



POYA 寶雅



POYA

Agenda

- **Introduction**
- **Competitive Advantages**
- **Business Strategy**
- **Financial Highlights**

3Q22 Operating Results Review POYA

(NT\$ mn)	2Q22	3Q21	3Q22	QoQ	YoY
Net Sales	4,372	4,208	5,251	20.1%	24.8%
Cost of goods sold	2,609	2,378	2,991	14.7%	25.8%
Gross profit	1,764	1,831	2,260	28.1%	23.4%
Promotion Expense	1,242	1,181	1,307	5.2%	10.7%
Administrative Expense	153	139	159	4.1%	14.7%
Operating profit	369	511	793	115.2%	55.3%
Non-operating items	(13)	(17)	(18)	44.8%	7.2%
Profit before tax	356	494	775	117.7%	57.0%
Tax expenses	69	99	155	124.0%	57.0%
Net income	287	395	620	116.2%	57.0%
EPS (NT\$)	2.84	3.88	6.07	113.7%	56.4%
Ratio					
GPM	40.3%	43.5%	43.0%	2.7%	-0.5%
OPEX	31.9%	31.4%	27.9%	-4.0%	-3.4%
OPM	8.4%	12.1%	15.1%	6.7%	3.0%
NPM	6.6%	9.4%	11.8%	5.2%	2.4%

3Q22 Financial highlights:

● Sales were NT\$5.25bn, up 20.1% QoQ, on easing pandemic condition with same store sales recovery. By the end of September, our store numbers were 297/37 for Poya and Poya home.

● GPM was 43.0%, down 0.5% YoY or up 2.7% QoQ.

● OPM was 15.1%, up 3.0% YoY/ up 6.7% QoQ.

● NP came in of NT\$620mn with EPS of NT\$ 6.07, up 56.4% YoY.

1Q22-3Q22 Operating Results Review

POYA

(NT\$ mn)	1Q21-3Q21	1Q22-3Q22	YoY
Net Sales	12,724	14,336	12.7%
Cost of goods sold	7,158	8,284	15.7%
Gross profit	5,566	6,053	8.8%
Promotion Expense	3,504	3,775	7.7%
Administrative Expense	435	466	7.3%
Operating profit	1,627	1,811	11.4%
Non-operating items	(19)	(49)	155.1%
Profit before tax	1,608	1,763	9.6%
Tax expenses	322	351	9.1%
Net income	1,286	1,412	9.8%
EPS (NT\$)	12.63	13.83	9.5%

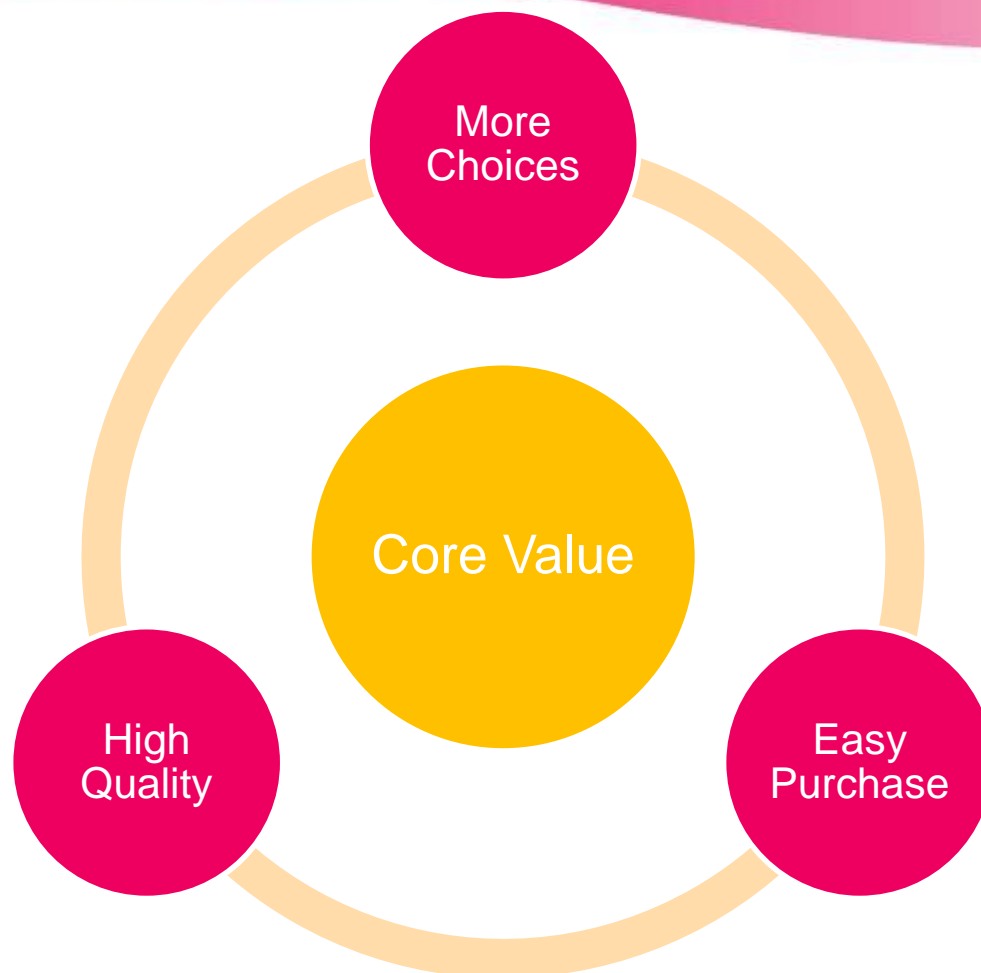
Ratio			
GPM	43.7%	42.2%	-1.5%
OPEX	31.0%	29.6%	-1.4%
OPM	12.8%	12.6%	-0.1%
NPM	10.1%	9.8%	-0.3%

