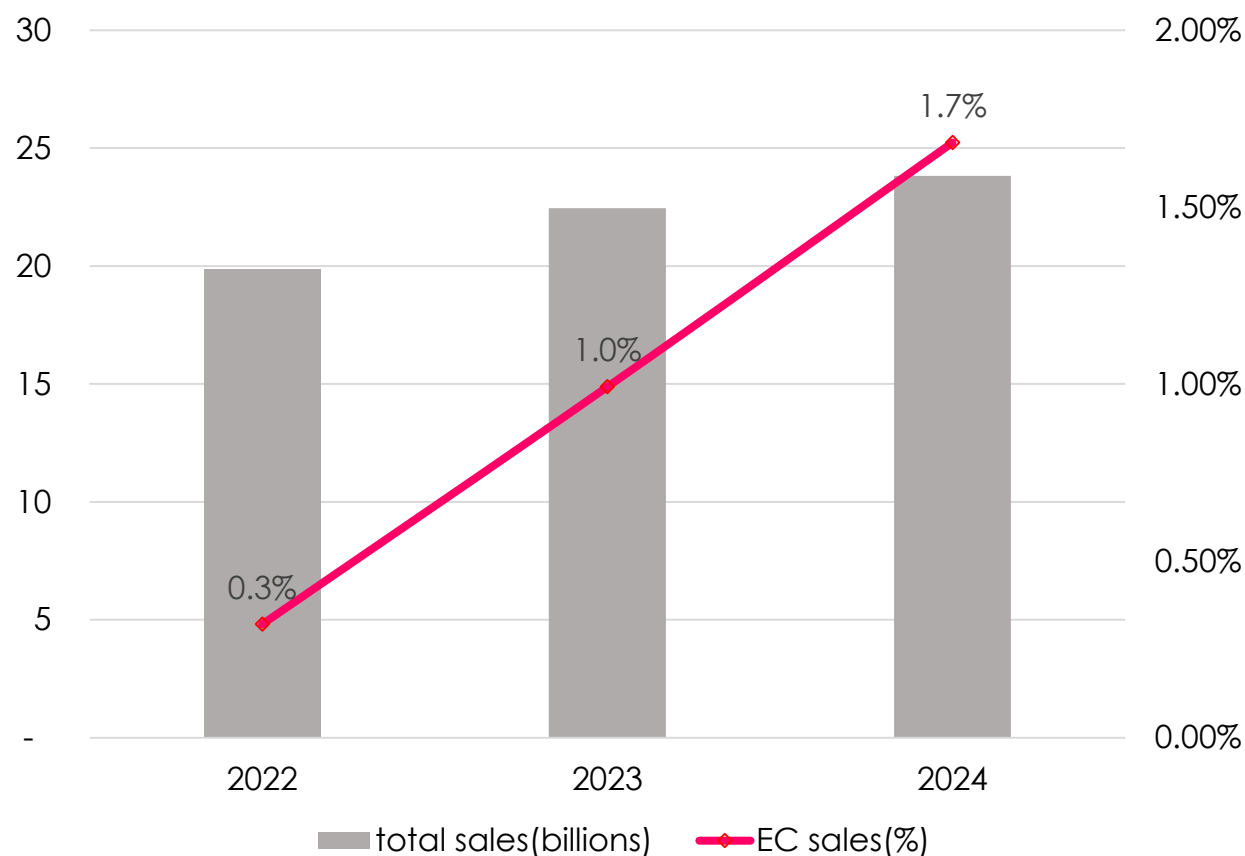


Poya's Social Media Upgrade

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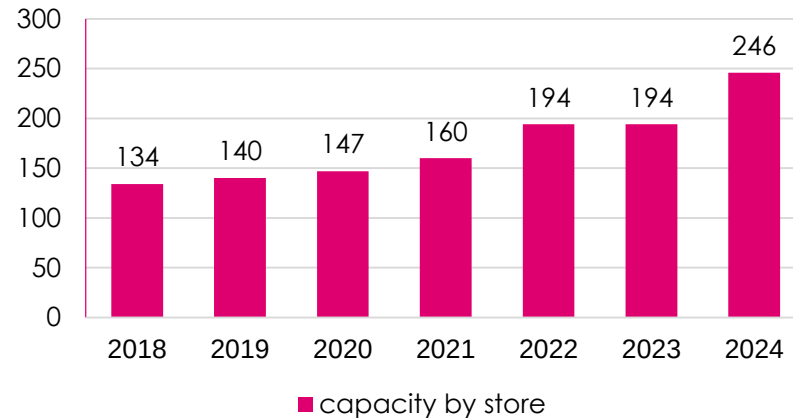
- EC accounted for 2.1% of total sales in 1H25 with accelerating growth and improving profitability.



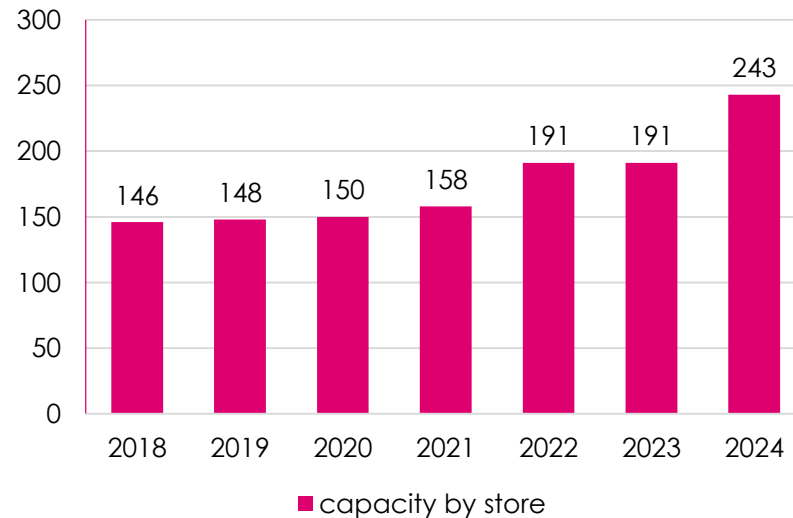
Centralized Logistic Center

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Logistic Center in the North



Logistic Center in the South



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

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Thank you!