

POYA Beauty | HOME



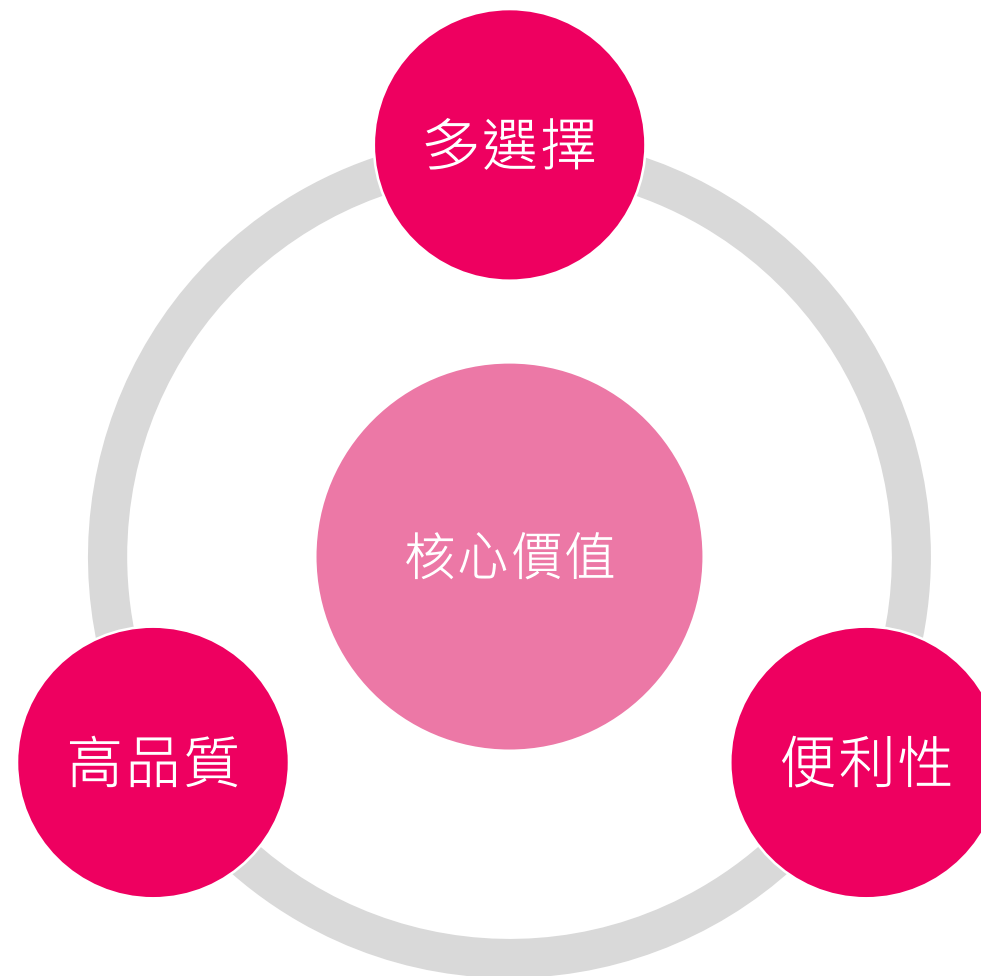
一. 公司簡介

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: (2025年9月)
5,038
- 分店數: (2025年11月)
451店



(NT\$ mn)	2Q25	3Q24	3Q25	QoQ	YoY
Net Sales	6,044	6,125	6,401	5.9%	4.5%
Cost of goods sold	3,467	3,307	3,463	-0.1%	4.7%
Gross profit	2,577	2,818	2,938	14%	4.3%
Promotion Expense	1,661	1,672	1,738	4.6%	3.9%
Administrative Expense	186	194	198	6.8%	2.2%
Operating profit	731	951	1,002	37.2%	5.4%
Non-operating items	6	2	8	43.9%	229.6%
Profit before tax	736	954	1,011	37.2%	5.9%
Tax expenses	142	191	202	42.0%	6.0%
Net income	594	763	808	36.1%	5.9%
EPS (NT\$)	5.58	7.20	7.59	36.0%	5.4%
Ratio				DIF	
GPM	42.6%	46.0%	45.9%	3.3%	-0.1%
OPEX	30.5%	30.5%	30.2%	-0.3%	-0.2%
OPM	12.1%	15.5%	15.7%	3.6%	0.1%
NPM	9.8%	12.5%	12.6%	2.8%	0.2%

3Q25 Financial highlights:

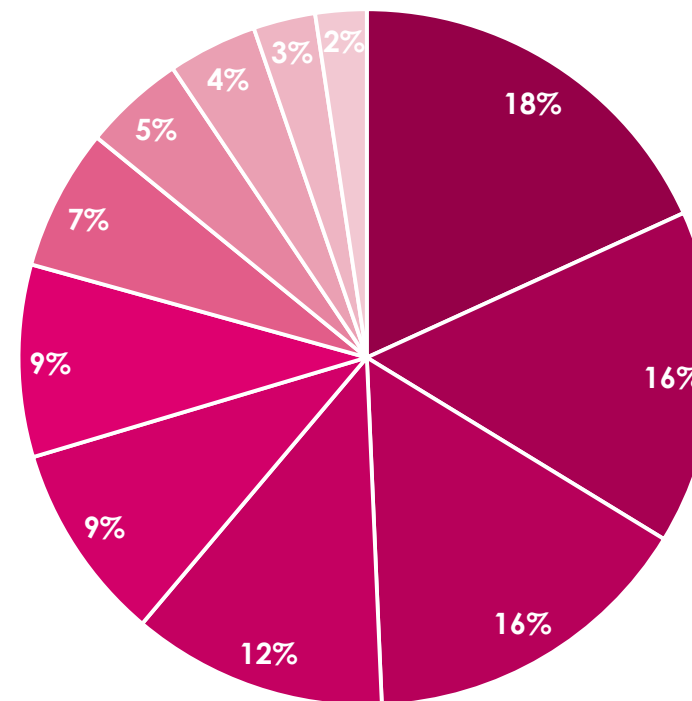
- Sales were NT\$6.401bn, up 4.5% YoY, driven by beauty product categories and our remodeling efforts.
- GPM was 45.9%, down 0.1% YoY / up 3.3% QoQ.
- OPM was 15.7%, up 0.1% YoY/ up 3.6% QoQ.
- NI came in of NT\$808 mn with EPS of NT\$7.59, up 5.4% YoY.

(NT\$ mn)	1-3Q24	1-3Q25	YoY
Net Sales	17,626	18,741	6.3%
Cost of goods sold	9,740	10,427	7.1%
Gross profit	7,887	8,314	5.4%
Promotion Expense	4,811	5,055	5.1%
Administrative Expense	545	563	3.3%
Operating profit	2,531	2,696	6.5%
Non-operating items	37	32	-13.2%
Profit before tax	2,567	2,728	6.3%
Tax expenses	514	541	5.3%
Net income	2,054	2,187	6.5%
EPS (NT\$)	19.39	20.56	6.0%
Ratio			
GPM	44.7%	44.4%	-0.4%
OPEX	30.4%	30.0%	-0.4%
OPM	14.4%	14.4%	0.0%
NPM	11.7%	11.7%	0.0%

1-3Q25 Financial highlights:

- Sales were NT\$18.7bn, up 6.3% YoY.
- GPM was 44.4%, down 0.4% YoY.
- OPM was 14.4%, comparable to 1-3Q24.
- EPS was NT\$20.56, up 6% YoY.

1-3Q25 產品銷售分析



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

3Q25產品銷售表現

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

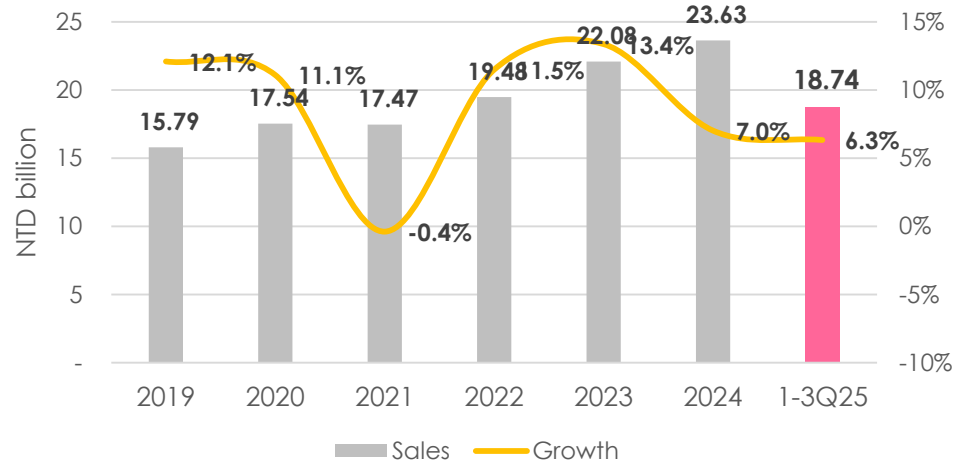
3Q25 Sales YOY by products	Sales mix		3Q25 Sales Trend
	3Q24	3Q25	
Beauty ↑	8%	9%	A solid demand for beauty products
Bath ↑	11%	12%	
Cosmetics ↗	18%	18%	
Skin Care ↗	17%	16%	
Hardware ↗	4%	4%	
Groceries ↗	2%	3%	
Household ↗	16%	15%	
Accessories ↗	3%	3%	
Textile ↗	9%	9%	
Food ↗	7%	6%	
Others ↗	5%	5%	

