

# POYA Beauty | HOME



- ❑ **Company Profile & Competitive edge**
- ❑ **Store Expansion Plan**
- ❑ **Same Store Sales Growth Strategy**
  - ✓ Store Upgrade
  - ✓ Product Assortment Strategy
  - ✓ Omni-Channel strategy
- ❑ **Financial Analysis**

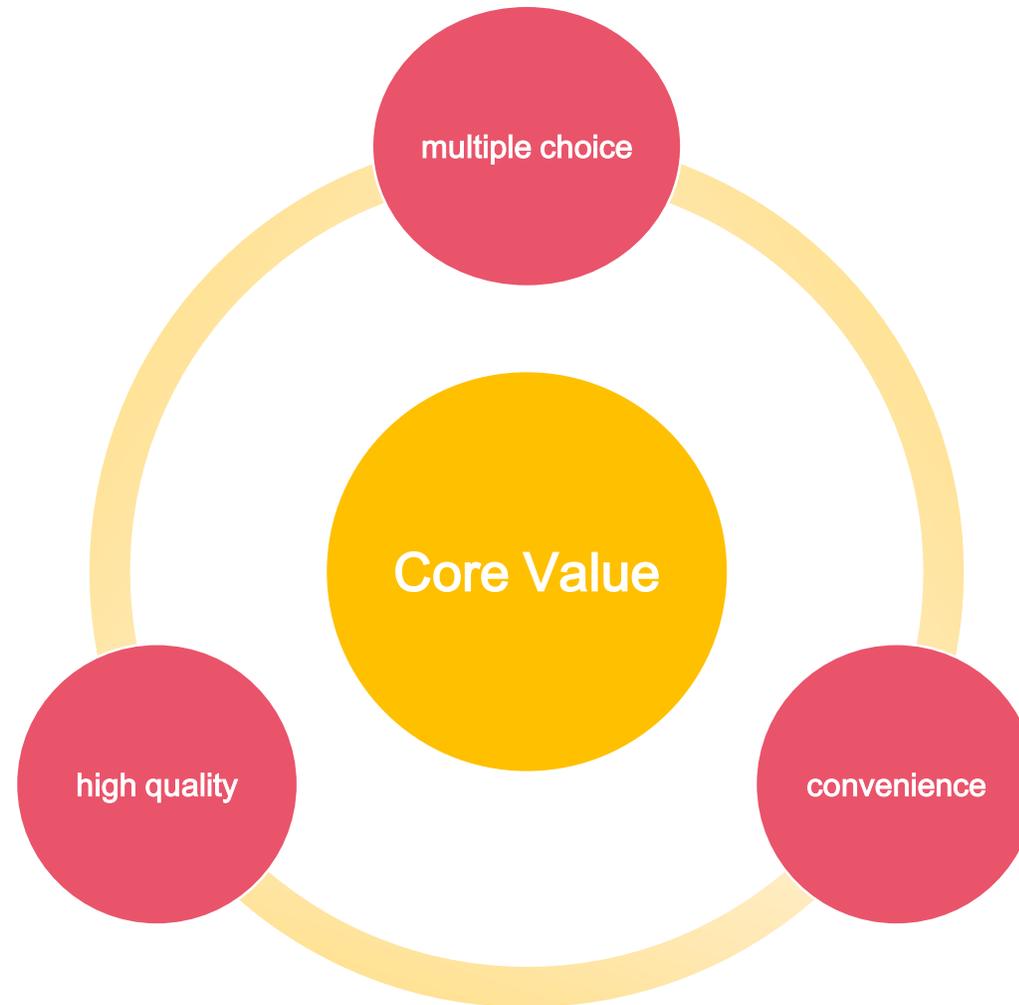
□ **Chairman :**  
**Chen, Chien-Chao**

□ **OTC Date :**  
**6<sup>th</sup> Sep.2002**

□ **capital :**  
**1.01 billion NTD**

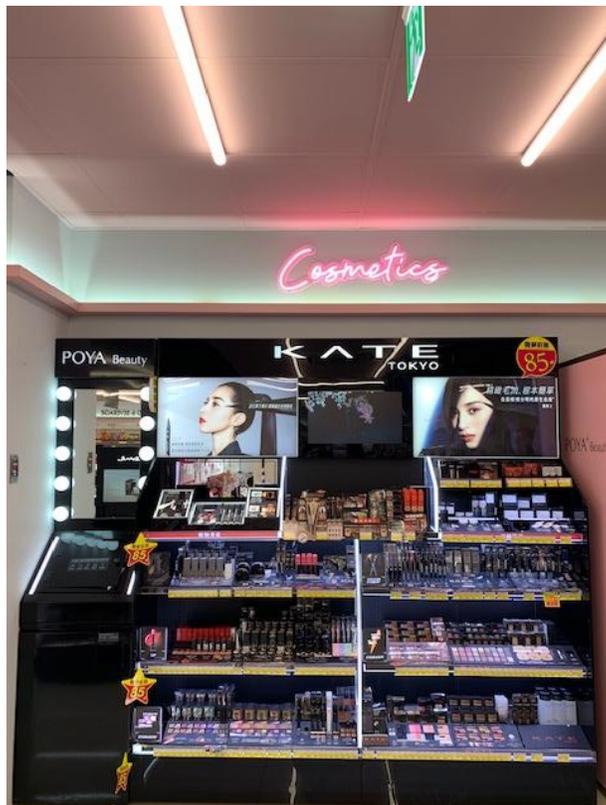
□ **number of employees :**  
**5571 (Sep.2023)**

□ **Number of stores :**  
**342Poya**  
**36Poya Home(Sep.2023)**



# Store Upgrade

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# Poya's store upgrade and different Store Types <sup>POYA</sup> Beauty | HOME



Poya Community Shop



Poya Beauty Street Shop



Poya Beauty Shop at Shopping mall



Poya+Home inside

# 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 label products accounted for **1.8%** of total sales YTD.
- We plan to introduce more NFMCG perennial seller products to enhance our brand value.



