

# POYA Beauty | HOME



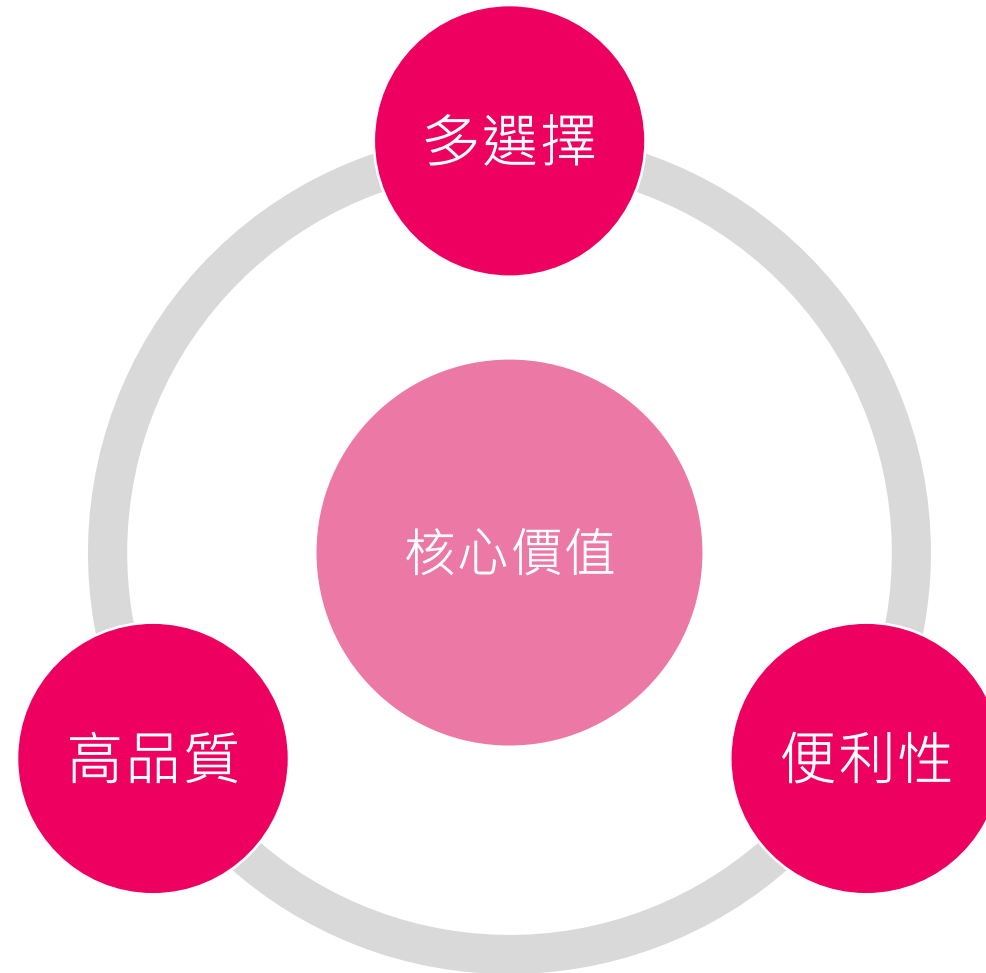
一.公司簡介

二.經營績效

三.展店計畫

四.同店增長策略

- 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:  
10.49億台幣
- 員工人數:  
5363 (2025年2月)
- 分店數: (2025年2月)  
418寶雅+ 0寶家



# 4Q24 Operating Results Review

(NT\$ mn)	3Q24	4Q23	4Q24	QoQ	YoY
Net Sales	6,125	5,635	6,002	-2.0%	6.5%
Cost of goods sold	3,307	3,063	3,223	-2.5%	5.2%
Gross profit	2,818	2,572	2,780	-1.3%	8.1%
Promotion Expense	1,672	1,541	1,669	-0.2%	8.2%
Administrative Expense	194	176	194	0.1%	9.9%
Operating profit	951	854	917	-3.6%	7.4%
Non-operating items	2	-4	22	778.3%	-627.5%
Profit before tax	954	850	939	-1.6%	10.5%
Tax expenses	191	170	188	-1.5%	10.5%
Net income	763	680	751	-1.6%	10.5%
EPS (NT\$)	7.27	6.50	7.15	-1.7%	10.0%
<b>Ratio</b>				<b>DIF</b>	<b>DIF</b>
GPM	46.0%	45.6%	46.3%	0.3%	0.7%
OPEX	30.5%	30.5%	31.0%	0.6%	0.5%
OPM	15.5%	15.2%	15.3%	-0.3%	0.1%
NPM	12.5%	12.1%	12.5%	0.1%	0.4%

