POYA Beauty | HOME

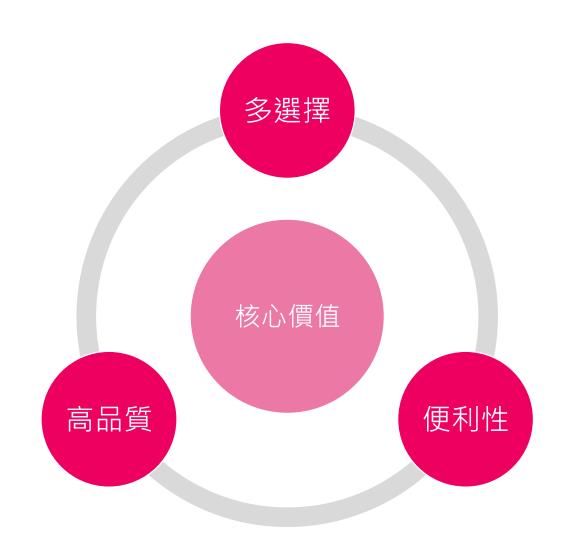


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公司簡介

- □董事長: 陳建造先生
- □總經理: 陳宗成先生
- □上櫃時間: 2002年9月6日
- □資本額: 10.03億台幣
- □員工人數: 5816 (2024年08月)
- □分店數: (2024年08月) 399寶雅+5寶家



3Q24 Operating Results Review

(NT\$ mn)	2Q24	3Q23	3Q24	QoQ	YoY
Net Sales	5,628	5,870	6125	8.8%	4.3%
Cost of goods sold	3,159	3,258	3307	4.7%	1.5%
Gross profit	2,469	2,611	2818	14.1%	7.9%
Promotion Expense	1,592	1,516	1672	5.1%	10.3%
Administrative Expense	182	186	194	6.5%	4.3%
Operating profit	695	910	951	36.8%	4.6%
Non-operating items	41	-18	2	-94.0%	-113.5%
Profit before tax	736	891	954	29.5%	7.0%
Tax expenses	147	178	191	29.6%	7.0%
Net income	589	713	763	29.5%	7.0%
EPS (NT\$)	5.61	6.82	7.27	29.5%	6.6%
Ratio				DIF	DIF
GPM	43.9%	44.5%	46.0%	2.1%	1.5%
OPEX	31.5%	29.0%	30.5%	-1.0%	1.5%
OPM	12.4%	15.5%	15.5%	3.2%	0.0%
NPM	10.5%	12.1%	12.5%	2.0%	0.3%

3Q24 Financial highlights:

- Sales were NT\$6.13bn, up 4.3% YoY, on continuing post pandemic recovery.
- GPM was 46.0%, up 1.5% YoY / up 2.1% QoQ.
- OPM was 15.5%, up 0.0% YoY/ up 3.2% QoQ.
- NP came in of NT\$763mn with EPS of NT\$7.27, up 7% YoY.

1-3Q24 Operating Results Review

(NT\$ mn)	1-3Q23	1-3Q24	YoY
Net Sales	16444	17626	7.2%
Cost of goods sold	9278	9740	5.0%
Gross profit	7166	7887	10.1%
Promotion Expense	4305	4811	11.8%
Administrative Expense	521	545	4.5%
Operating profit	2339	2531	8.2%
Non-operating items	-37	37	-200.2%
Profit before tax	2303	2567	11.5%
Tax expenses	457	514	12.4%
Net income	1846	2054	11.3%
EPS (NT\$)	17.67	19.59	10.9%
Ratio			
GPM	43.6%	44.7%	1.2%
OPEX	29.4%	30.4%	1.0%
OPM	14.2%	14.4%	0.1%
NPM	11.2%	11.7%	0.4%

1-3Q24 Financial highlights:

- ●Sales were NT\$17.6bn, up 7.2% YoY.
- ●GPM was 44.7%, up 1.2% YoY.
- ●OPM was 14.4%, up 0.1% YoY.
- ●1-3Q24 EPS was NT\$19.6., up 11% YoY.

