POYA Beauty | HOME

Agenda

- **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**

Company Profile

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- **Chairman :**
  Chen, Chien-Chao

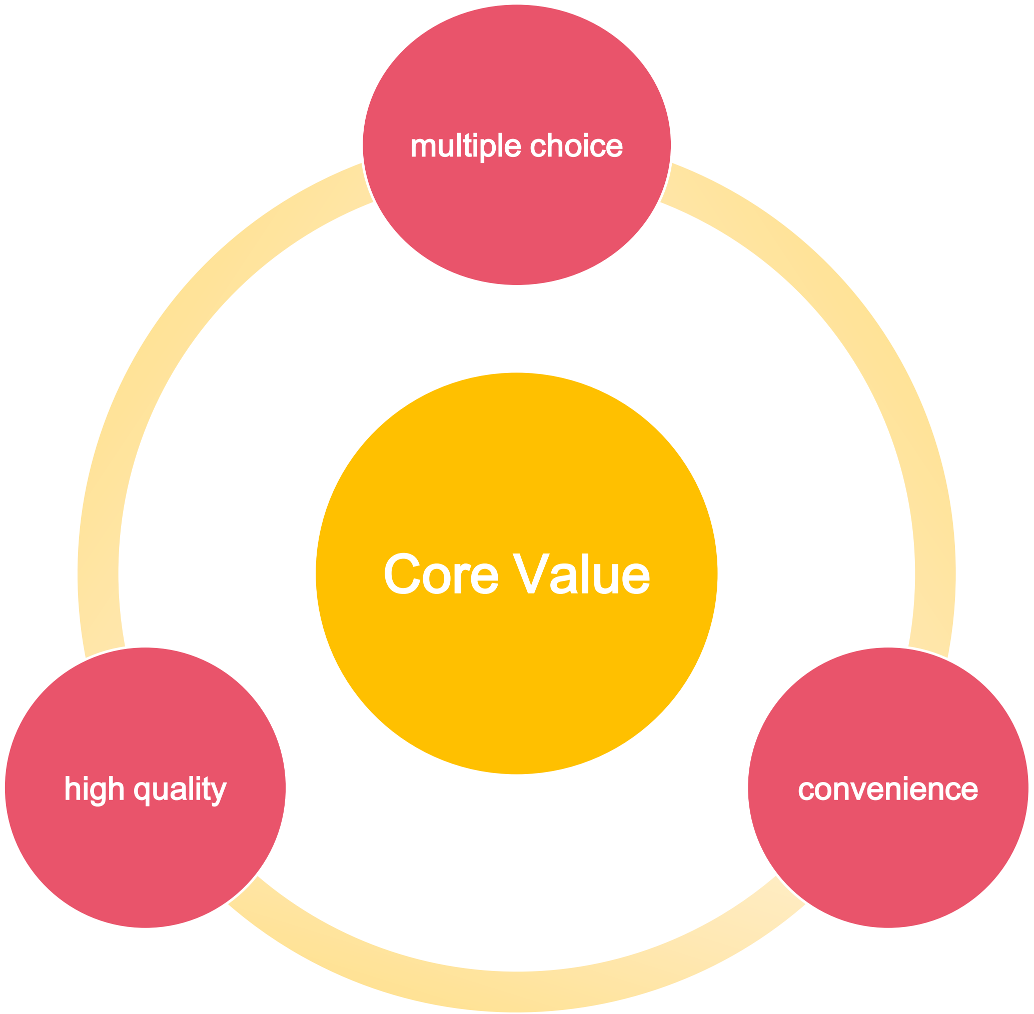
- **General Manager:**
  Chen, Zong-Cheng

- **OTC Date :**
  6th Sep.2002

- **capital :**
  1.03 billion NTD

- **number of employees :**
  5770 (Feb.2024)

- **Number of stores :**
  368Poya
  25Poya Home(Feb.2024)