## 4Q24 Financial highlights:

- Sales were NT\$6.0bn, up 6.5% YoY, thanks to sssg recovery and store expansion.
- GPM was 46.3%, up 0.7% YoY / up 0.3% QoQ.
- OPM was 15.3%, + 0.1% YoY/ down 0.3% QoQ.
- NP came in of NT\$751mn with EPS of NT\$7.15.

# 2024 Operating Results Review

(NT\$ mn)	2023	2024	YoY
Net Sales	22,079	23,628	7.0%
Cost of goods sold	12,341	12,962	5.0%
Gross profit	9,738	10,666	9.5%
Promotion Expense	5,847	6,480	10.8%
Administrative Expense	698	739	5.9%
Operating profit	3,193	3,448	8.0%
Non-operating items	-41	58	-243.3%
Profit before tax	3,153	3,506	11.2%
Tax expenses	627	702	11.9%
Net income	2,525	2,804	11.0%
EPS (NT\$)	24.17	26.74	10.6%

## Ratio

GPM	44.1%	45.1%	1.0%
OPEX	29.6%	30.6%	0.9%
OPM	14.5%	14.6%	0.1%
NPM	11.4%	11.9%	0.4%

## 2024 Financial highlights:

- Sales were NT\$23.6bn, up 7.0% YoY.
- GPM was 45.1%, up 1.0% YoY.
- OPM was 14.6%, up 0.1% YoY.
- 2024 NP of NT\$2.8bn with EPS of NT\$26.74.