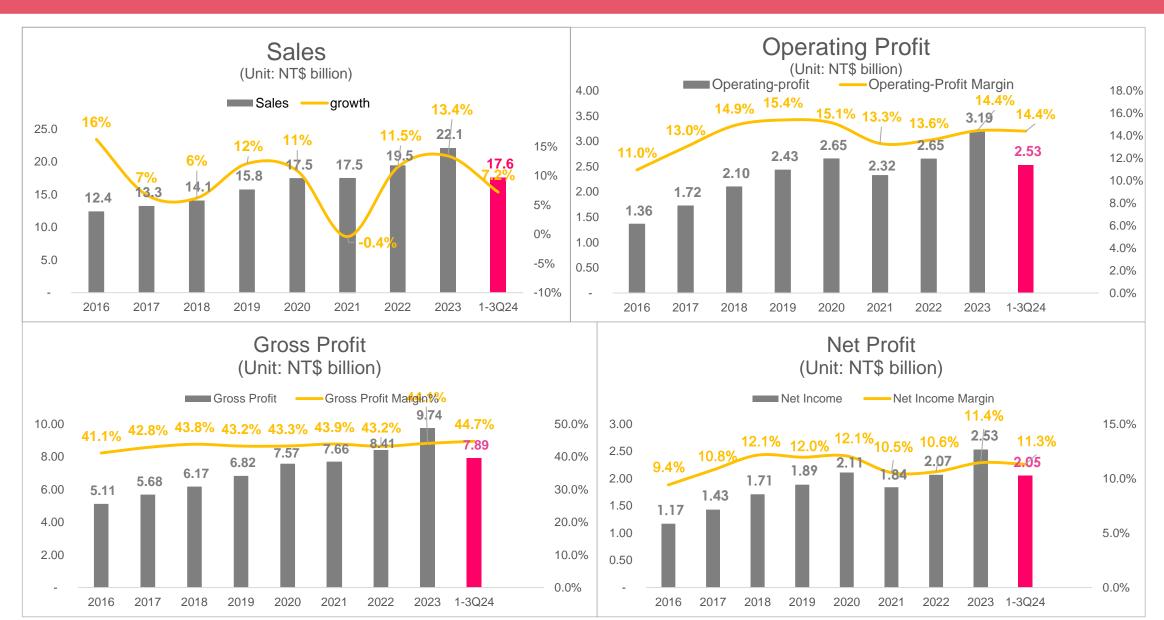
3Q24 Sales trend

3Q24 Sales YOY by products		Sales mix		3Q24 Sales Trend	
		3Q23	3Q24		
Cosmetics	•	16%	18%		
Beauty	•	7%	8%		
Others	•	6%	5%		
Skin Care	•	16%	17%	Solid demand for beauty related products:	
Bath	•	11%	11%	Cosmetics and traveling related products led the growth.	
Household.	— —	16%	16%	· · · · · · · · · · · · · · · · · · ·	
Textile	⊅	9%	9%		
Hardware		5%	4%		
Food		7%	7%		
Groceries	+	3%	2%		
Accessories	+	3%	3%		