1Q22-3Q22 Financial highlights:

- Sales were NT\$14.3bn, up 12.7% YoY.
- GPM was 42.2%, down 1.5% YoY.
- OPM was 12.6%, down 0.1% YoY.
- 1Q22-3Q22 EPS was NT\$13.83, up 9.5% YoY.

About POYA

- ❑ **Chairman:**
Chen, Jian-Zao
- ❑ **Listing date:**
Sep. 6th, 2002
- ❑ **Capital:**
1.01NT\$ billion
- ❑ **No. of staff:**
4765 (Jan. 22)
- ❑ **Stores counts: (Jan.22)**
322 poya/40 poya home



Milestones

- 1975** Originated from night market and traditional market in Tainan.
- 1993** Established the 1st branch in Kaohsiung; CEO-Chen Zong-Cheng joined POYA.
- 1994**  Built up 1st Generation CIS and established the chain system.
- 1998**  The 10th store opened; upgraded the 2nd generation CIS.
- 2002** Listed on the Taipei Exchange in Taiwan
- 2006** Card-debt crisis in Taiwan; upgraded to 3rd generation store
- 2009**  Established the headquarters in Taipei.
- 2012**  Upgraded store design to 4th generation store to include more Skus within the same space.
- 2014** The 100th store opened; won the “ Employment Promotion Prize” awarded by Taipei Exchange
- 2018** The 200th store opened in December.
- 2019**  Penetrated into the home improvement market with our second brand-POYA HOME.
- 2020** Ranked as the top 5% TPEX-listed companies in "2019 Corporate Governance Evaluation" held by TWSE (For 6 Consecutive Years)

Our target customers

-Female aged between 15 and 49

09 SEP.
2020/08/13 (Thu.)
► 09/15 (Tue.)

【起】
營業時間
台北總店/分店
台北/中區/417號
11:00 - 20:00

全館滿\$399
APP登錄發票
抽輕奢唯美
精彩好禮100名
(詳見QR)

10大品牌衛生棉
滿\$299
贈衛生紙乙串
(詳見QR)

09/03-10/04
專櫃滿千送百
(詳見QR)

寶雅獨家
MIT ME
反孔神膏
粉底液 / 150g

週年慶
35th
Make Life Amazing!

POYA 寶雅 5F

Make Life Amazing!
為妳打造 精彩生活

Grand Opening

12/21 美麗進駐

POYA 寶雅

2020/08/11 (Thu.)
► 2020/08/14 (Sun.)

全館消費 贈送美白
乳霜
5大品牌衛生棉
滿\$299
贈送衛生紙
乙串

贈品 16大品牌
滿\$1,800
贈送乳霜
150g

非凡經典
夏日換采肌對策
肌膚乾之你無敵4戰隊
寶雅獨家 2020/08/11-2020/08/14

POYA 寶雅

2020/08/17 (Thu.)
► 2020/08/19 (Sat.)