# 4Q24 Sales trend

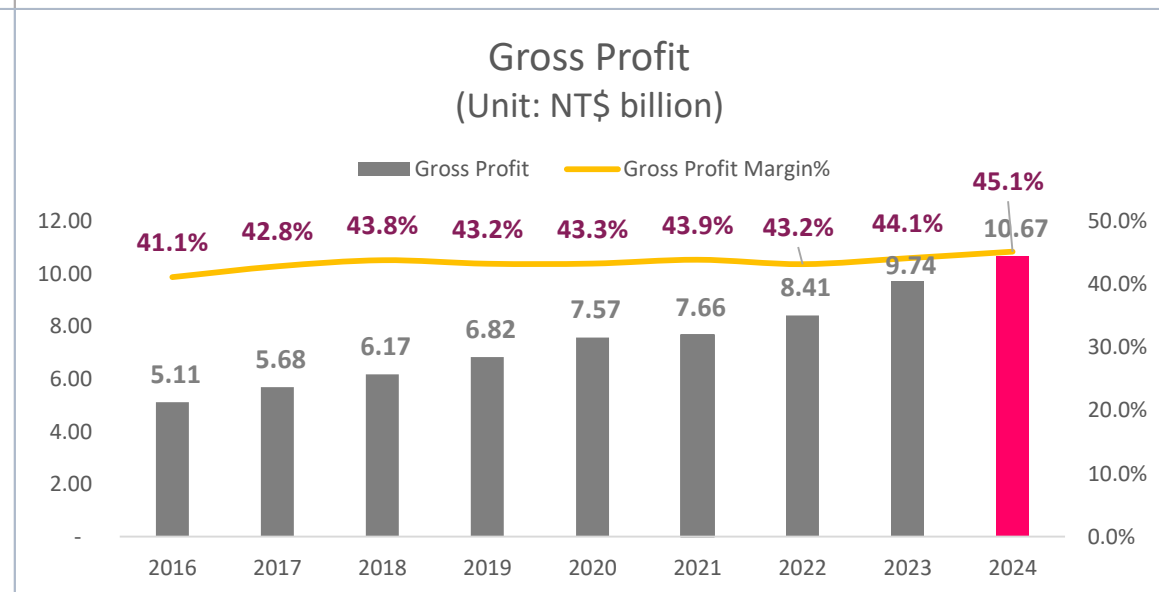
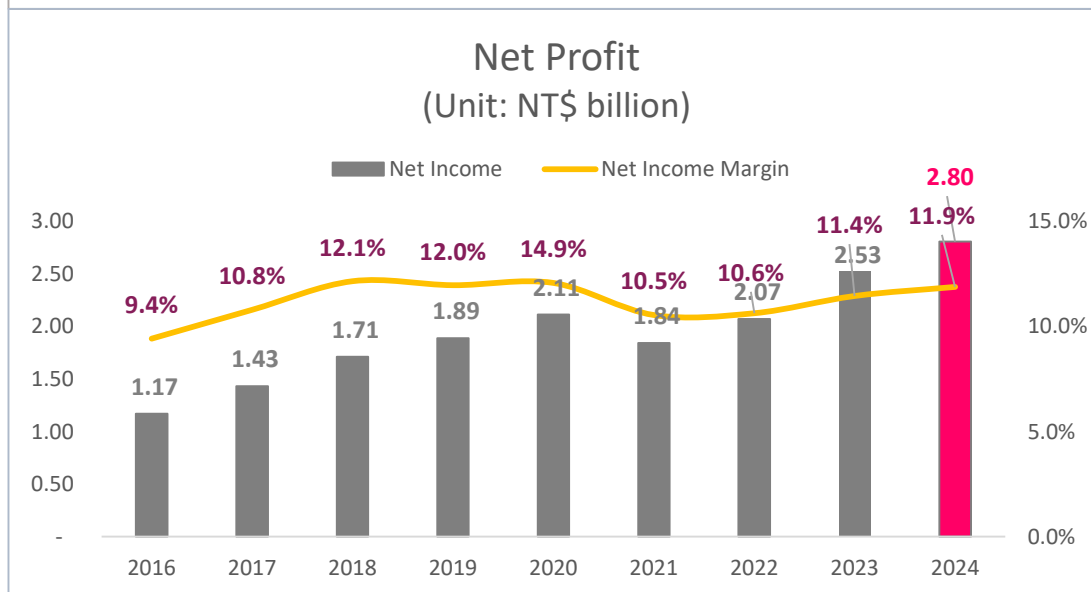