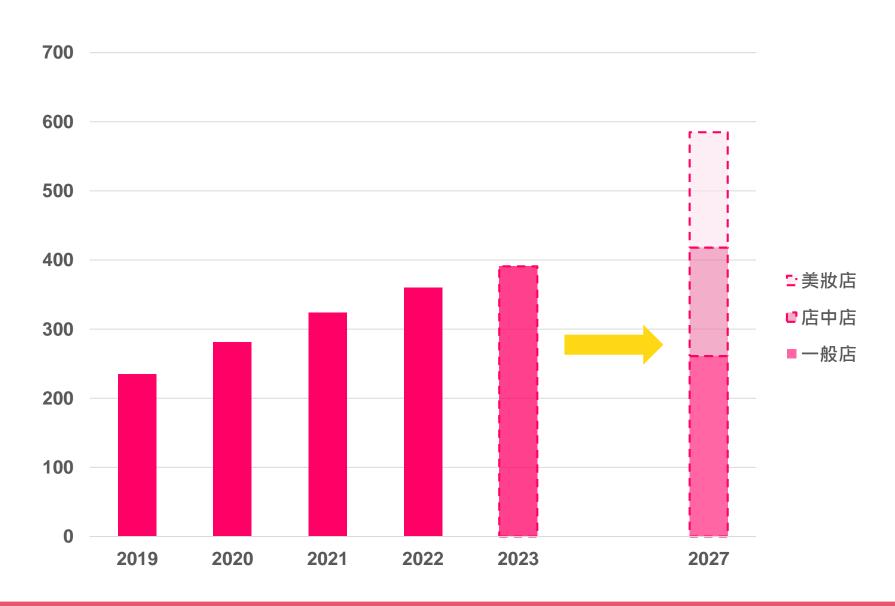
1-3Q24 Sales trend

3Q24 Sales YOY by products		Sales mix		1-3Q24 Sales Trend	
		2023	2024		
Cosmetics	1	16%	18%		
Beauty	1	7%	8%		
Skin Care	1	15%	16%		
Bath	1	12%	12%	Solid demand for beauty related products:	
Others	1	6%	5%	Cosmetics and traveling related products led the growth.	
Household.	7	17%	16%		
Textile	بر	9%	9%		
Hardware	7	5%	4%		
Groceries	7 .	3%	2%		
Food	_	8%	7%		
Accessories	+	3%	3%		

Financials



展店計畫



四種型態店面-寶雅



Poya Community Shop



Poya Beauty Shop at Shopping mall



Poya Beauty Street Shop



Poya+Home insde

- Private label products accounted for 2.4% of total sales in 2024.
- We plan to introduce more NFMCG perennial seller products to enhance our brand value.





— POYA Original 自有品牌 ——













FMCG

- 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

- Introducing trending accessories such as clips/necklace
- Introducing functional sports socks/ underwear, and trending/colorful home products















POYA's OMO Strategy

Customers could have the tryon experience at POYA stores and place the order through POYA BUY for home delivery.

Batch

Orders

In-store

Pickup

Customers could buy online and pickup by batches. Clients could also share gifts with friends to drive store traffics.

Unveil in-store pick up services for POYA will reach 475 stores by 2025 indicating better shopping experience, lowering delivery cost and higher traffic.

platform, such as seasonal goods and pre order products to drive incremental sales.

Physical Product

Extension

Display

Social Media Integrate social media and our payment system to provide seamless shopping experience to enhance customer loyalty and drive traffic.

Precise Marketing

Analyze sales data to actively provide customized product recommendation and services to clients.

POYA

POYA

POYA

Stores

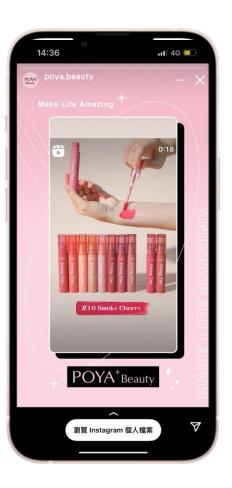
Integration

Points, VIP

Money flow, sales data

社群媒體升級



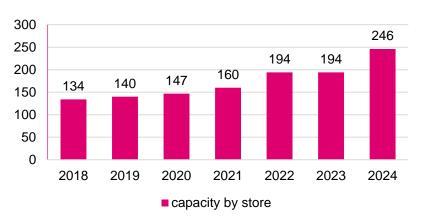






物流中心建置





高雄物流中心





POYA Beauty I HOME

Thank you!