樂遊漫旅 精彩隨行
Delightful Trip

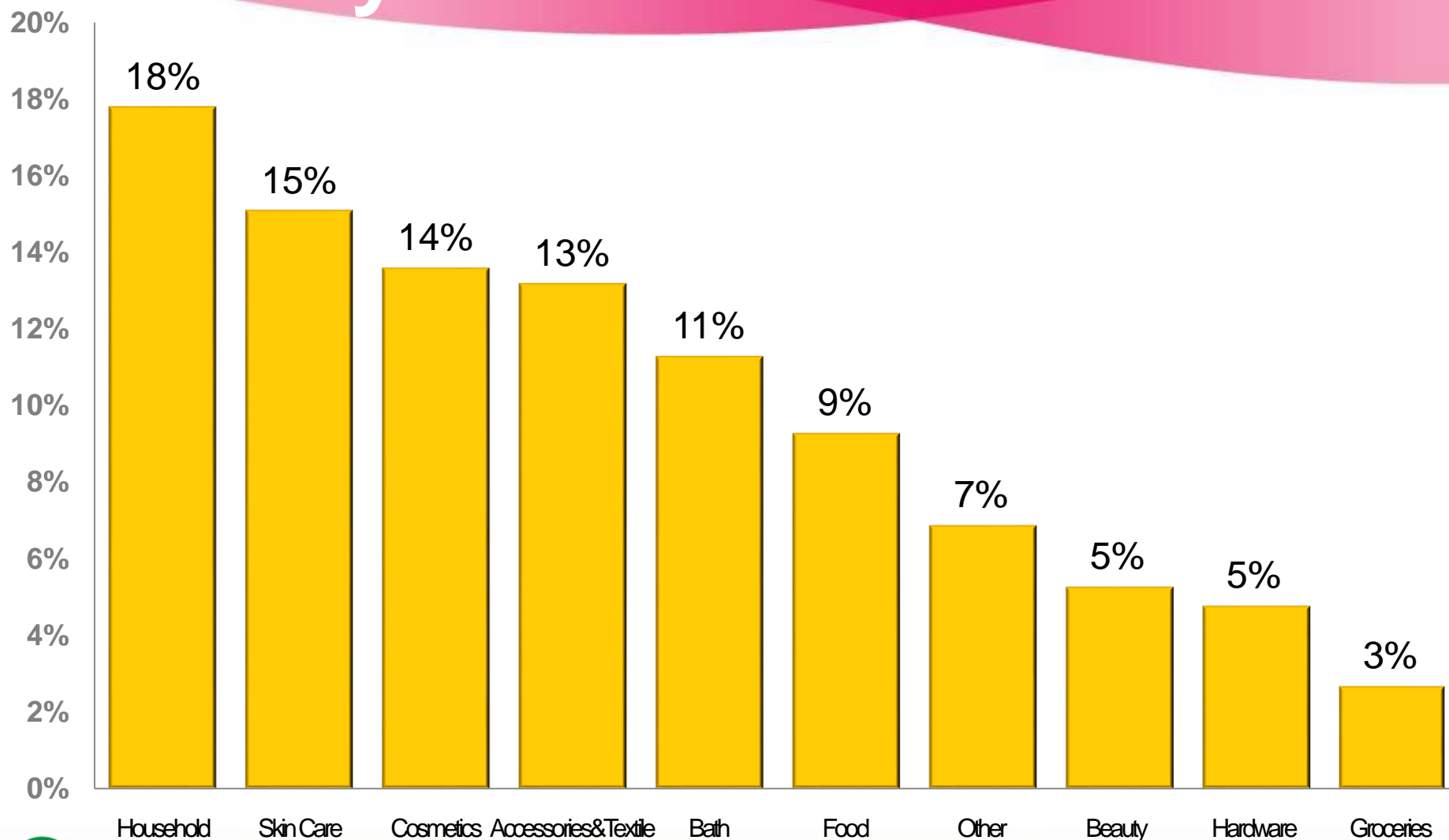
贈送五種輕奢
美妝品
滿\$1,200

5大品牌 衛生棉
滿\$299
贈送衛生紙
乙串

贈品 16大品牌
滿\$1,800
贈送乳霜
150g

Sales Breakdown by Products 2020FY

POYA

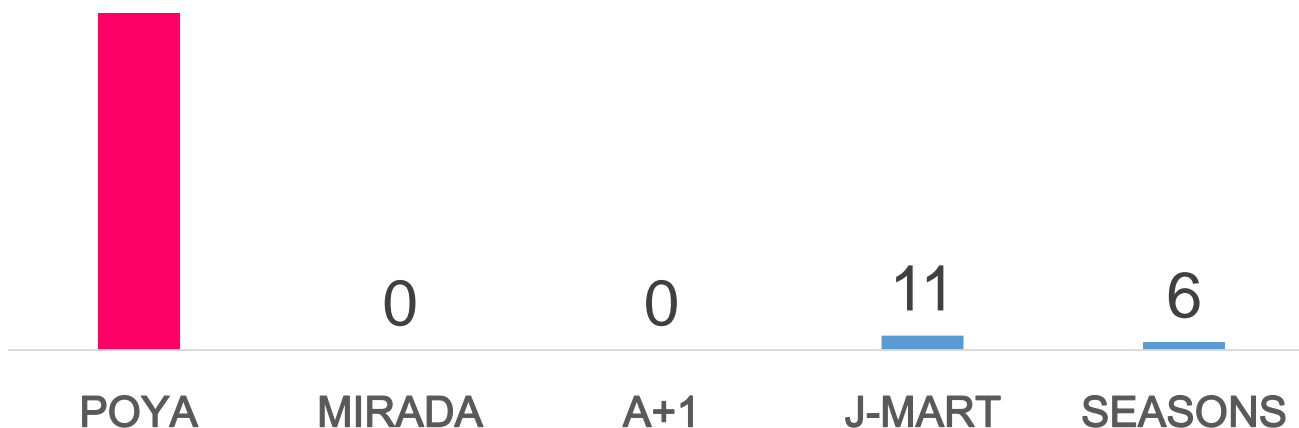


POYA as market leader

Store Counts

Store numbers/year	2015	2016	2017	2018	2019	2020	2021	2022	2023YTD
POYA	131	157	177	201	230	260	290	320	322
MIRADA	27	30	29	26	25	0	0	0	0
A+1	5	5	5	0	0	0	0	0	0
J-MART	8	8	9	11	10	11	11	11	11
SEASONS	11	9	9	8	7	6	6	6	6
Total	182	209	229	246	272	277	307	337	339
POYA market share%	72%	75%	77%	82%	85%	94%	94%	95%	95%