1-3Q25產品銷售表現

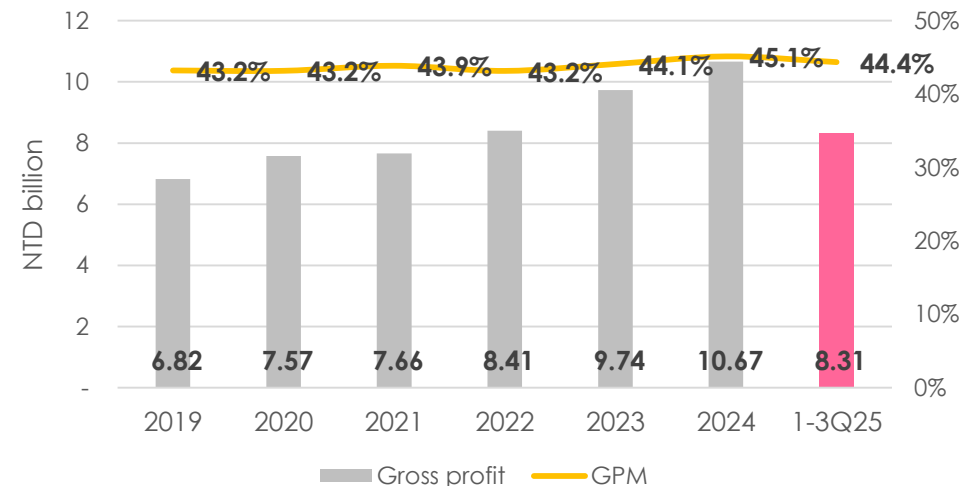
↑ Double-digit growth
 ↗ Single-digit growth
 ↓ Decrease

1-3Q25 Sales YOY by products	Sales mix		1-3Q25 Sales Trend
	1-3Q24	1-3Q25	
Beauty ↑	8%	9%	A solid demand for beauty products
Cosmetics ↑	18%	18%	
Bath ↑	12%	12%	
Skin Care ↗	16%	16%	
Hardware ↗	4%	4%	
Groceries ↗	2%	2%	
Household ↗	16%	16%	
Textile ↗	9%	9%	
Accessories ↗	3%	3%	
Food ↗	7%	7%	
Others ↗	5%	5%	