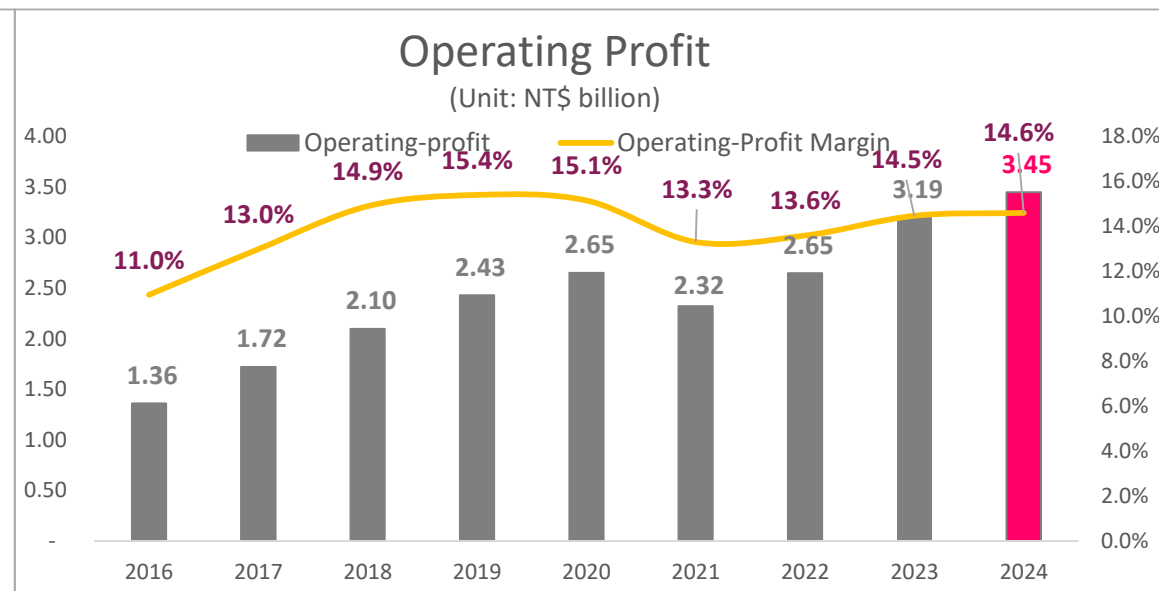
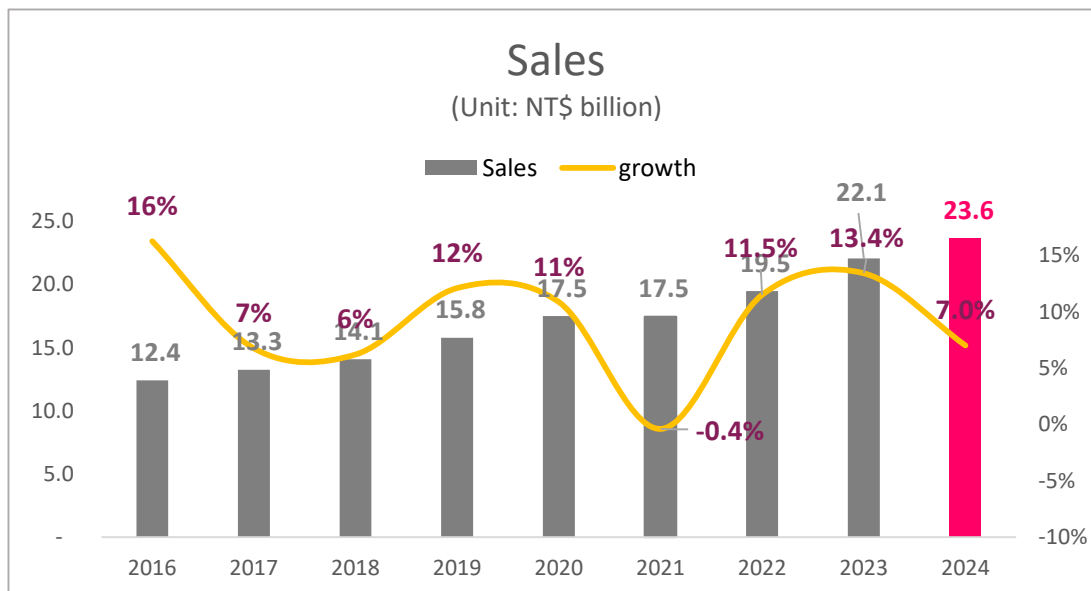
↑ Double-digit growth   ↗ Single-digit growth   ↓ Decrease