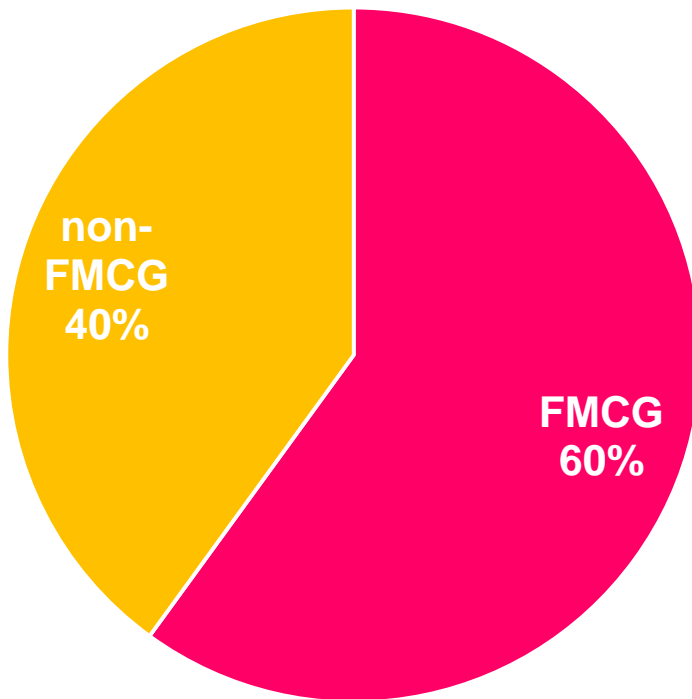
322



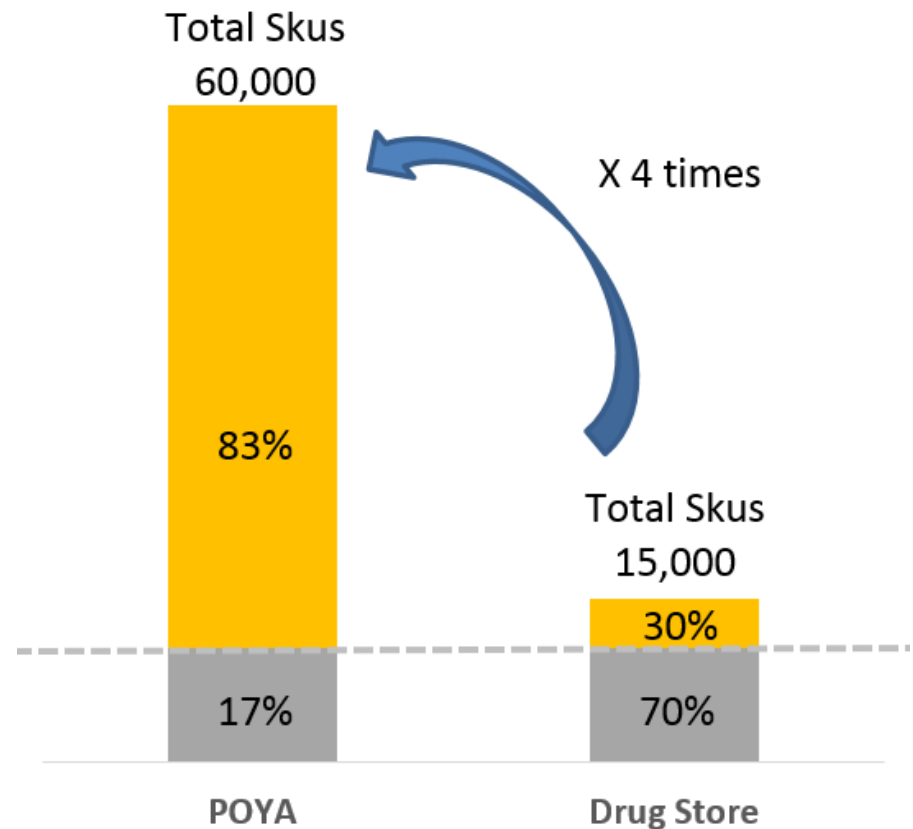
Our preemptive edge over peers

POYA

POYA Sales by Products



SKUs



Business Strategy

- ❑ Optimization of product assortment & new format store
- ❑ Expansion with POYA & POYA HOME Brands, supported by established logistics centers
- ❑ OMO strategy



Upgrade to new Gen stores

create make-up zone





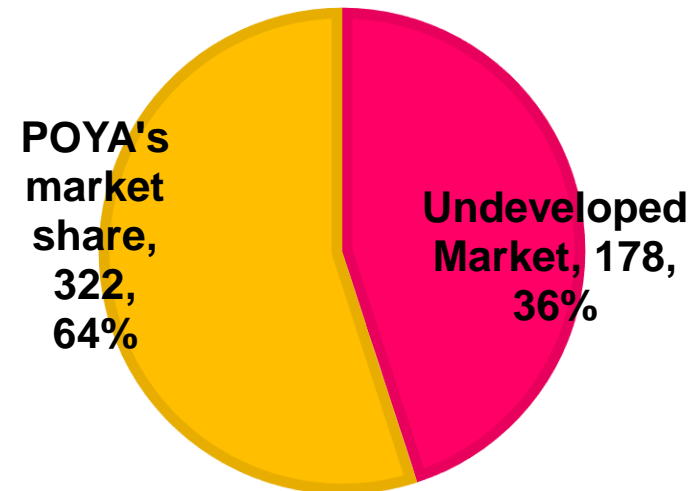
Total Addressable market

POYA

Poya

We estimate the potential market size based on total population:

- 1) We expect every 40,000 people could support one Poya shop, indicating 575 stores of the potential market.
- 2) Considering the mountain area, we adopt a 70% of effective rate for our stores counts, which leads to 400 stores for POYA.
- 3) On top of that, we add up 40 mall shops and 60 smaller shops in untapped suburban area.
- 4) The total market potential would be 500 stores.



* Numbers exclude POYA HOME.