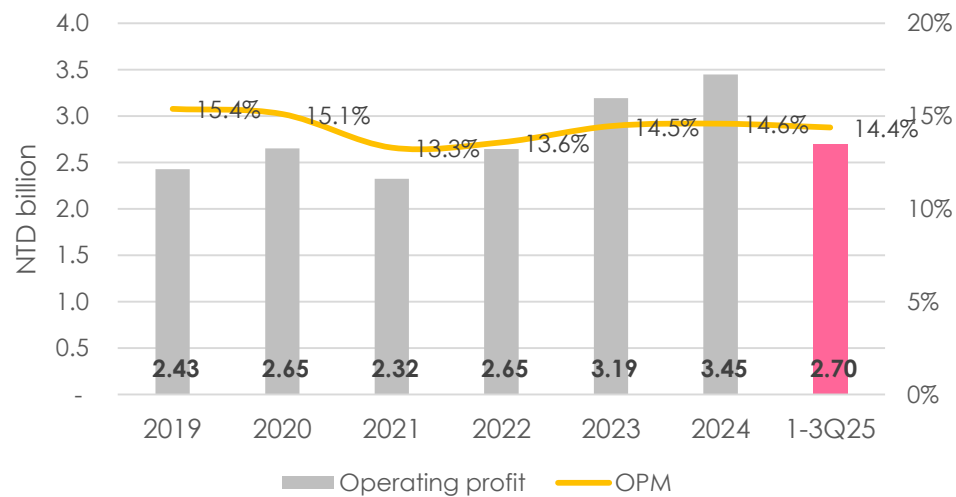
Sales



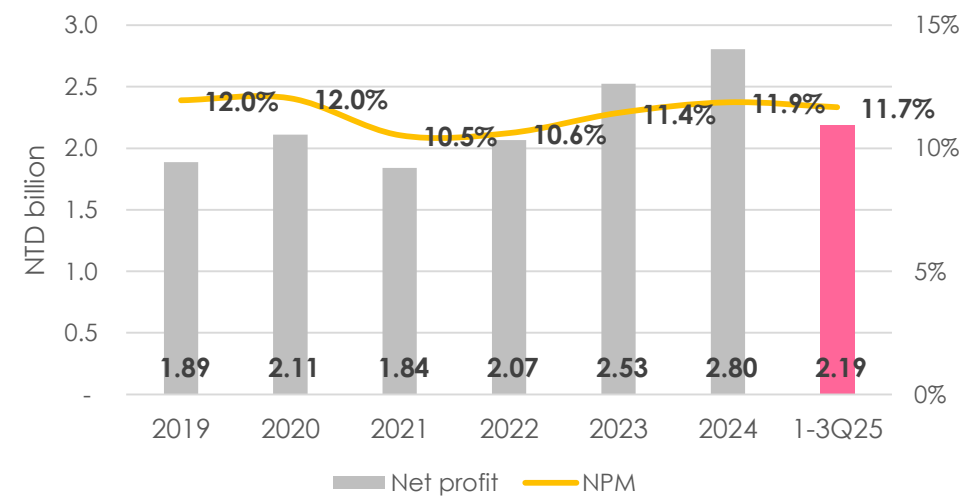
Gross profit



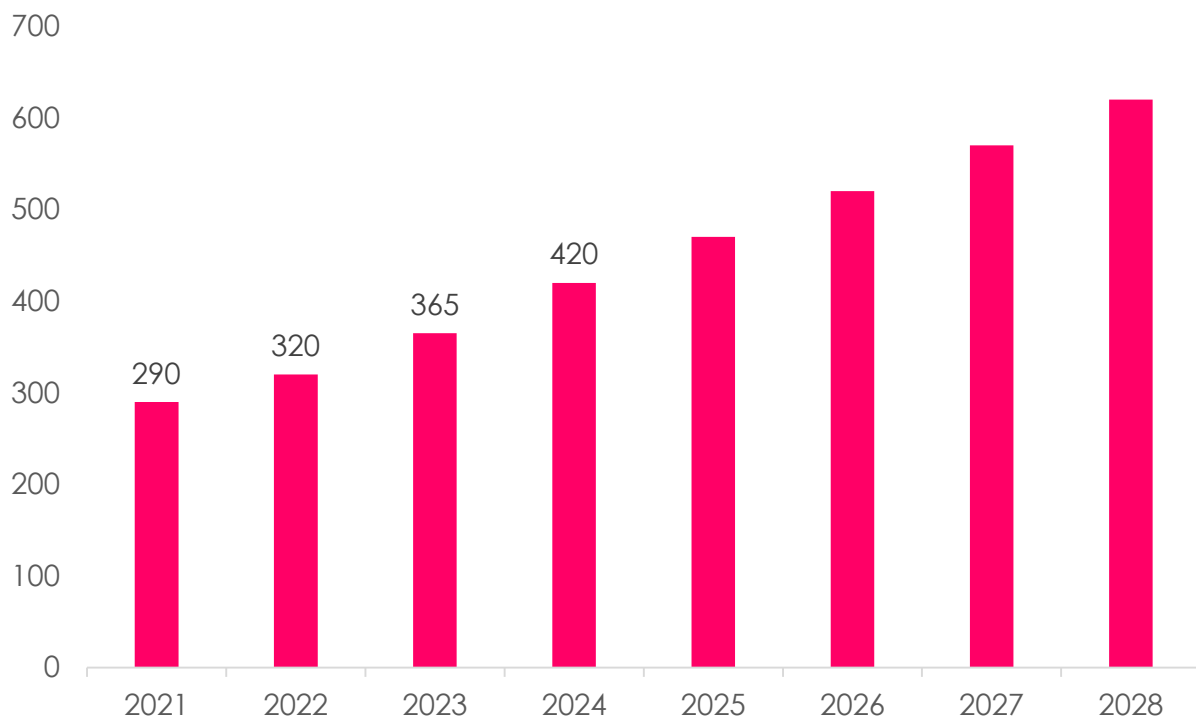