4Q23 Operating Results Review

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(NT$ mn)	3Q23	4Q22	4Q23	QoQ	YoY
Net Sales	5,870	5,140	5,635	-4.0%	9.6%
Cost of goods sold	3,258	2,786	3,063	-6.0%	9.9%
Gross profit	2,611	2,354	2,572	-1.5%	9.3%
Promotion Expense	1,516	1,341	1,541	1.7%	14.9%
Administrative Expense	186	179	176	-5.0%	-1.4%
Operating profit	910	834	854	-6.1%	2.4%
Non-operating items	(18)	(9)	(4)	-77.6%	-54.3%
Profit before tax	891	825	850	-4.6%	3.0%
Tax expenses	178	169	170	-4.7%	0.6%
Net income	713	656	680	-4.6%	3.6%
EPS (NT$)	6.89	6.37	6.57	-4.6%	3.1%

Ratio				**DIF**	**DIF**
GPM	44.4%	45.8%	45.6%	1.2%	-0.2%
OPEX	29.0%	29.6%	30.5%	1.5%	0.9%
OPM	15.5%	16.2%	15.2%	-0.3%	-1.0%
NPM	12.1%	12.8%	12.1%	0.0%	-0.7%

4Q23 Financial highlights:

- Sales were NT$5.64bn, up 9.6% YoY, on continuing post pandemic recovery. By the end of 2023, our store numbers were 365/30 for Poya and Poya home.
- GPM was 45.6%, down 0.16% YoY or up 1.15% QoQ.
- OPM was 15.2%, down 1.0% YoY/ down 0.3% QoQ.
- NP came in of NT$680mn with EPS of NT$ 6.57, up 3.6% YoY.

2023 Operating Results Review

(NT$ mn)	2022	2023	YoY
Net Sales	19,476	22,079	13.4%
Cost of goods sold	11,069	12,341	11.5%
Gross profit	8,407	9,738	15.8%
Promotion Expense	5,116	5,847	14.3%
Administrative Expense	645	698	8.2%
Operating profit	2,646	3,193	20.7%
Non-operating items	(58)	(41)	-29.3%
Profit before tax	2,588	3,153	21.8%
Tax expenses	520	627	20.6%
Net income	2,068	2,525	22.1%
EPS (NT$)	20.06	24.41	21.7%

Ratio			**DIF**
GPM	43.2%	44.1%	0.9%
OPEX	29.6%	29.6%	0.0%
OPM	13.6%	14.5%	0.9%
NPM	10.6%	11.4%	0.8%

2023 Financial highlights:

- Sales were NT$22.1bn, up 13.4% YoY.
- GPM was 44.1%, up 0.94% YoY.
- OPM was 14.5%, up 0.88% YoY.
- 2023 EPS was NT$24.41, up 21.7% YoY.

Financials

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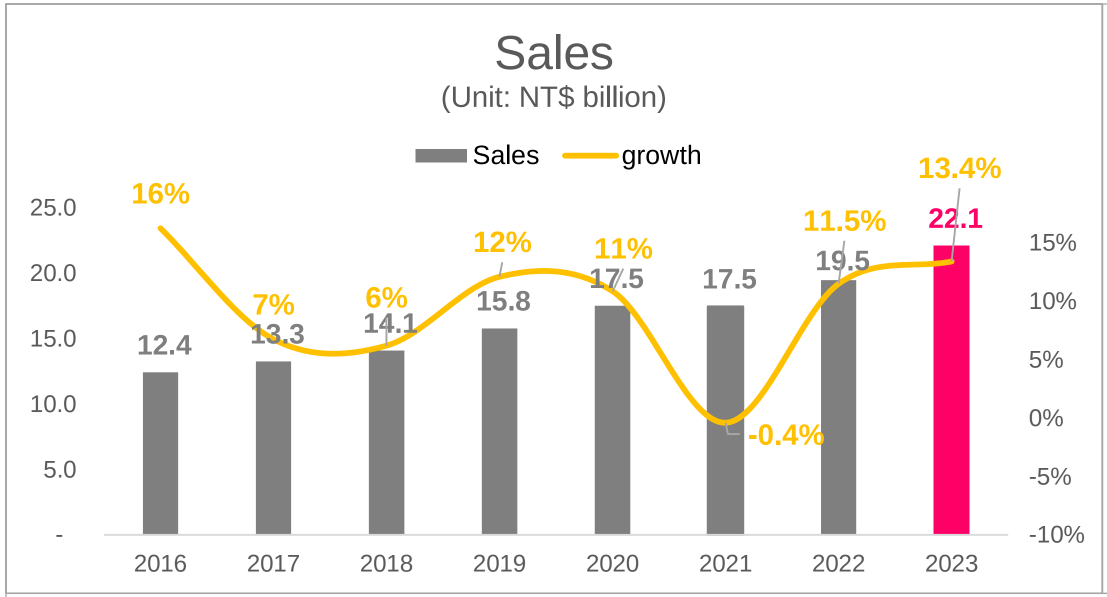