4Q24 Sales YOY by products	Sales mix		4Q24 Sales Trend
	4Q23	4Q24	
Beauty	7%	8%	A solid demand for beauty products.
Cosmetics	17%	18%	
Skin Care	15%	15%	
Bath	12%	12%	
Textile	10%	10%	
Household.	16%	16%	
Others	5%	5%	
Accessories	3%	3%	
Food	7%	8%	
Groceries	2%	2%	
Hardware	4%	4%	

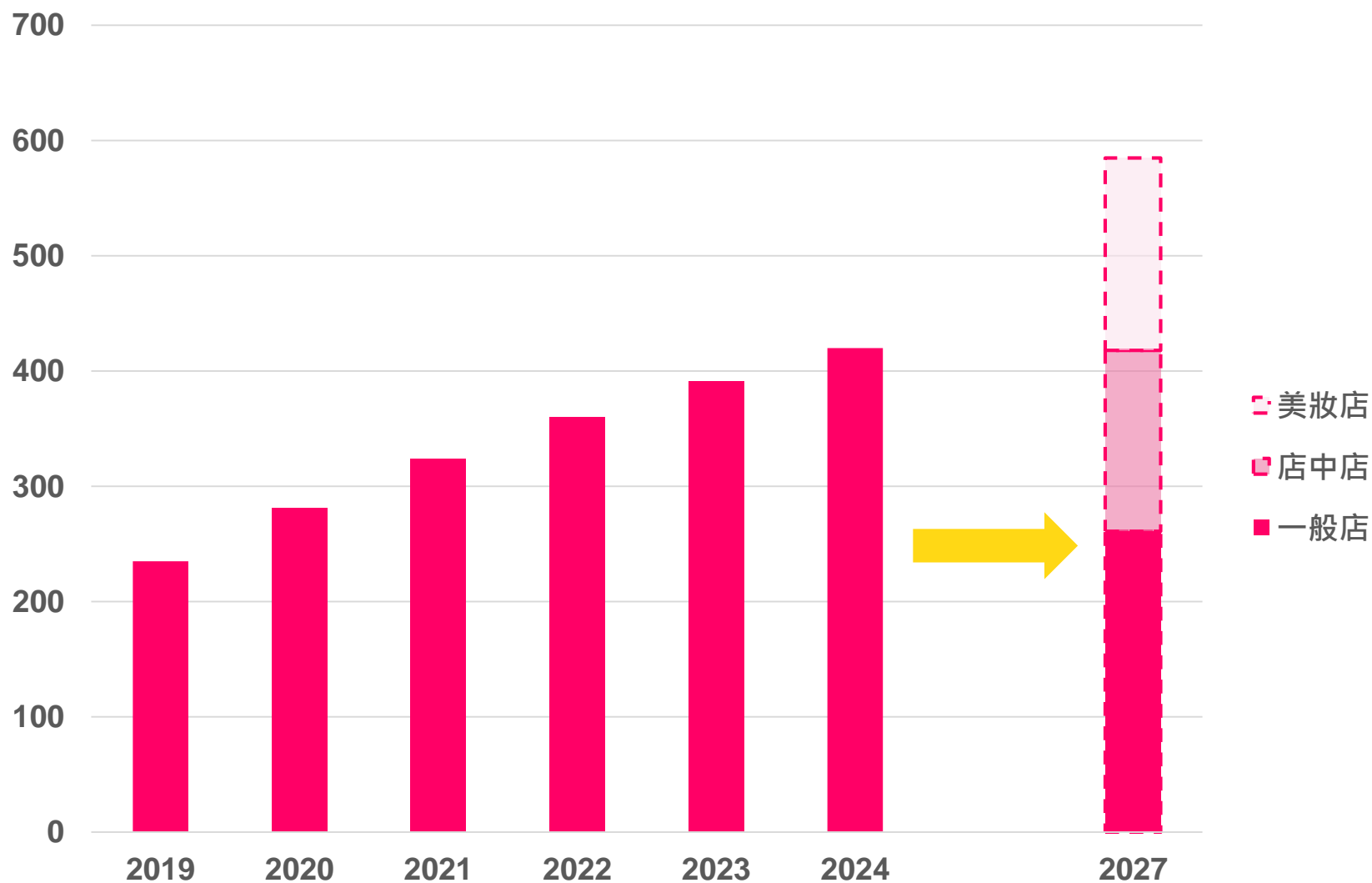
# 2024 Sales trend

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

2024 Sales YOY by products	Sales mix		2024 Sales Trend
	2023	2024	
Beauty ↑	7%	8%	A solid demand for beauty products.
Cosmetics ↑	16%	18%	
Skin Care ↑	15%	16%	
Bath ↑	12%	12%	
Textile ↗	10%	9%	
Others ↗	6%	5%	
Household ↗	16%	16%	
Accessories ↗	3%	3%	
Food ↓	8%	7%	
Groceries ↓	3%	2%	
Hardware ↓	5%	5%	