Operating profit



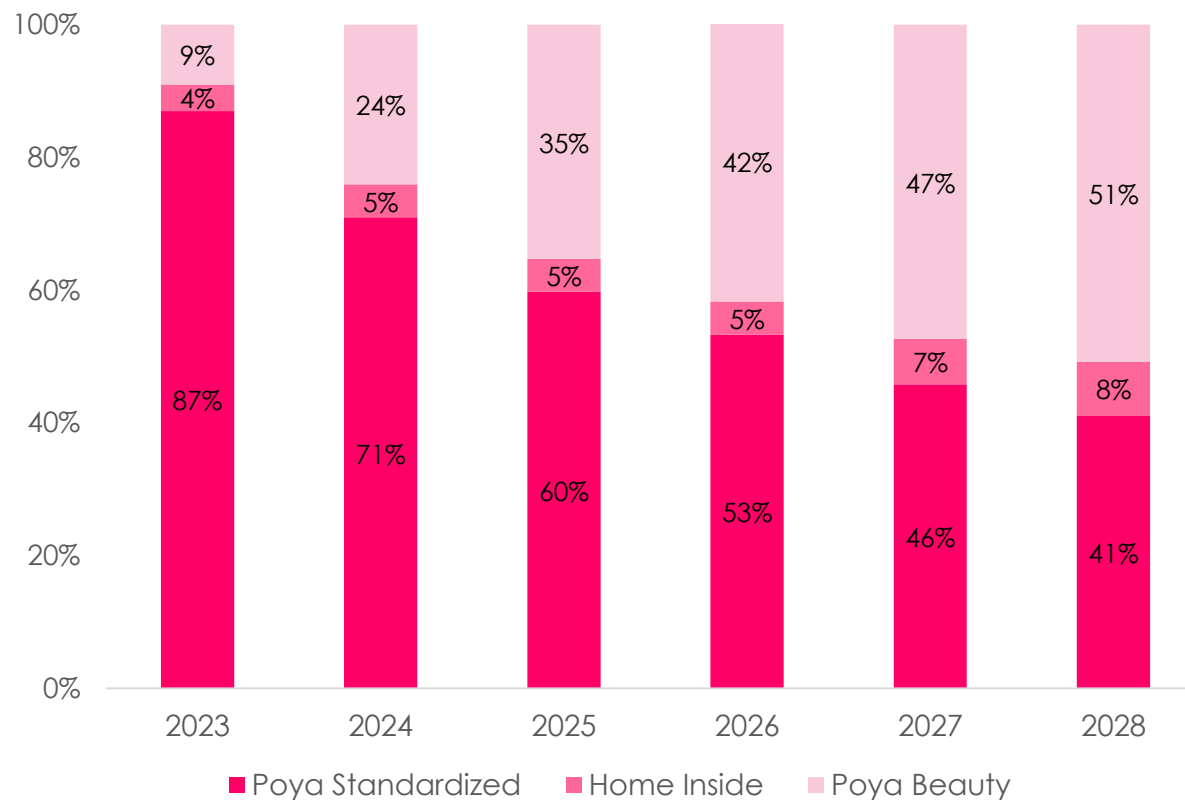
Net profit



Store numbers



Composition



店面型態