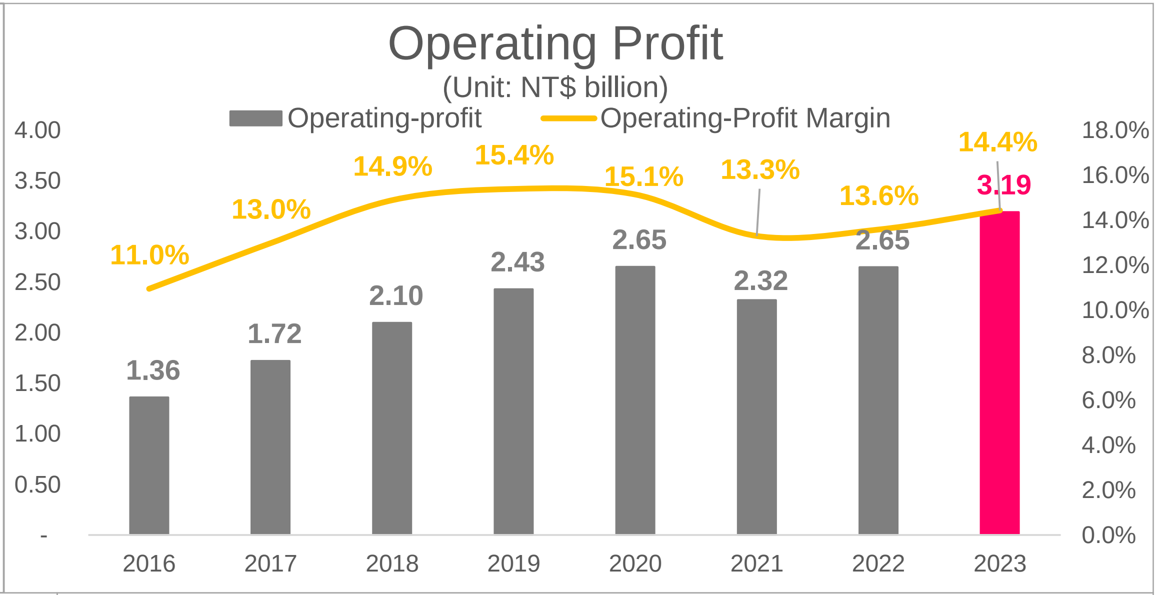

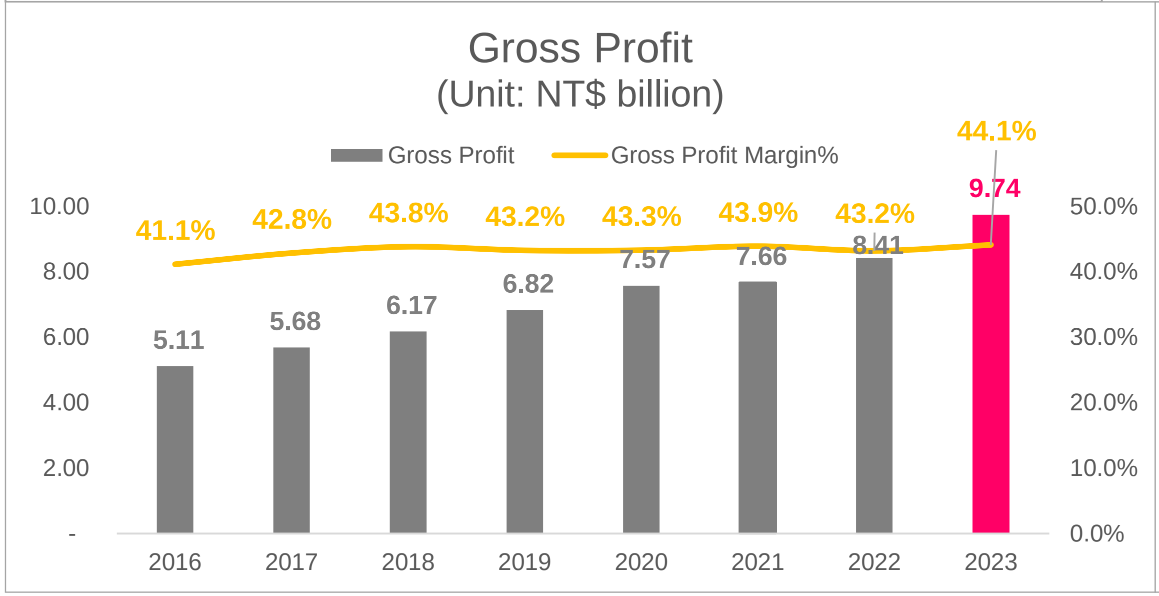

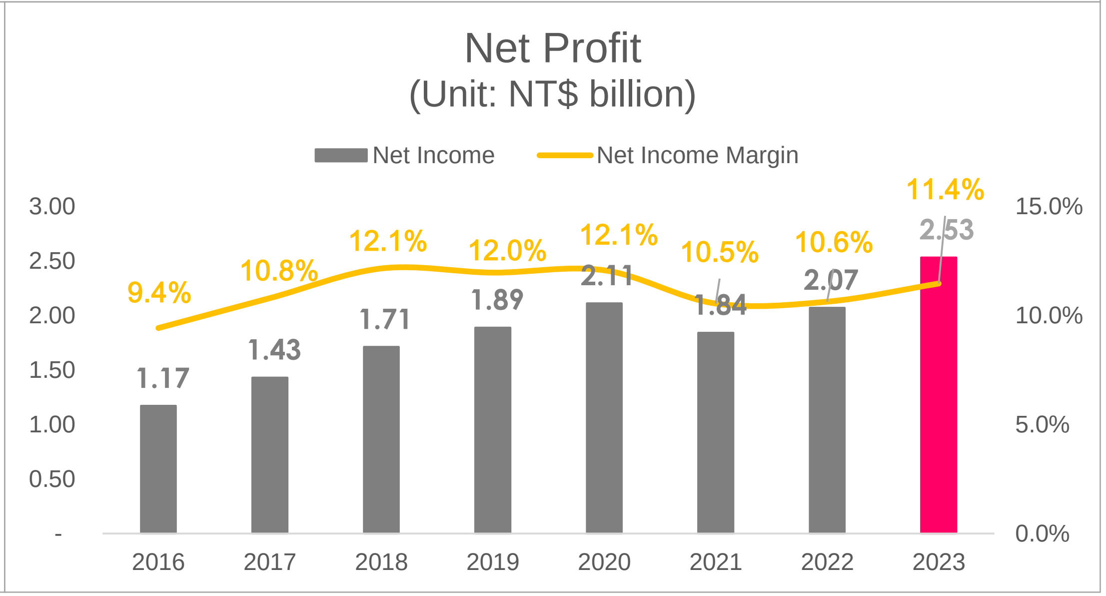