# 四種型態店面-寶雅

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Poya Community Shop



Poya Beauty Street Shop

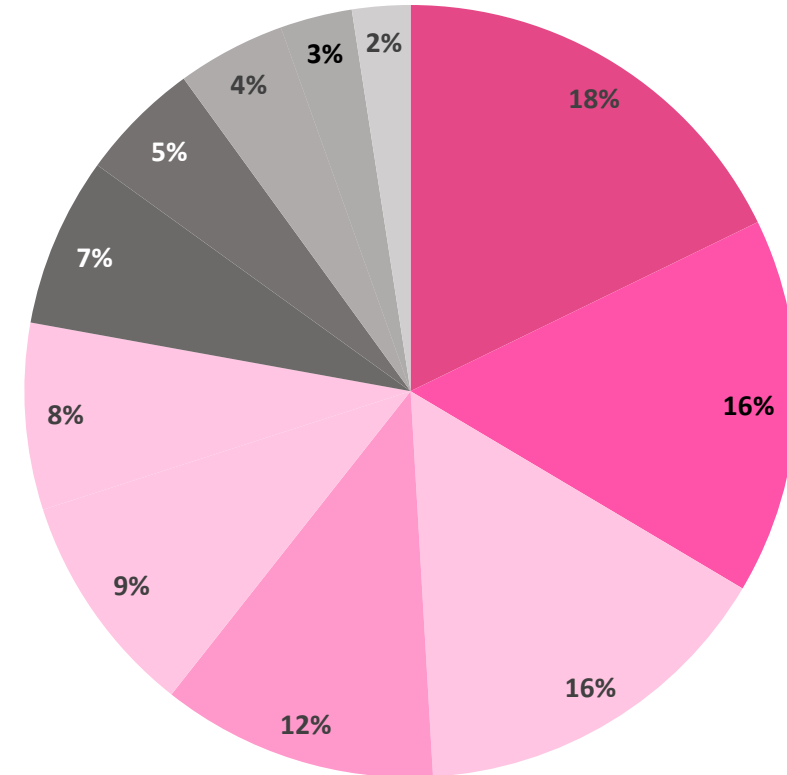


Poya Beauty Shop at Shopping mall



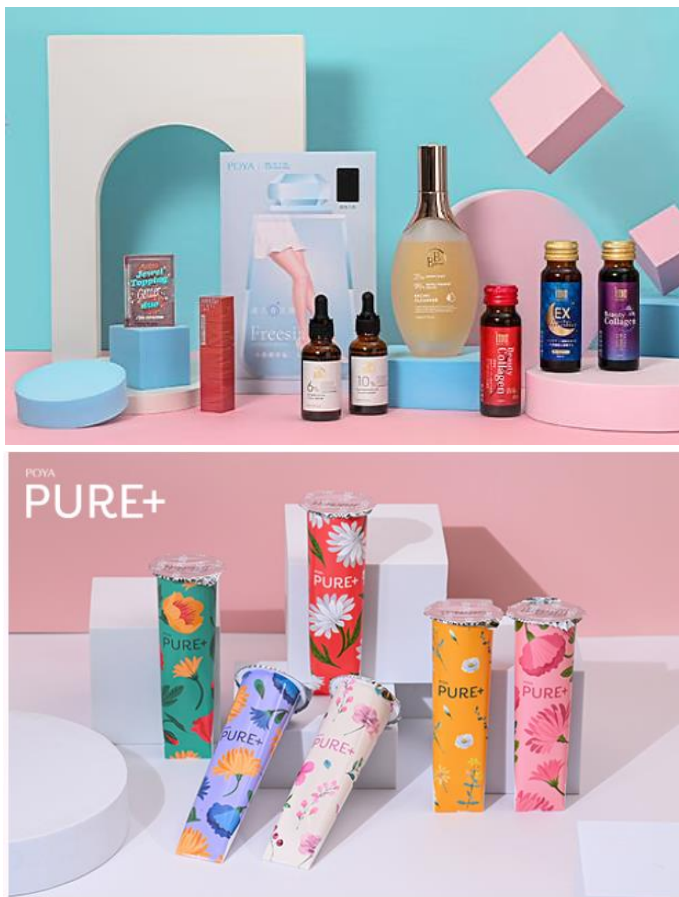
Home inside

# 2024年產品銷售分析



- Cosmetics
- Household
- Skin Care
- Bath
- Textile
- Beauty
- Food
- Others
- Hardware
- Accessories
- Groceries

- Private label products accounted for **2.9%** of total sales in February 2025.
- We plan to introduce more NFMCG perennial seller products to enhance our brand value.