POYA Beauty | HOME



百貨/購物中心美妝店



美妝街邊店

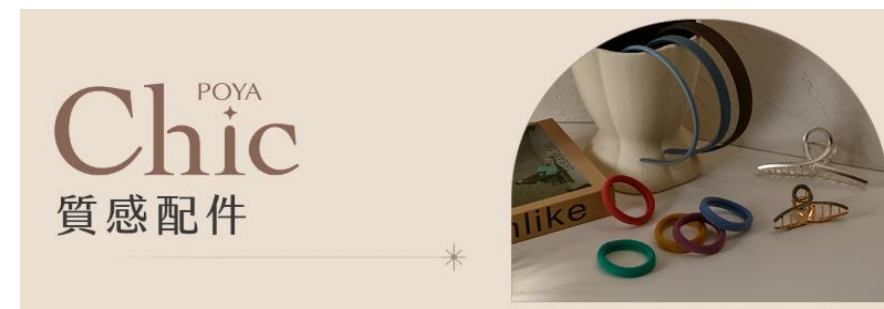
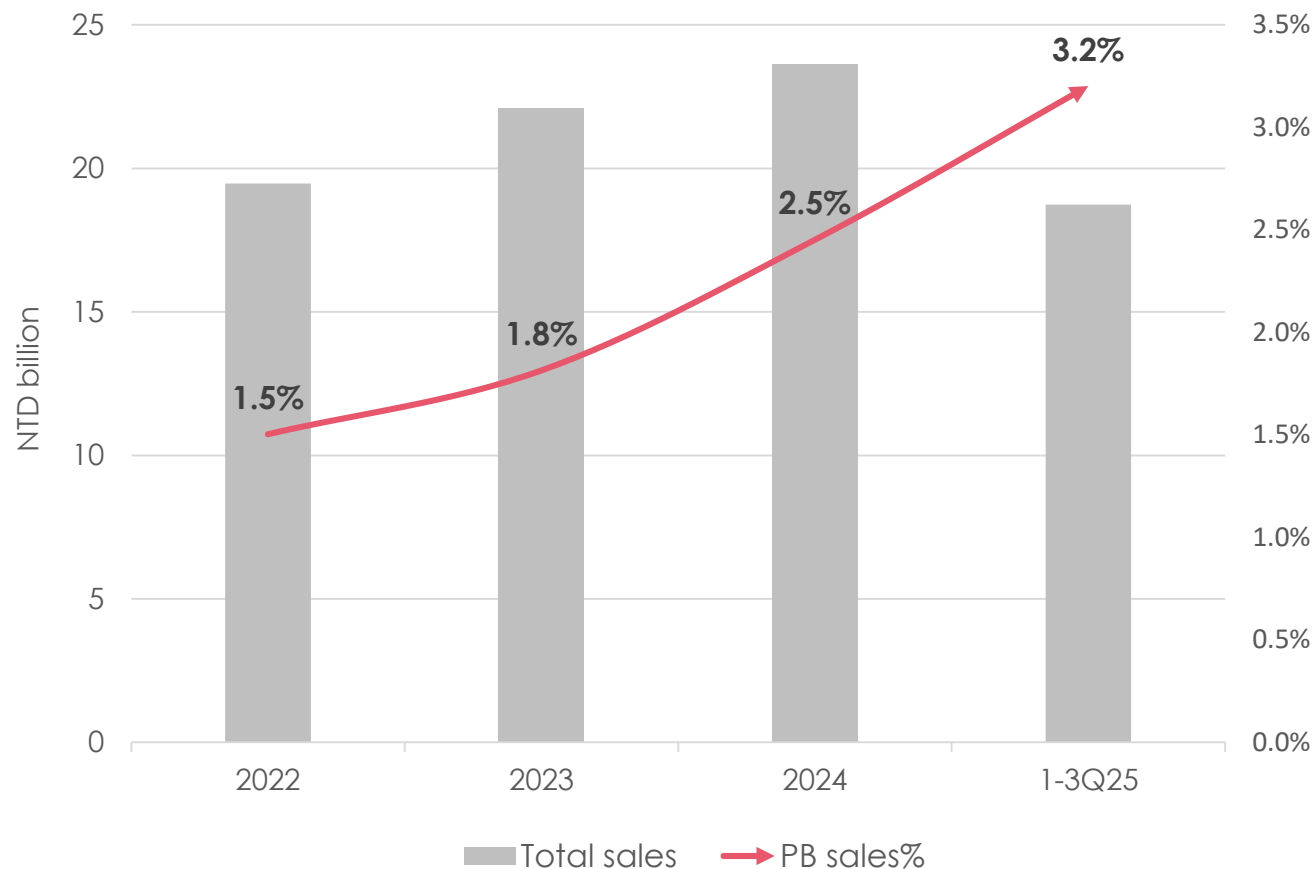


