# POYA Beauty | HOME



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- 二.展店計畫
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- 四.經營績效

### 公司簡介

□董事長: 陳建造先生

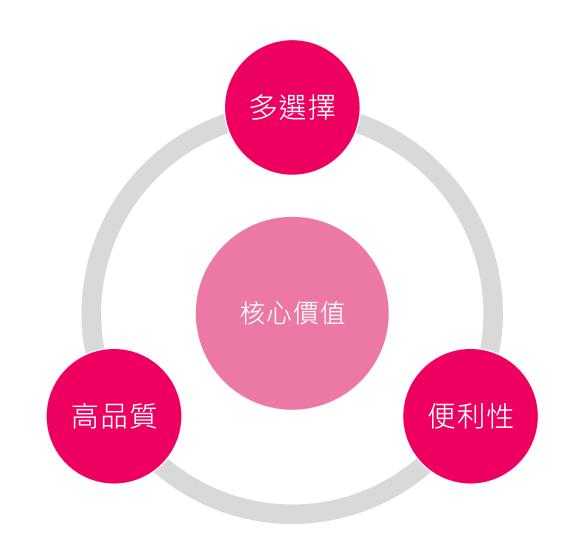
□總經理: 陳宗成先生

□上櫃時間: 2002年9月6日

□資本額: 10.03億台幣

□員工人數: 5737 (2024年06月)

□分店數: (2024年06月) 380寶雅+10寶家



## 2Q24 Operating Results Review

(NT\$ mn)	1Q24	2Q23	<u>2Q24</u>	QoQ	<u>YoY</u>
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%
<b>D</b> 41				<u> </u>	5.5
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.

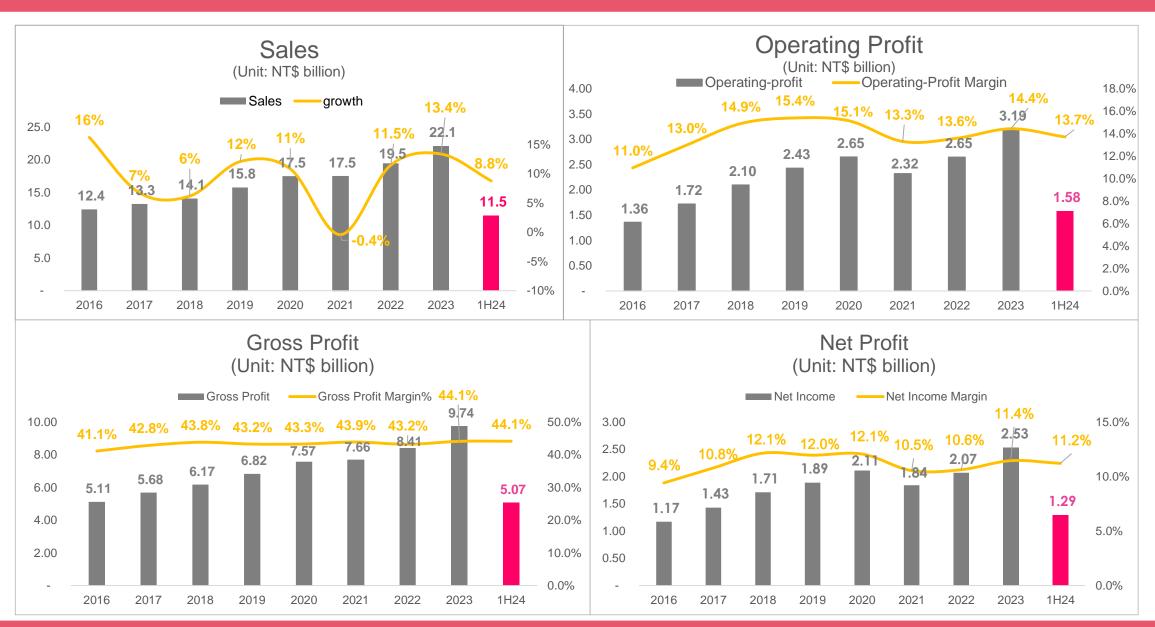
## 1H24 Operating Results Review

(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%

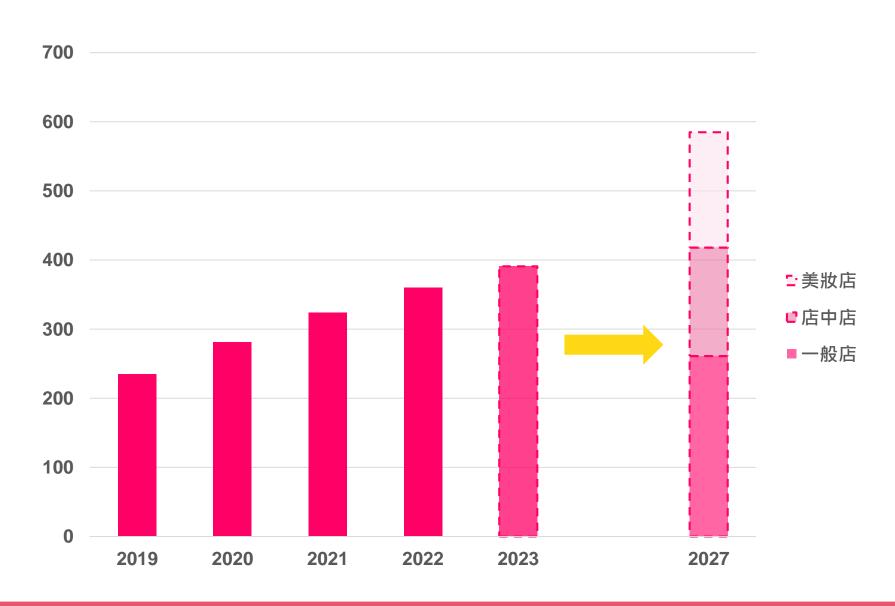
#### **1H24 Financial highlights:**

- ●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.

### 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 2.2% 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 品類發展策略

#### **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**

- 1. Introducing trending accessories such as clips
- 2. Introducing functional sports socks, functional underwear, and ice feeling textile 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 BUY. POYA dual brands will reach 517 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

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

POYA Precise Marketing

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

**Stores** 

POYA Pay (實雅、寶家)

### 社群媒體升級



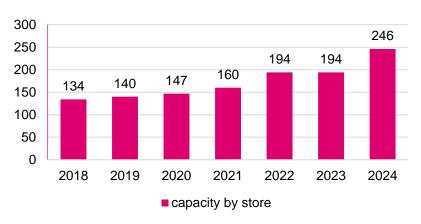






## 物流中心建置





#### 高雄物流中心





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Thank you!