## — POYA Original 自有品牌 —



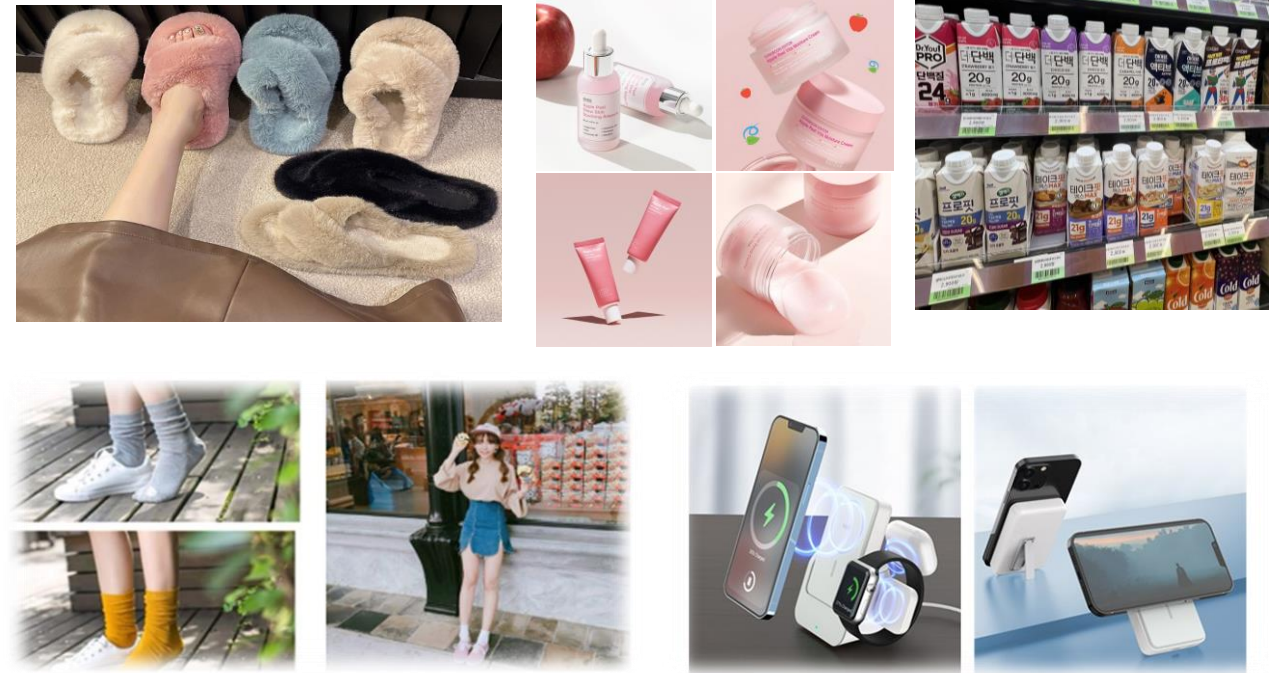
## FMCG

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/necklace
2. Introducing functional sports socks/ underwear, and trending/colorful home products



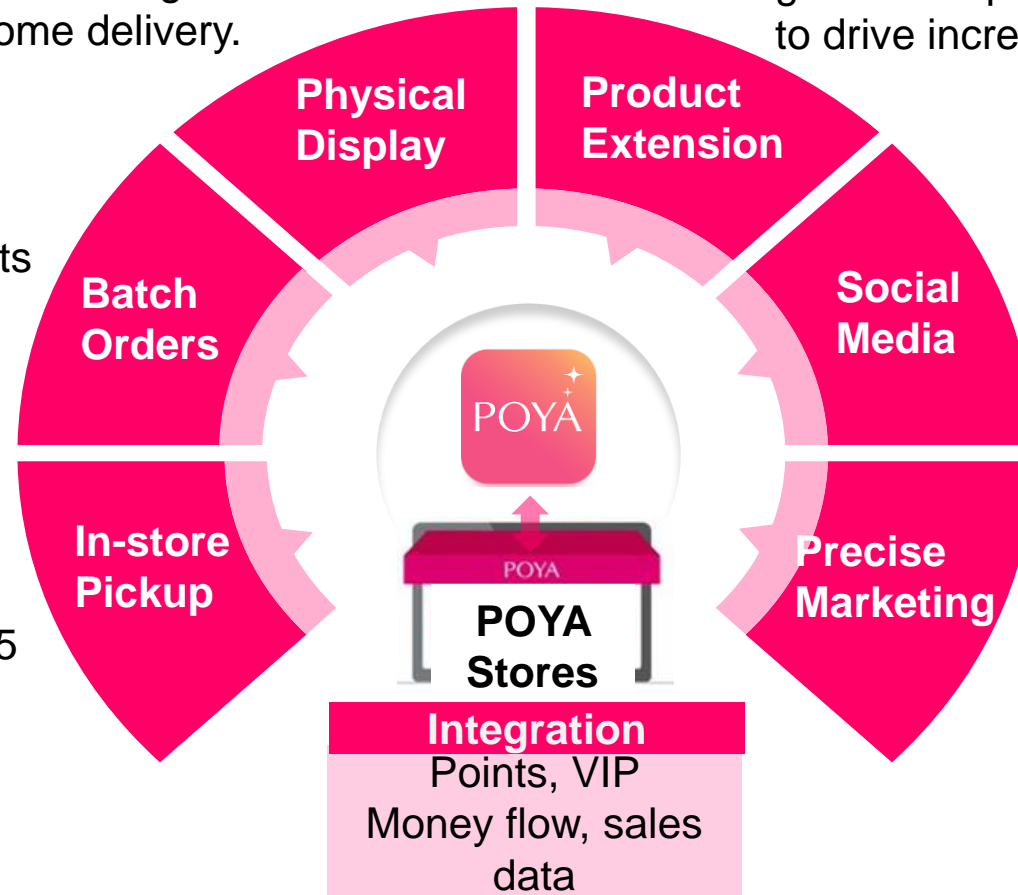
# POYA's OMO Strategy

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.

