

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

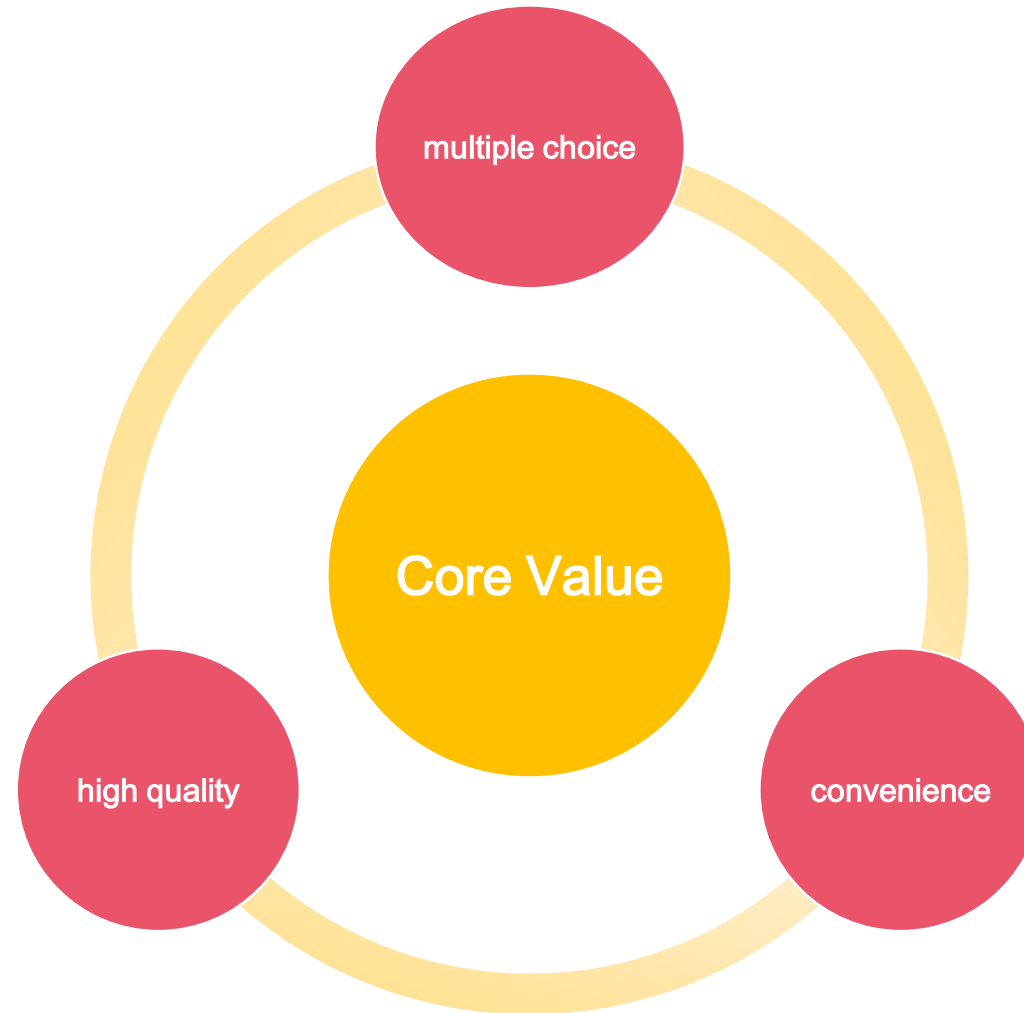
❑ number of employees :

5745 (Apr. 2024)

❑ Number of stores :

373Poya

15Poya Home(Apr. 2024)