Store Expansion Plan

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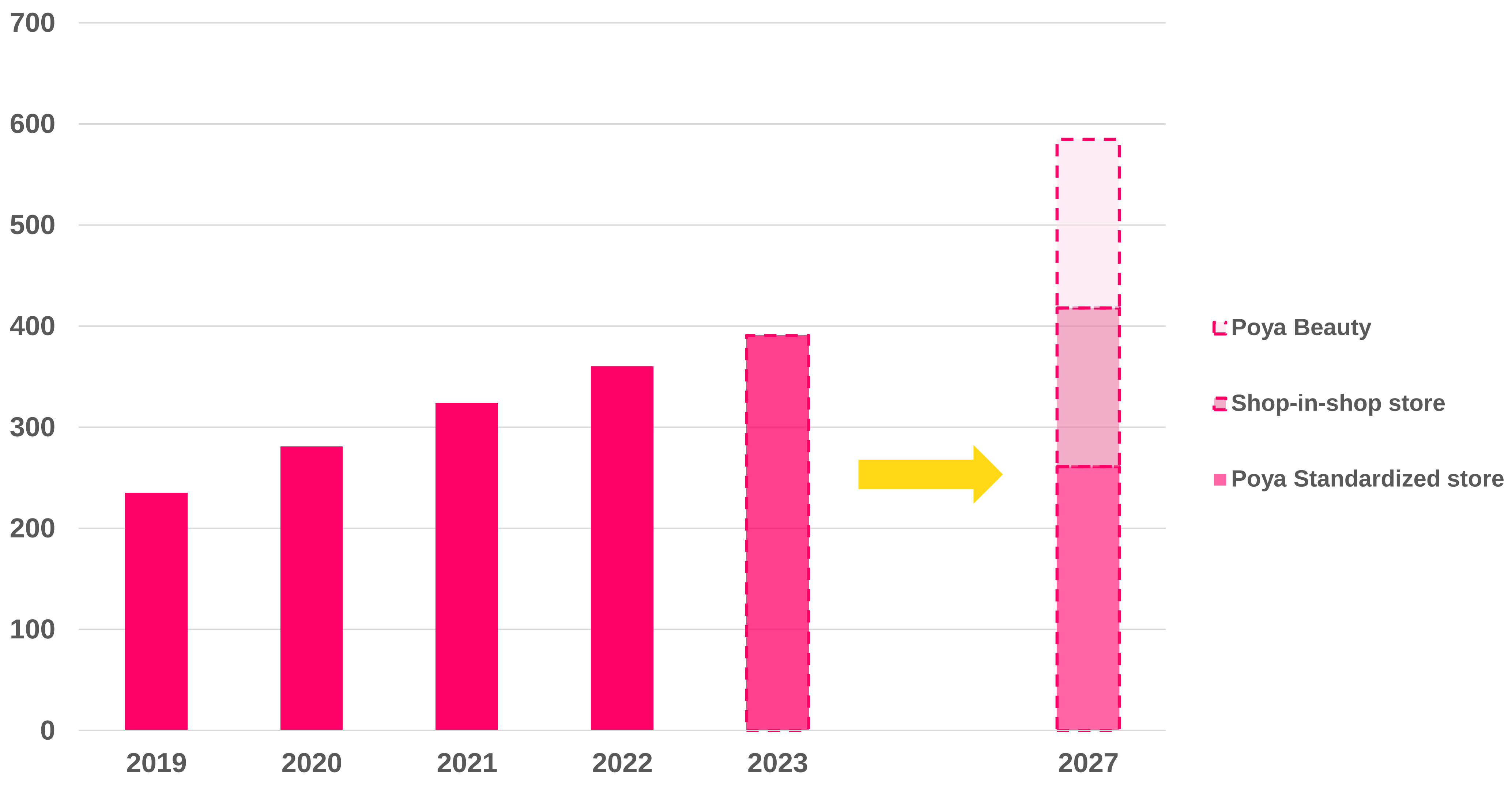