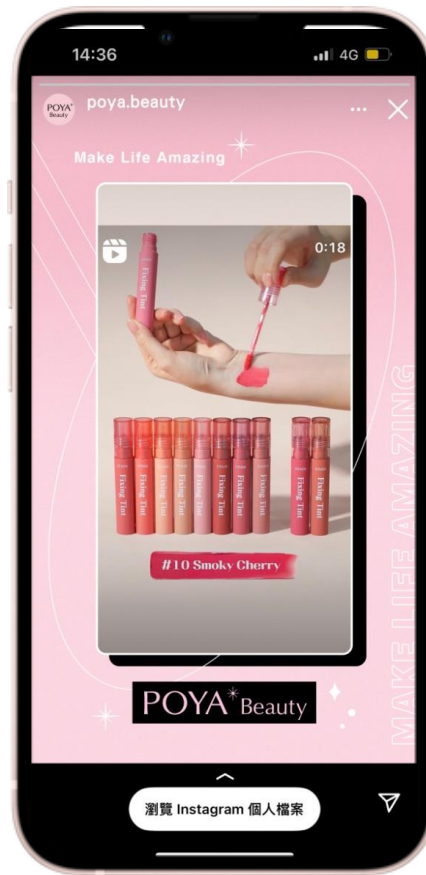
Customers could buy online and pickup by batches. Clients could also share gifts with friends to drive store traffics.

Unveil **in-store pick up** services for POYA will reach 470 stores by 2025 indicating better shopping experience, lowering delivery cost and higher traffic.

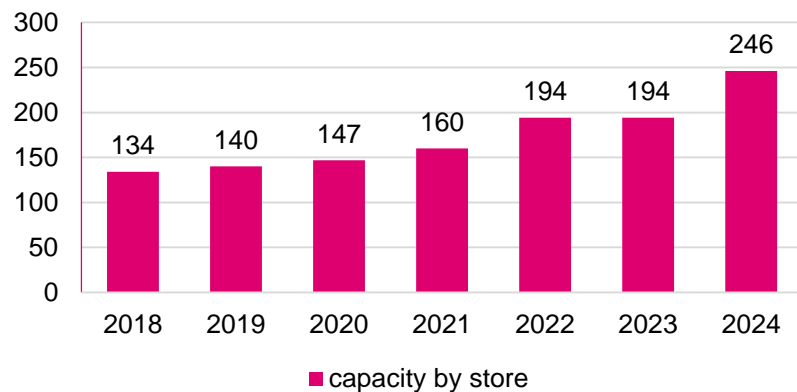


**Integrate** social media and our payment system to provide seamless shopping experience to enhance customer loyalty and drive traffic.

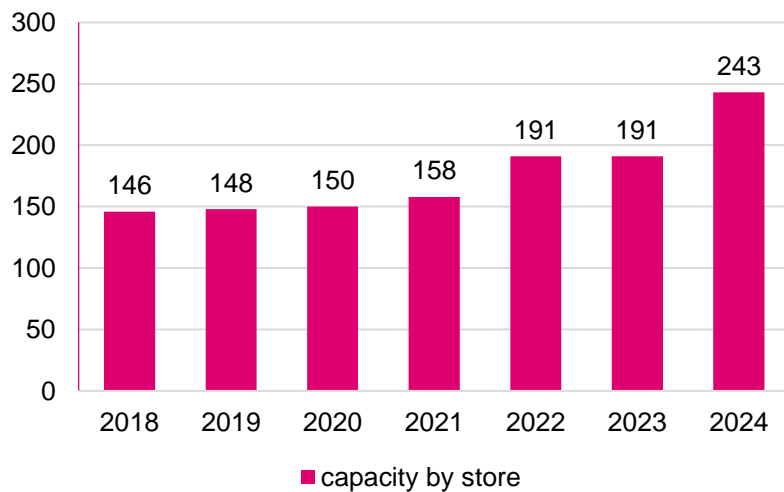
Analyze sales data to actively provide **customized product recommendation and services** to clients.



## 桃園物流中心



## 高雄物流中心





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Thank you!