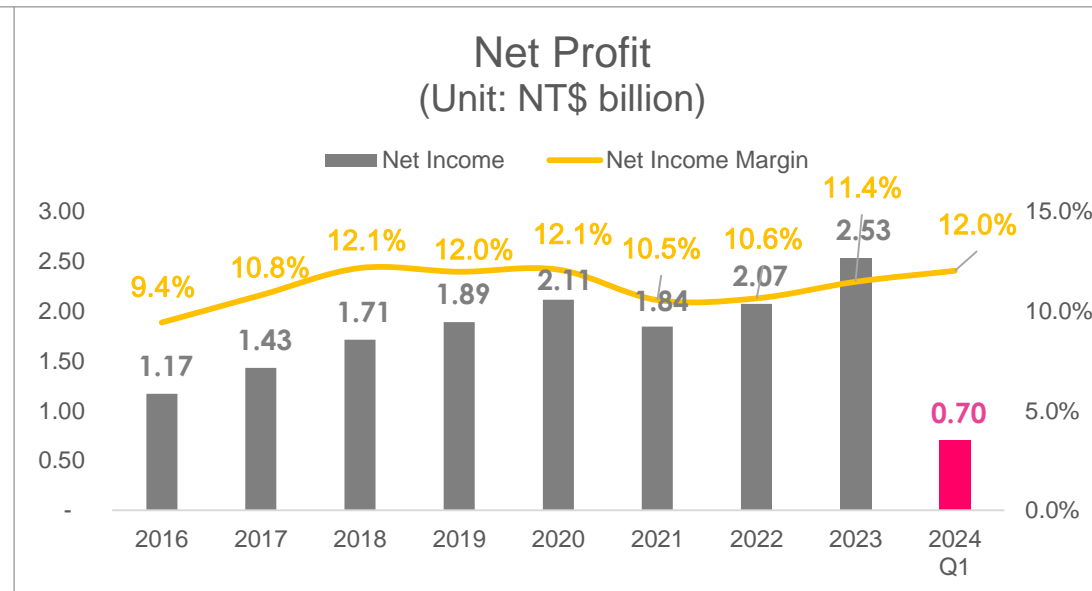
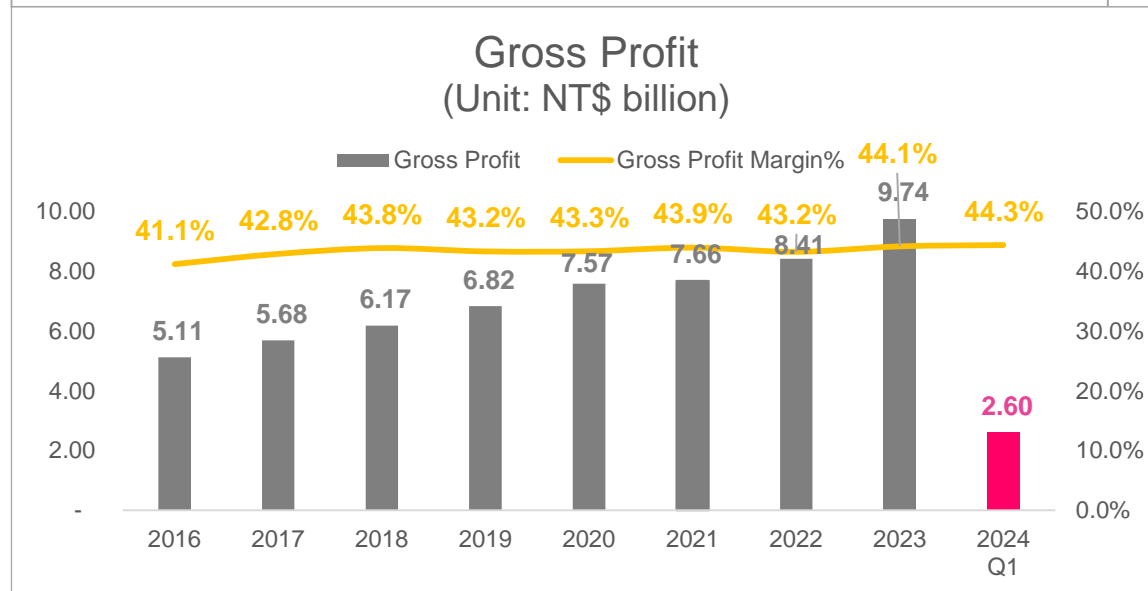