寶雅家居店

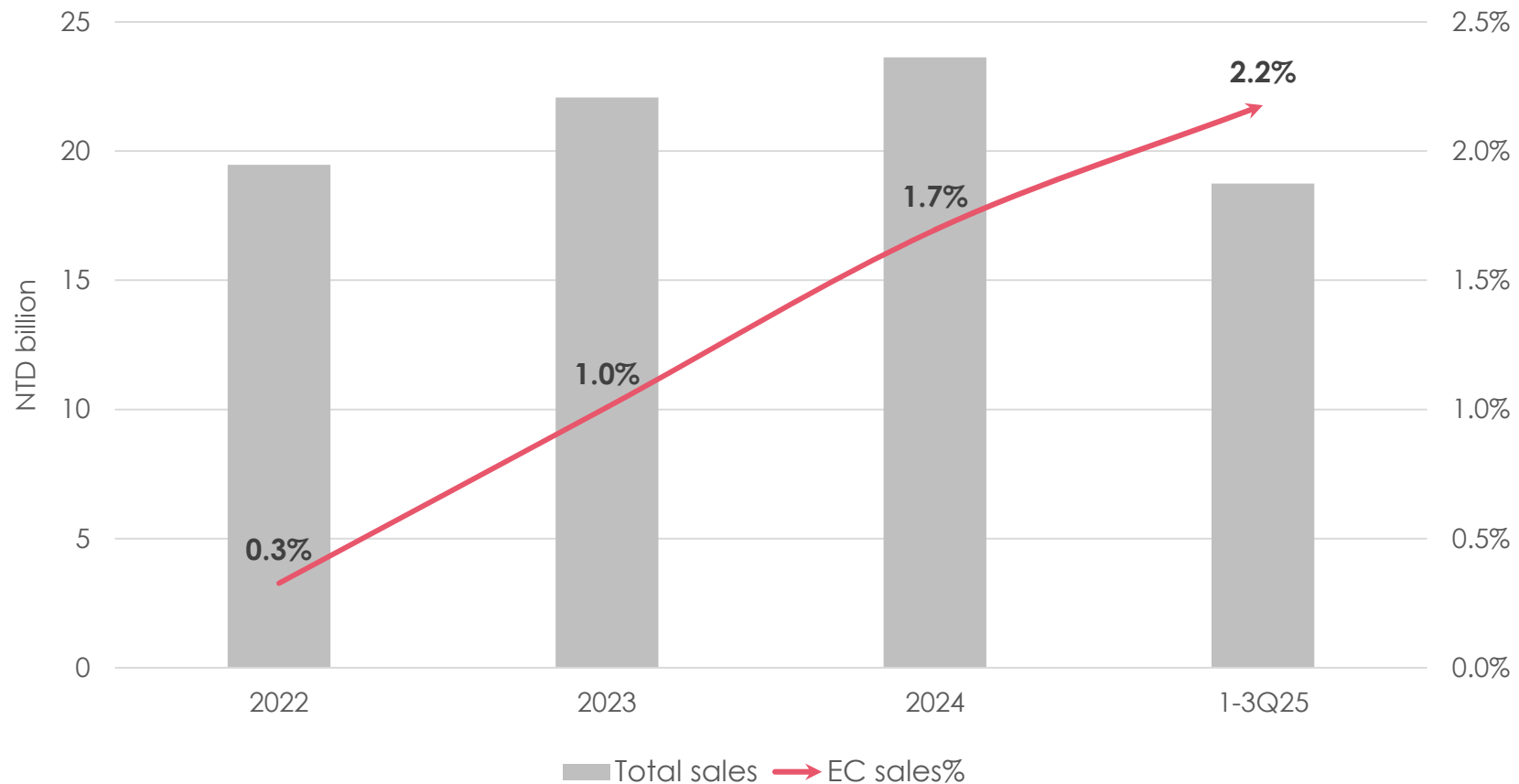


寶雅社區店

- Private label products accounted for 3.2% of total sales in 1-3Q25.
- We plan to introduce more Poya private brands to enhance our brand value.



- EC accounted for 2.2% of total sales in 1-3Q25 with accelerating growth and improving profitability.



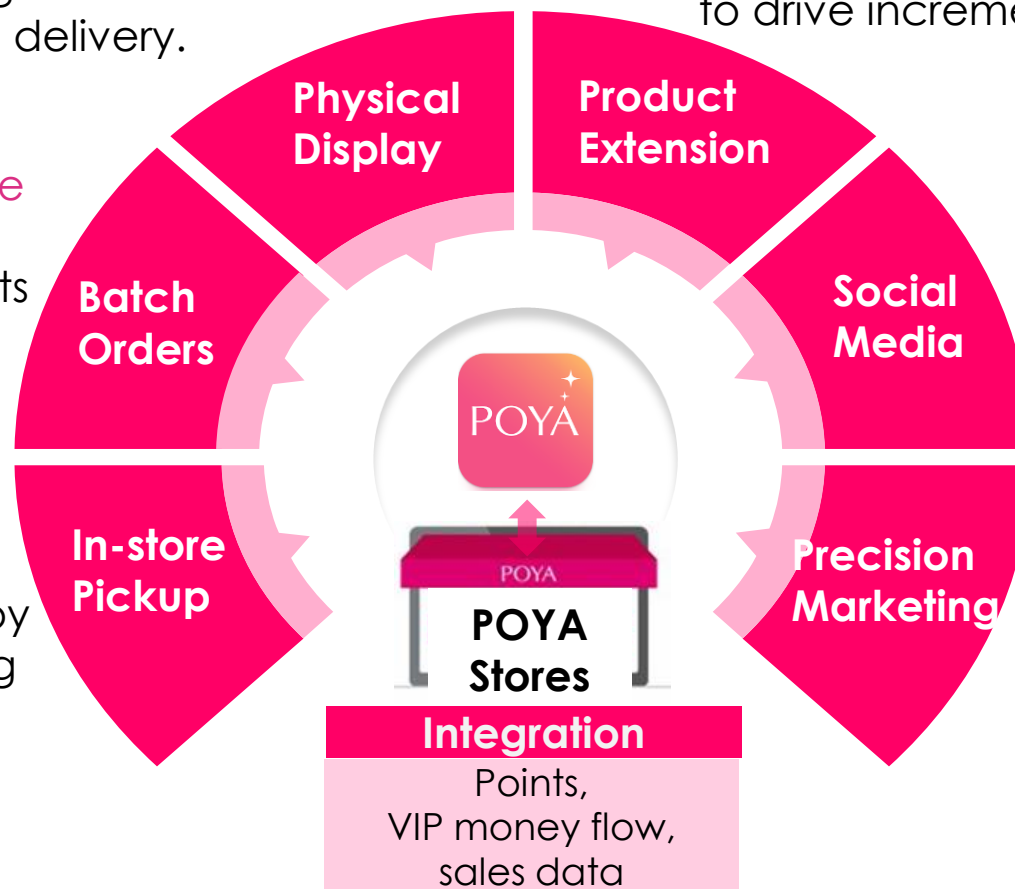
線上線下整合(OMO)計畫

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.