POYA HOME





POYA HOME

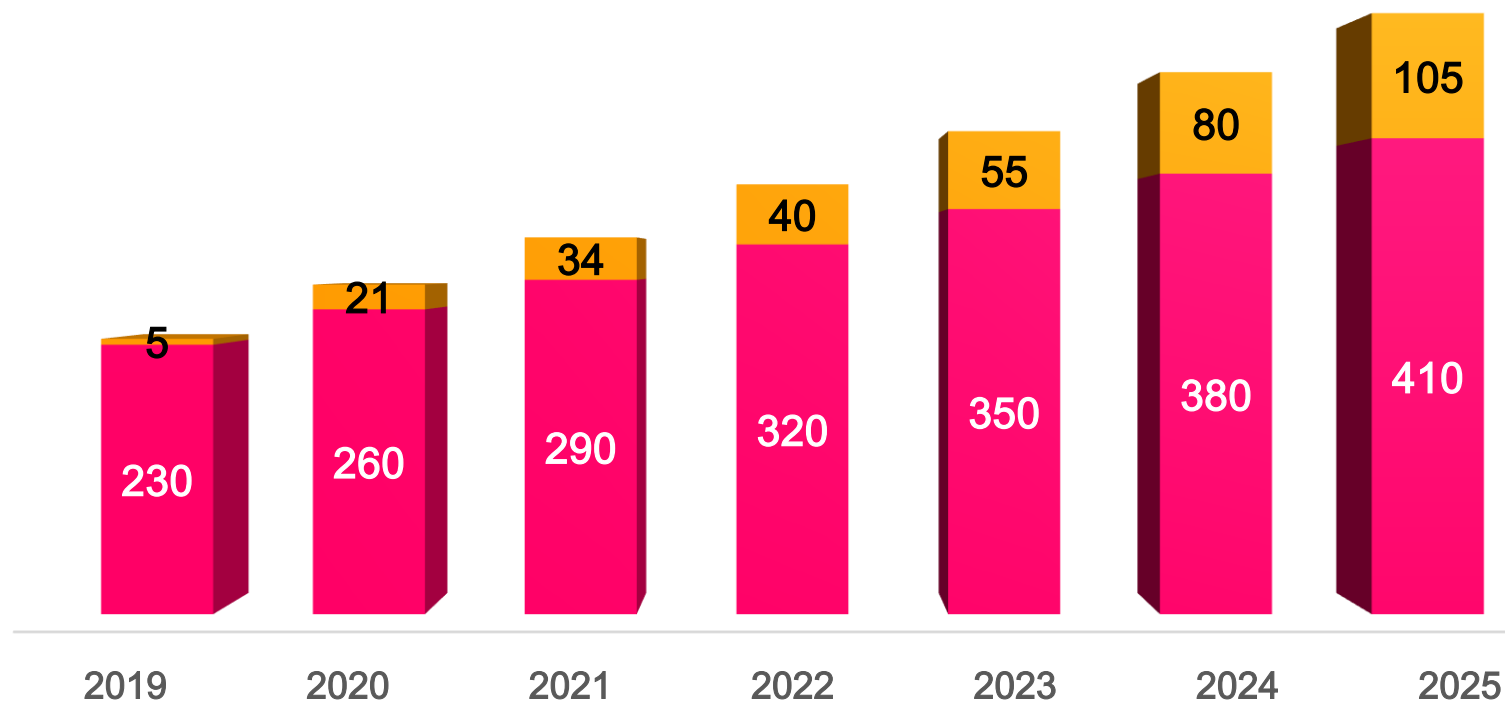


Store Expansion Plan

店家數

■ POYA

■ Poya Home



Total->

235

281

324

360

405

460

515

Logistic Centers

❑ Northern Logistic Center:

- Capacity: 200 stores
- Started operation since January, 2019

❑ Southern Logistic Center:

- Capacity: 200 stores
- Started operation since July, 2017



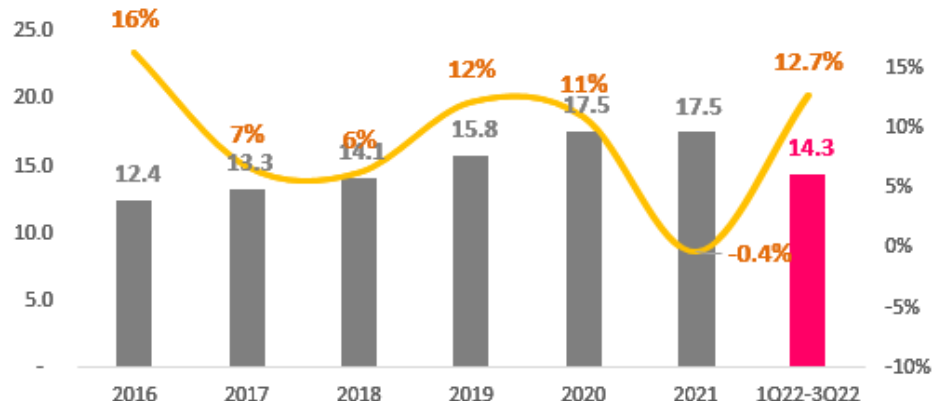
Financials

Unit: NT\$ billion

Sales

(Unit: NT\$ billion)