Poya's different Store Format

Poya Community Shop

Poya Beauty Street Shop

Poya Beauty Shop at Shopping mall

Poya+Home insde

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 Brand Plan

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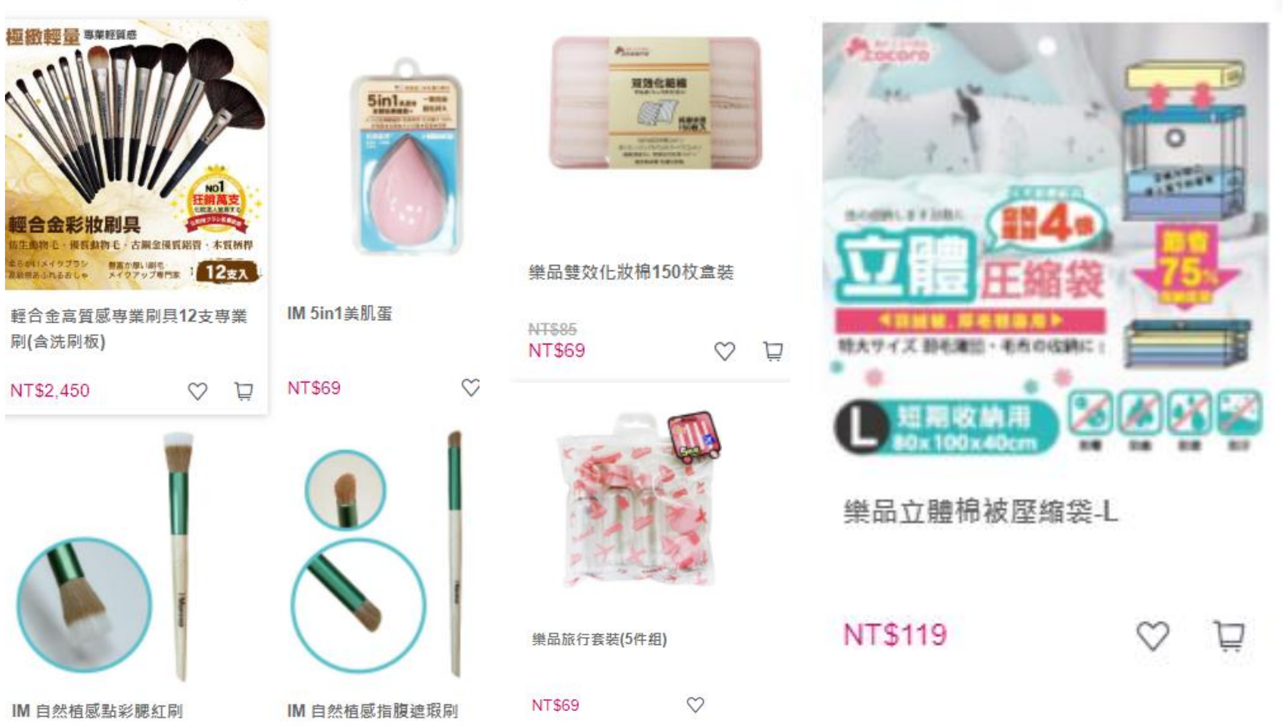
- Private label products accounted for 1.7% of total sales in 2023.
- We plan to introduce more NFMCG perennial seller products to enhance our brand value.