輕合金彩妝刷具  
輕合金高質感專業刷具12支專業刷(含洗刷板)  
NT\$2,450



IM 5in1美肌蛋  
NT\$69



樂品雙效化妝棉150枚盒裝  
NT\$85  
NT\$69



IM 自然植感點彩腮紅刷



IM 自然植感指膜遮瑕刷



樂品旅行套裝(5件組)  
NT\$69



樂品立體棉被壓縮袋-L  
NT\$119

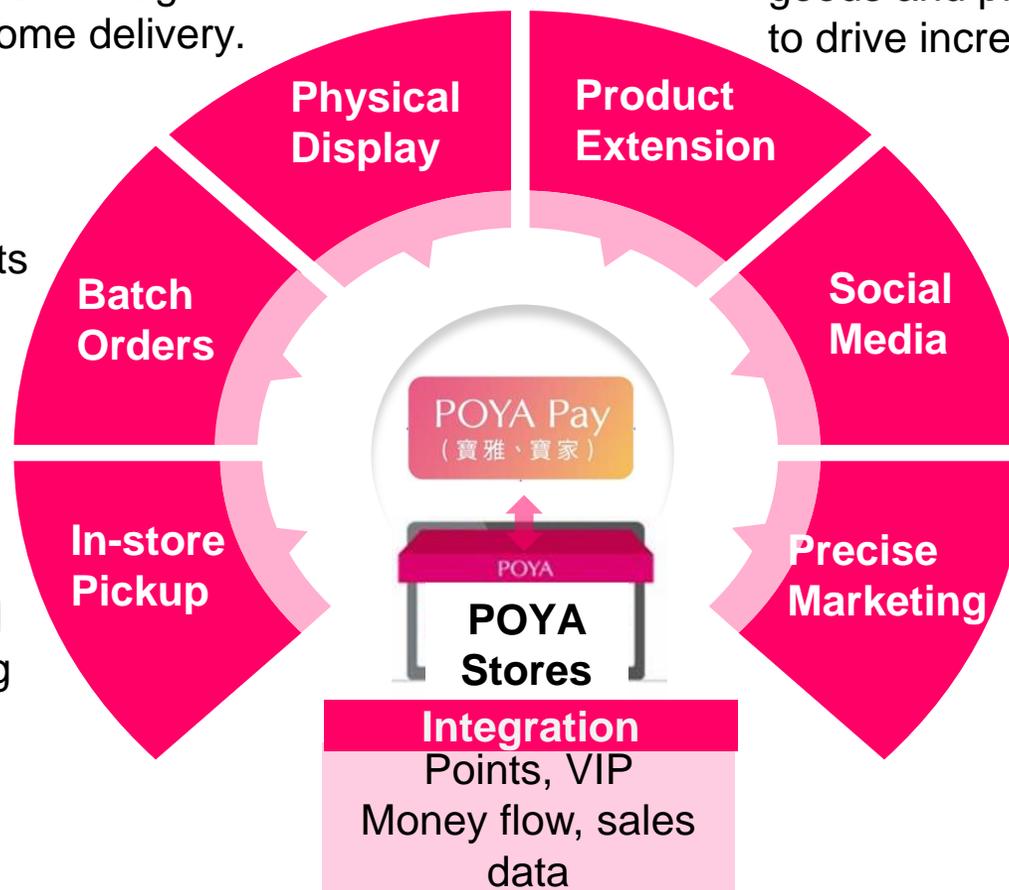
# POYA OMO Strategy

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 BUY. POYA dual brands will reach 517 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.

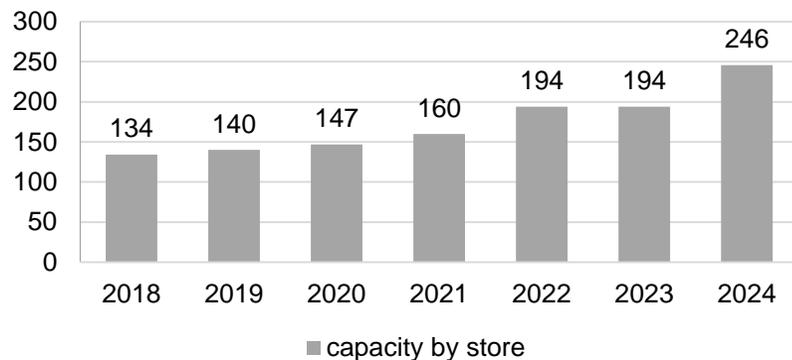
Analyze sales data to actively provide **customized product recommendation and services** to clients.

# Poya's Social Media Upgrade

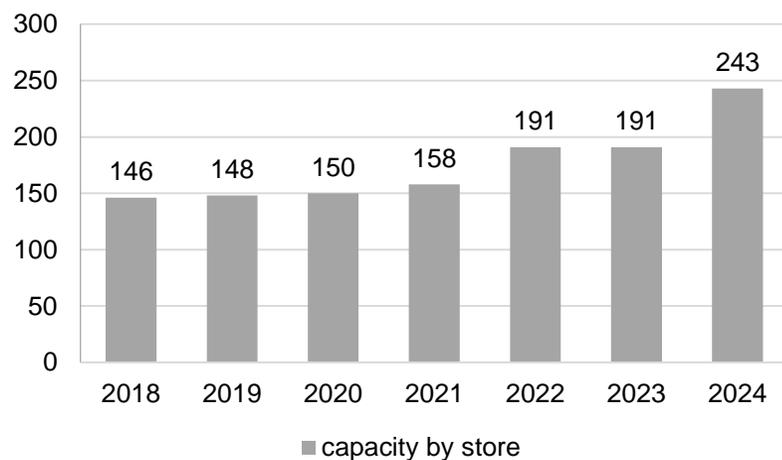
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## Logistic Center in the North