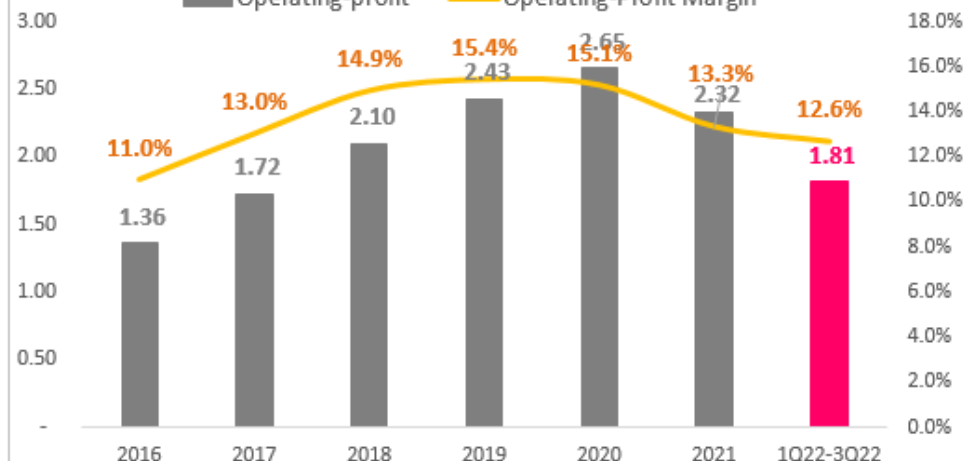
■ Sales — growth



Operating Profit

(Unit: NT\$ billion)

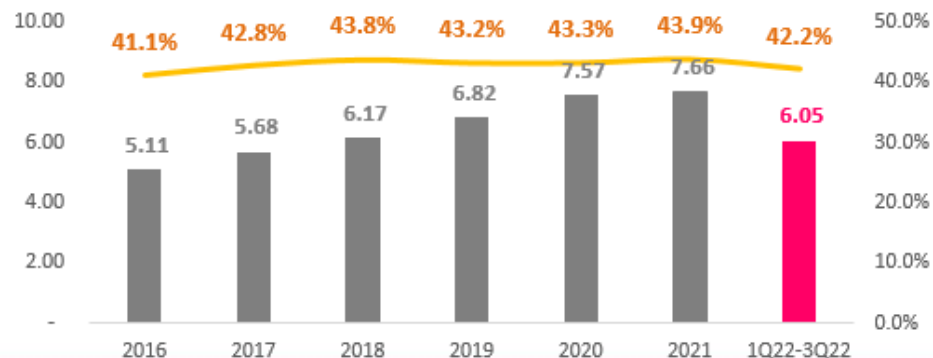
■ Operating-profit — Operating-Profit Margin



Gross Profit

(Unit: NT\$ billion)