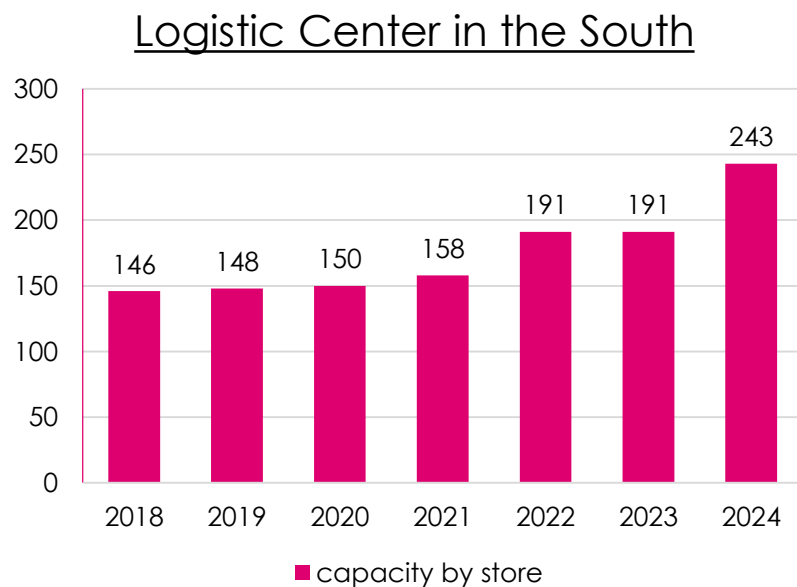
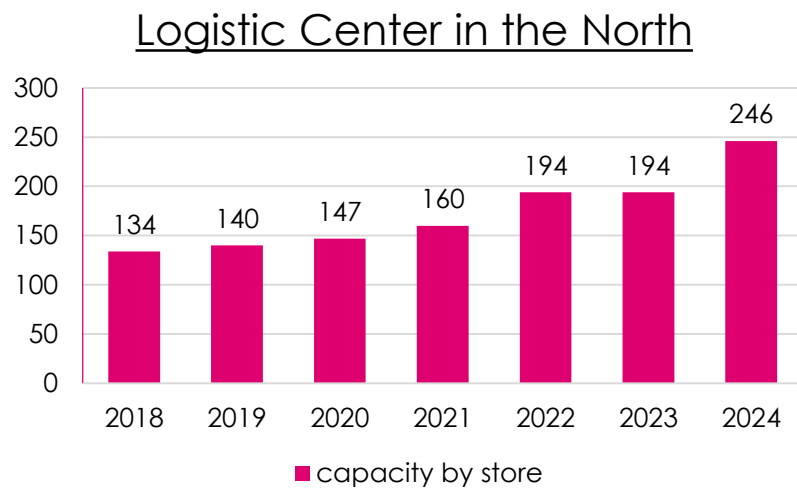
Customers could buy online and pickup by batches. Clients could also share gifts with friends to drive store traffics.

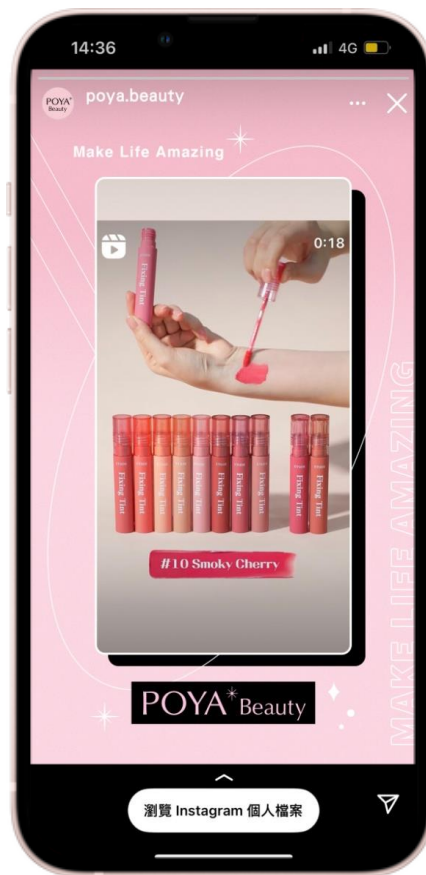
Unveil **in-store pick up** services for POYA will reach 470 stores by 2025 indicating better shopping experience, lowering delivery cost and higher traffic.



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.





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Thank you!