POYA's OMO Strategy

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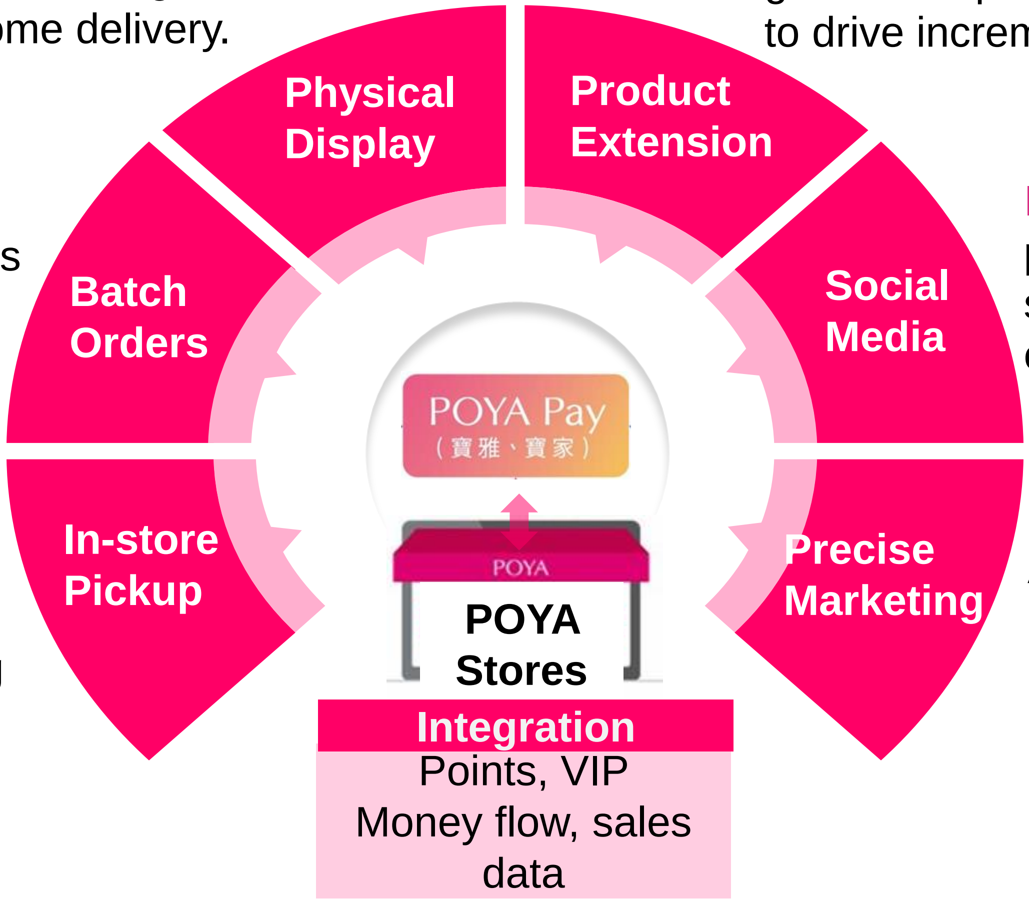
Customers could have the try-on experience at POYA stores and place the order through POYA BUY for home delivery.

Extend product SKUS on EC platform, such as seasonal goods