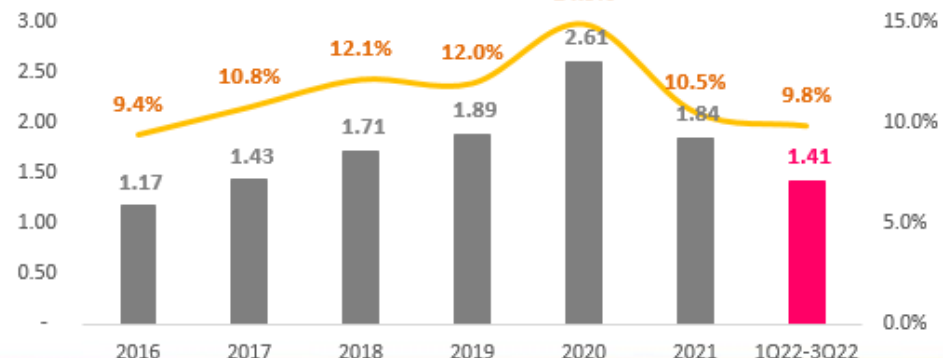
■ Gross Profit — Gross Profit Margin



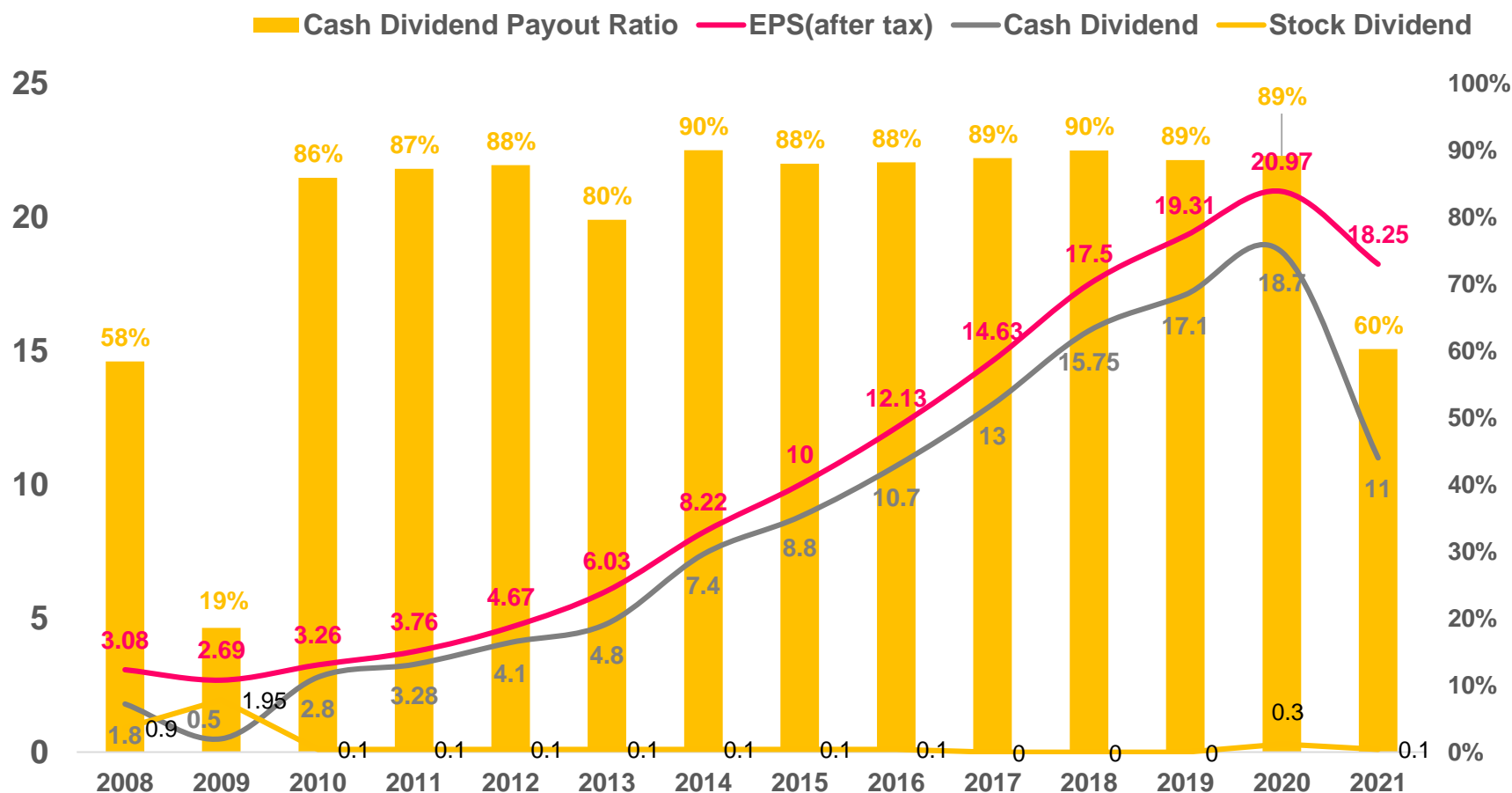
Net Profit

(Unit: NT\$ billion)

■ Net Income — Net Income Margin



Sustainable Cash Dividend



THANK YOU