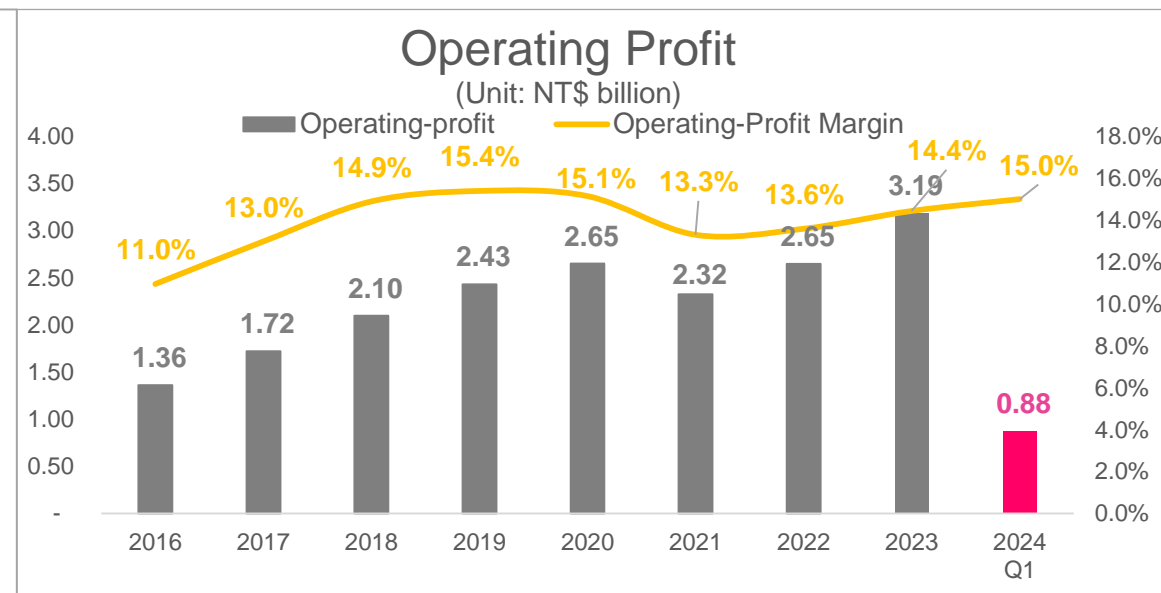
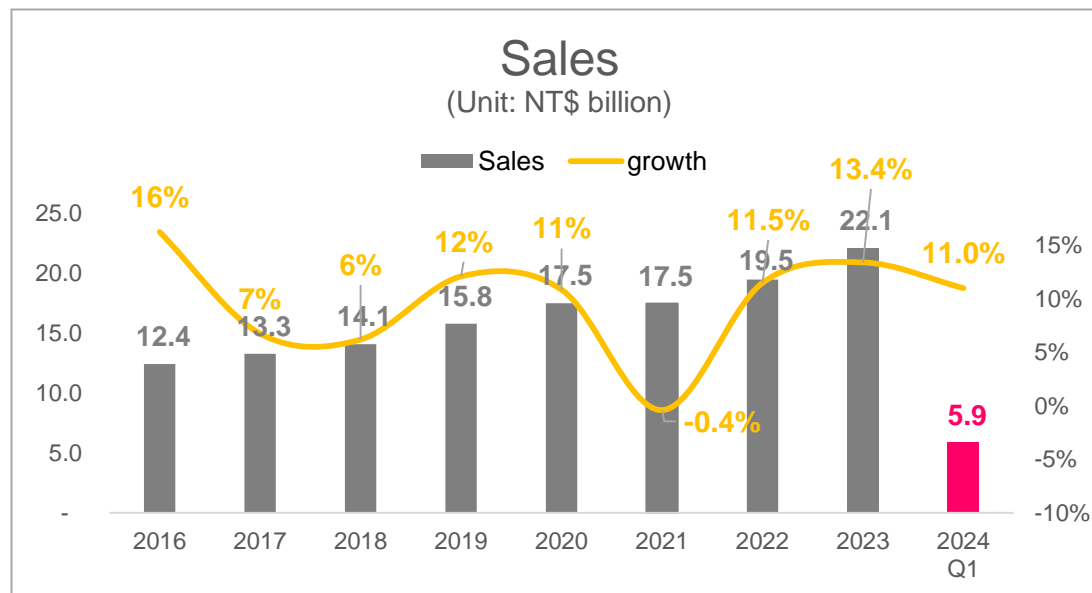