## Logistic Center in the South



- ✖ Logistic Center in the North
- ✖ Logistic Center in the South

(NT\$ mn)	2Q23	3Q22	3Q23	QoQ	YoY
Net Sales	5,281	5,251	5,870	11.2%	11.8%
Cost of goods sold	3,095	2,991	3,258	5.3%	8.9%
Gross profit	2,186	2,260	2,611	19.4%	15.5%
Promotion Expense	1,427	1,307	1,516	6.2%	16.0%
Administrative Expense	163	159	186	14.1%	17.0%
Operating profit	596	793	910	52.7%	14.8%
Non-operating items	(7)	(18)	(18)	157.1%	0.0%
Profit before tax	589	775	891	51.3%	15.0%
Tax expenses	114	155	178	56.1%	14.8%
Net income	475	620	713	50.1%	15.0%
EPS (NT\$)	4.59	6.01	6.89	50.1%	14.6%
<b>Ratio</b>					
GPM	41.4%	43.0%	44.5%	3.1%	1.5%
OPEX	30.1%	27.9%	29.0%	-1.1%	1.1%
OPM	11.3%	15.1%	15.5%	4.2%	0.4%
NPM	9.0%	11.8%	12.1%	3.1%	0.3%

### 3Q23 Financial highlights:

- Sales were NT\$5.87bn, up 11.8% YoY, on post pandemic recovery with same store sales up YoY.
- GPM was 44.5%, up 1.5% YoY, with OPM of 15.5%.
- NP came in of NT\$713mn with EPS of NT\$ 6.89, up 14.6% YoY.