and pre order products to drive incremental sales.

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

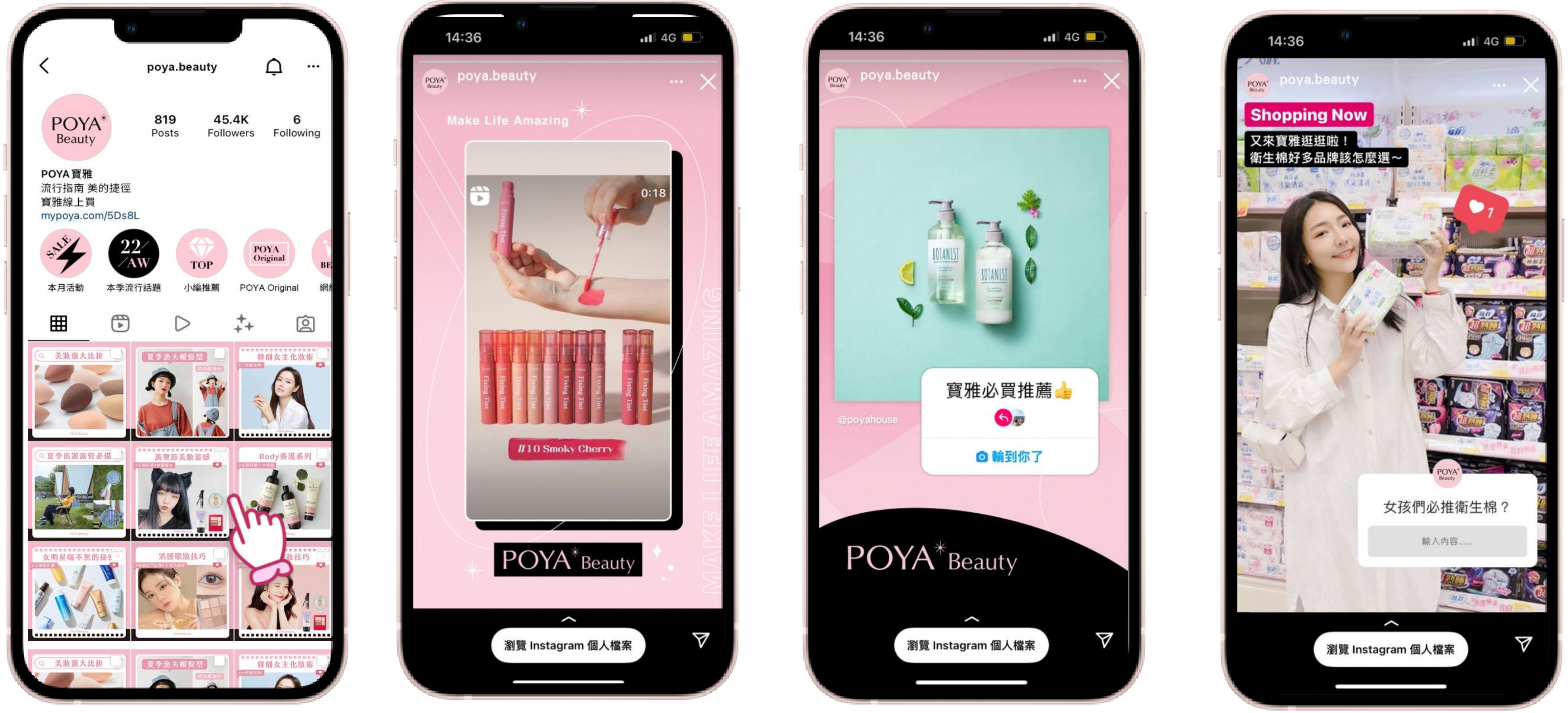
Integrate social media and our payment system to provide seamless shopping experience to enhance customer loyalty and drive traffic.