1Q24 Operating Results Review

(NT\$ mn)	4Q23	1Q23	1Q24	QoQ	YoY
Net Sales	5,635	5,293	5,874	4.2%	11.0%
Cost of goods sold	3,063	2,925	3,274	6.9%	11.9%
Gross profit	2,572	2,368	2,600	1.1%	9.8%
Promotion Expense	1,541	1,362	1,547	0.4%	13.6%
Administrative Expense	176	173	169	-4.2%	-2.3%
Operating profit	854	834	884	3.5%	6.0%
Non-operating items	(4)	(12)	(7)	65.4%	-43.3%
Profit before tax	850	822	877	3.2%	6.7%
Tax expenses	170	164	176	3.5%	7.3%
Net income	680	658	702	3.2%	6.7%
EPS (NT\$)	6.57	6.36	6.78	3.2%	6.6%
Ratio				DIF	DIF
GPM	45.6%	44.7%	44.3%	-1.4%	-0.4%
OPEX	30.5%	29.0%	29.2%	-1.3%	0.2%
OPM	15.2%	15.7%	15.0%	-0.1%	-0.7%
NPM	12.1%	12.4%	12.0%	-0.1%	-0.4%

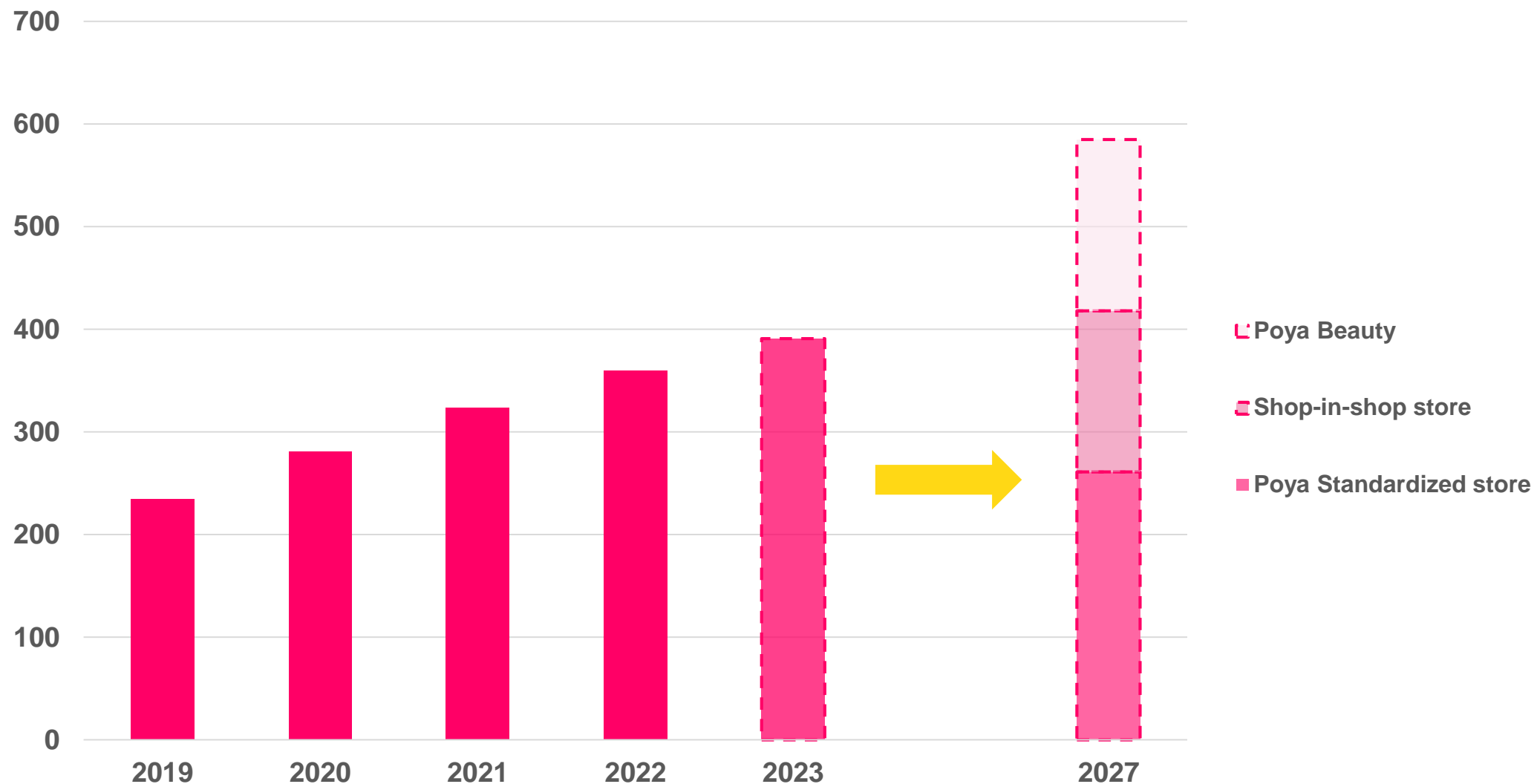
1Q24 Financial highlights:

- Sales were NT\$5.87bn, up 11.0% YoY, on continuing post pandemic recovery.
- GPM was 44.3%, down 0.4% YoY / down 1.4% QoQ.
- OPM was 15.0%, down 0.7% YoY / down 0.1% QoQ.
- NP came in of NT\$702mn with EPS of NT\$ 6.78, up 6.7% 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



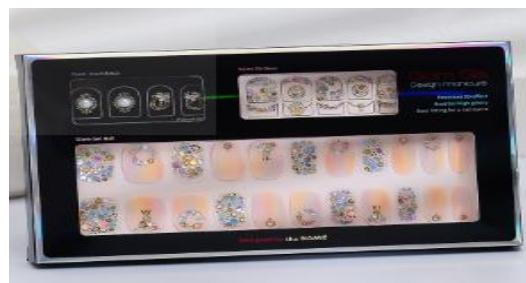
Poya+Home inside

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.



- Private label products accounted for **1.7%** of total sales in 2023.
- We plan to introduce more NFMCG perennial seller products to enhance our brand value.

- Existing private label -

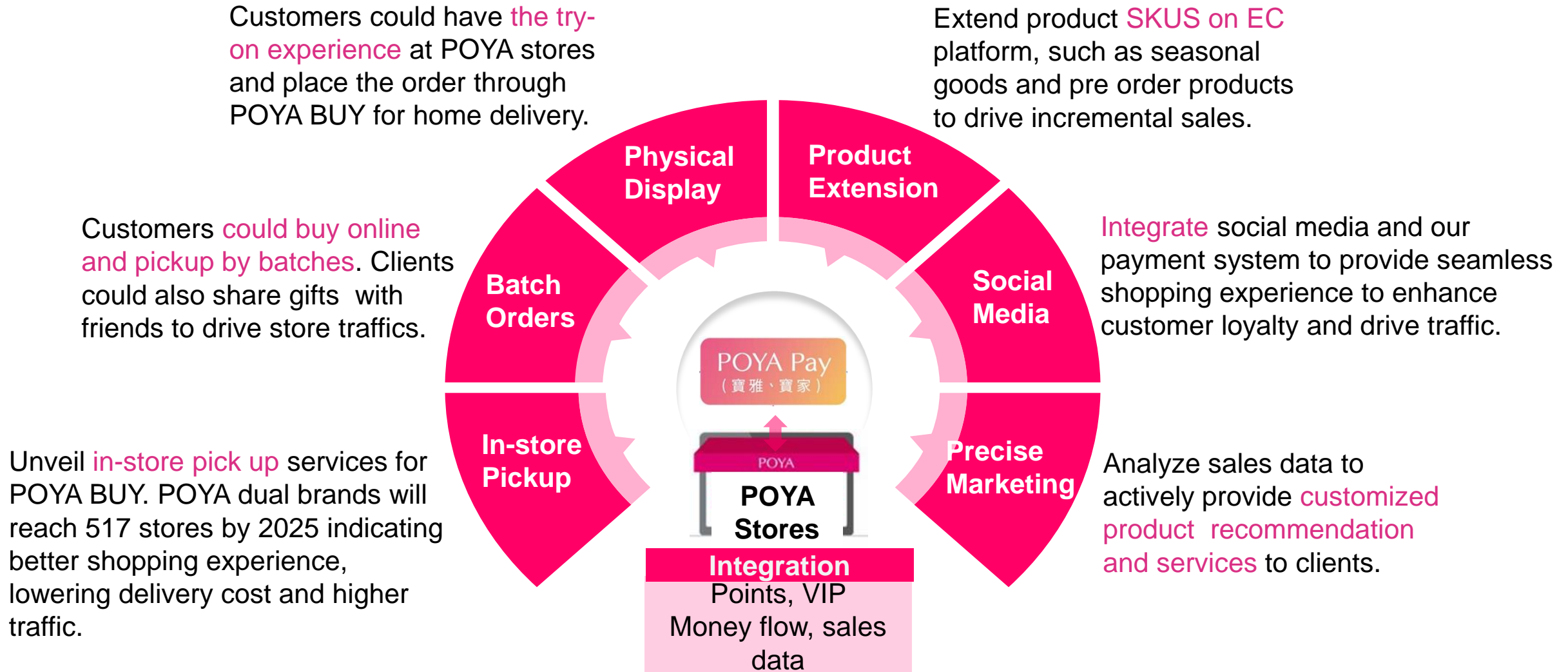


- More to come -



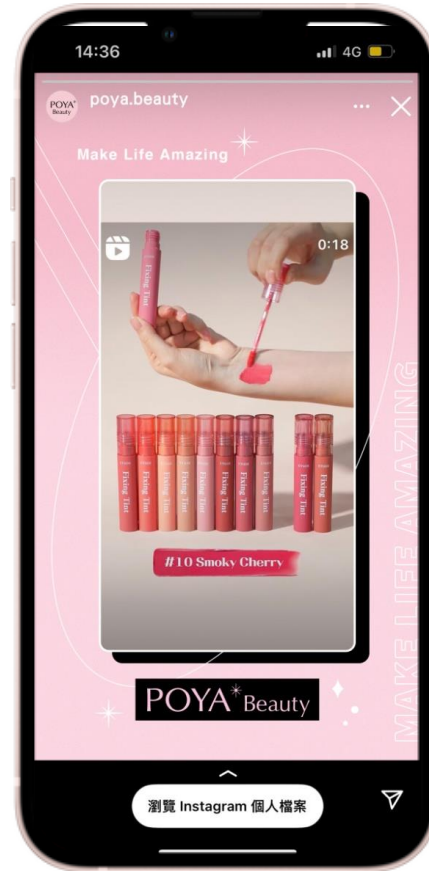
POYA's OMO Strategy

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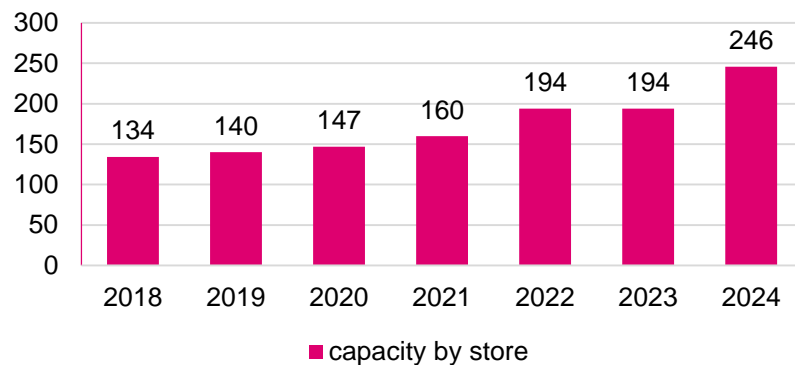


Poya's Social Media Upgrade

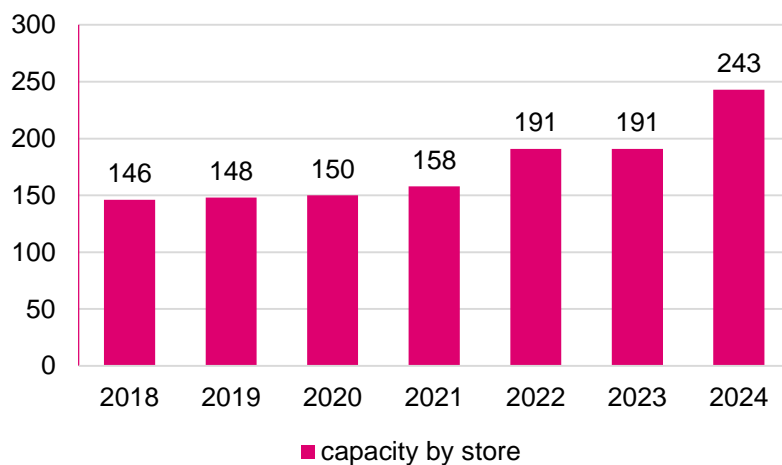
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Logistic Center in the North



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!