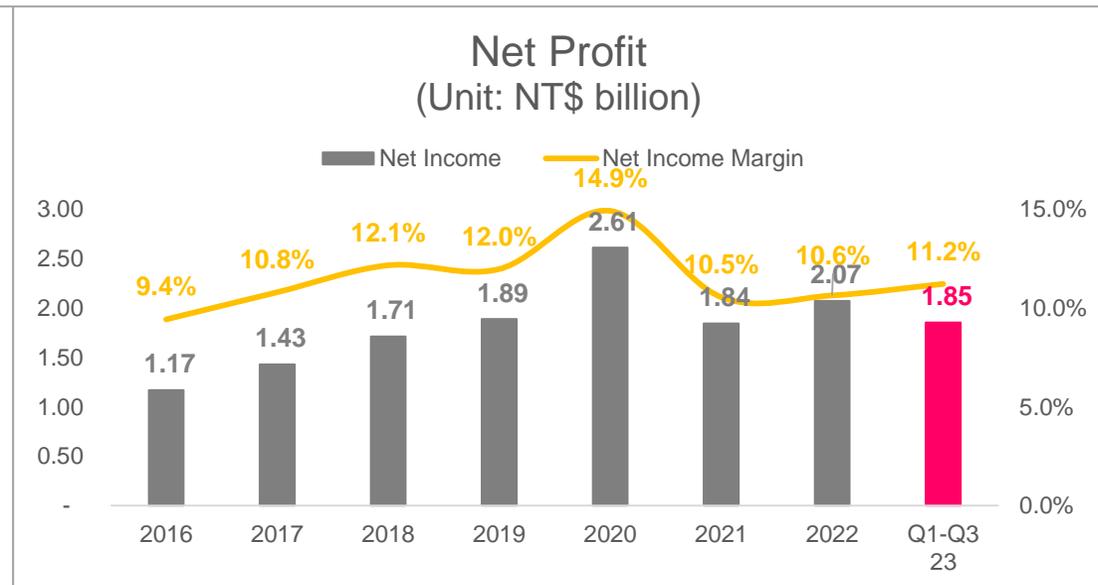
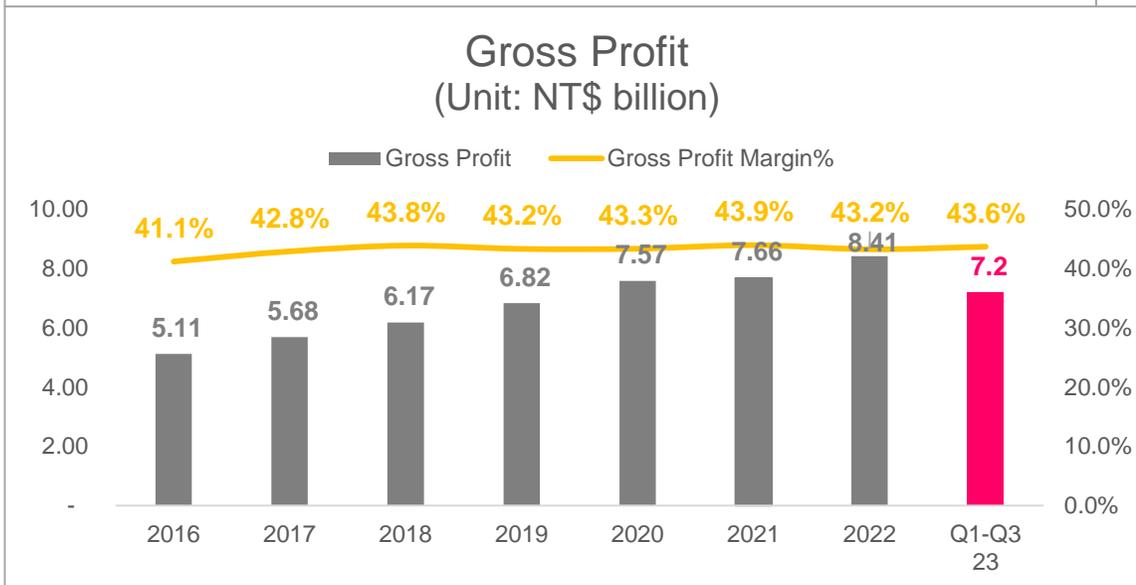
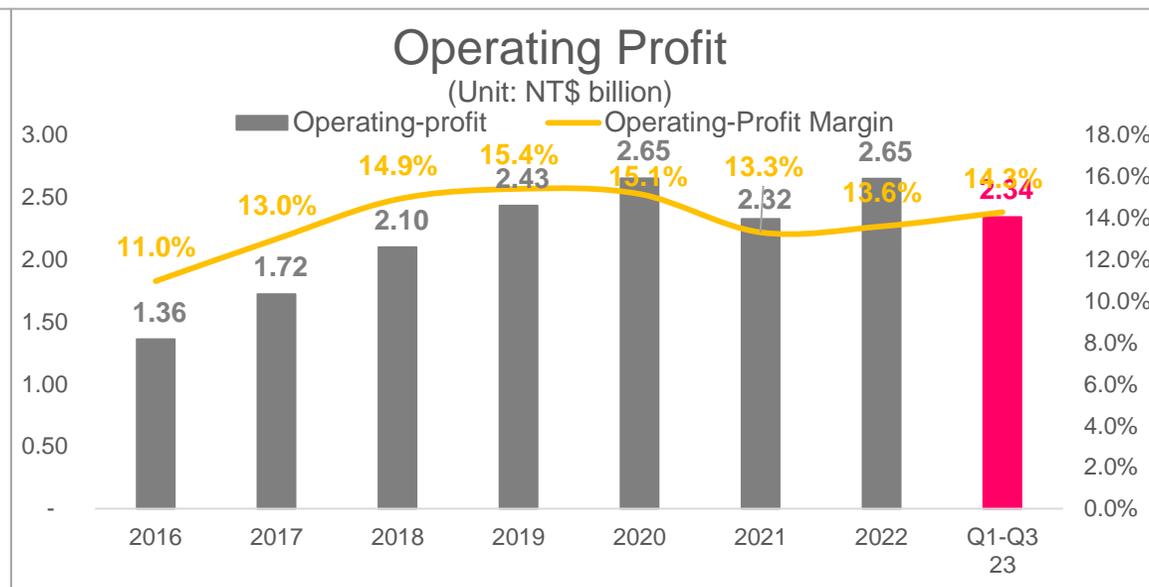
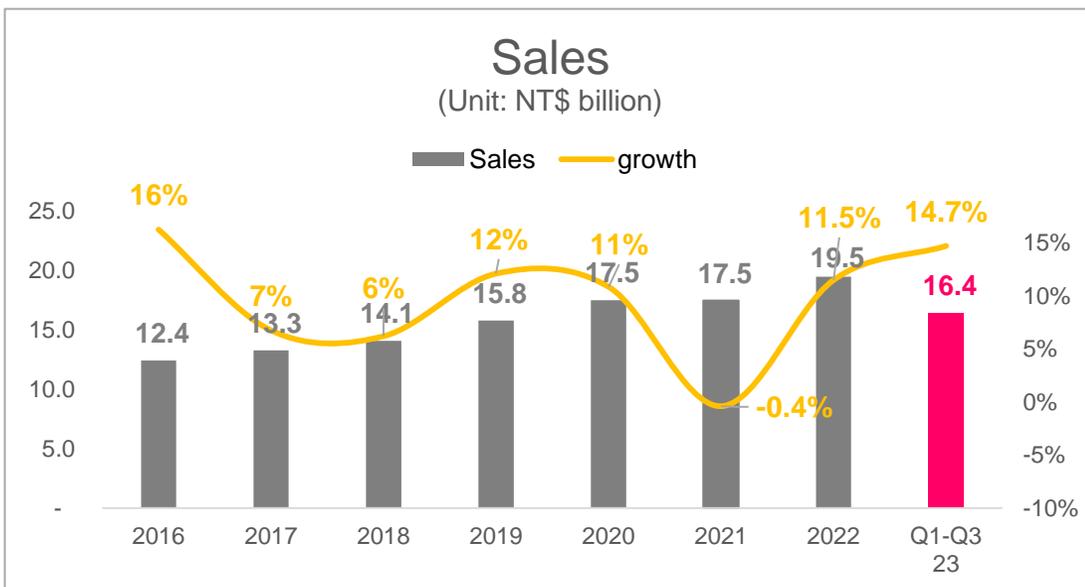
(NT\$ mn)	Q1-Q3 22	Q1-Q3 23	YoY
Net Sales	14,336	16,444	14.7%
Cost of goods sold	8,284	9,278	12.0%
Gross profit	6,053	7,166	18.4%
Promotion Expense	3,775	4,305	14.0%
Administrative Expense	466	521	16.8%
Operating profit	1,811	2,339	29.2%
Non-operating items	(49)	(37)	-24.5%
Profit before tax	1,763	2,303	30.6%
Tax expenses	351	457	30.2%
Net income	1,412	1,846	30.7%
EPS (NT\$)	13.70	17.84	30.2%

### Ratio

GPM	42.2%	43.6%	1.4%
OPEX	29.6%	29.4%	-0.2%
OPM	12.6%	14.2%	1.6%
NPM	9.8%	11.2%	1.4%

### 2023 Q1-Q3 Financial highlights:

- Sales were NT\$16.4bn, up 14.7% YoY.
- GPM was 43.6%, up 1.4% YoY.
- OPM was 14.2%, up 1.6% YoY.
- Q1-Q3 23 EPS was NT\$17.84, up 30.2% YoY.



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Thank you!