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.

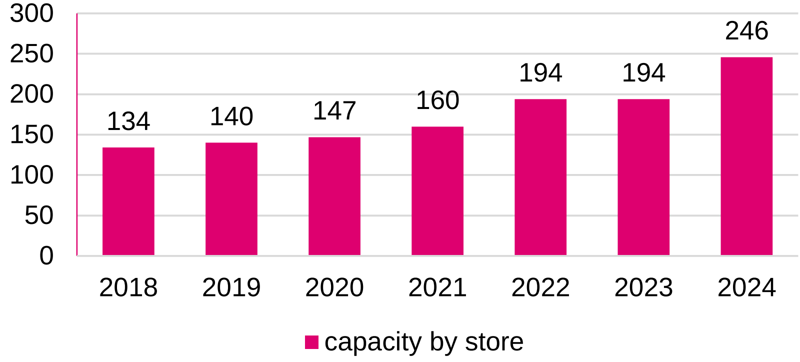
Analyze sales data to actively provide customized product recommendation and services to clients.

Poya's Social Media Upgrade

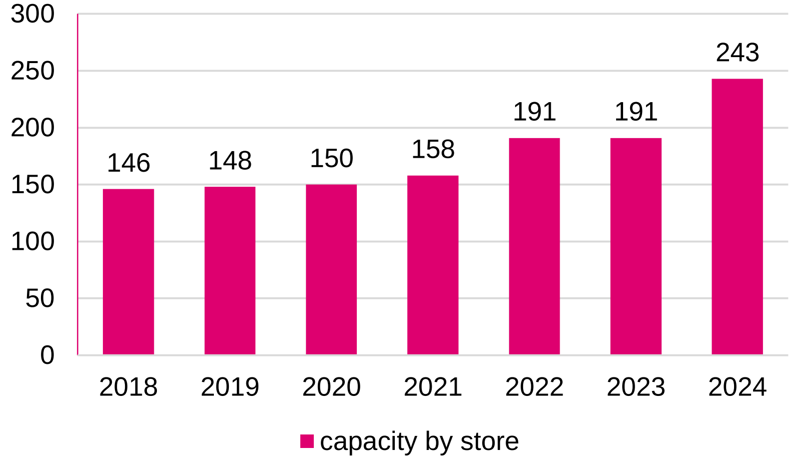


Centralized Logistic Center

Logistic Center in the North



Logistic Center in the South



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Thank you!