



POYA 寶雅



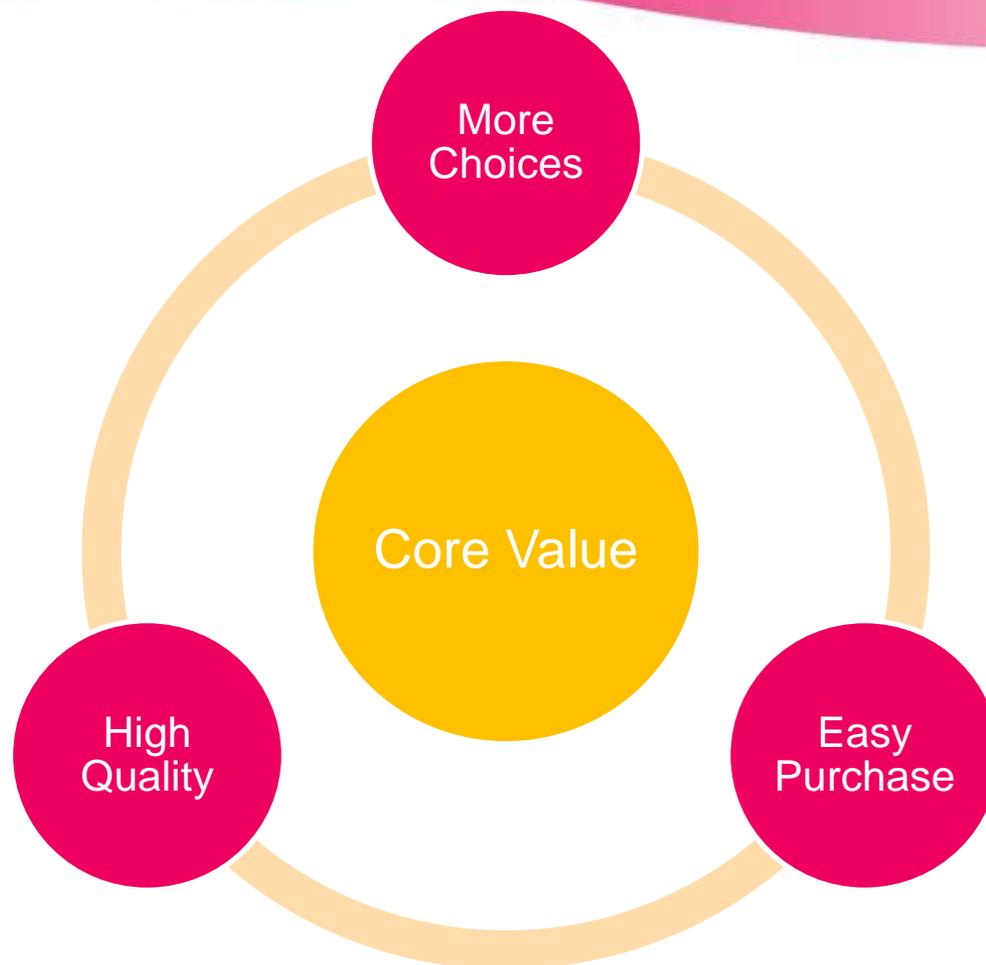
POYA

# Agenda

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

# About POYA

- **Chairman:**  
Chen, Jian-Zao
- **Listing date:**  
Sep. 6<sup>th</sup>, 2002
- **Capital:**  
977 NT\$ million
- **No. of staff:**  
4663(Apr. 30)
- **Stores counts: (Apr. 30)**  
266poya/26 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**  
內  
郵資已付  
再在購物時選擇  
自付字號477號  
即可贈送

全館滿\$399  
APP登錄發票  
抽競賽唯美  
精彩好禮100名  
(詳註01)

10大品牌衛生棉  
滿\$299  
贈衛生紙乙串  
(詳註01)

09/03-10/04  
專櫃滿千送百  
(詳註01-02)

**寶雅獨家**  
FIT ME  
反乳神膏  
粉底液 / 粉

**週年慶**  
**35th**  
*Make Life Amazing!*

POYA

POYA 5F  
寶雅

*Make Life Amazing!*  
為妳打造 精彩生活

*Grand Opening*

**12/21 美麗進駐**

POYA 寶雅

2020-06-11 (Thu.)  
▶ 2020-07-14 (Thu.)

全效防曬 輕薄美白  
SPF50+ PA++++  
3大品牌衛生棉  
滿\$399  
贈送反乳神膏  
贈美16大品牌  
滿\$1,800  
贈送反乳神膏

**非凡經典**

*Beauty Skin*  
夏日極深肌對策  
曬後修護之奇蹟 歐舒丹 玫瑰霜  
贈美16大品牌 滿\$1,800

POYA 寶雅

2020-09-17 (Thu.)  
▶ 2020-10-13 (Thu.)

樂遊漫旅 精彩隨行  
*Delightful Trip*

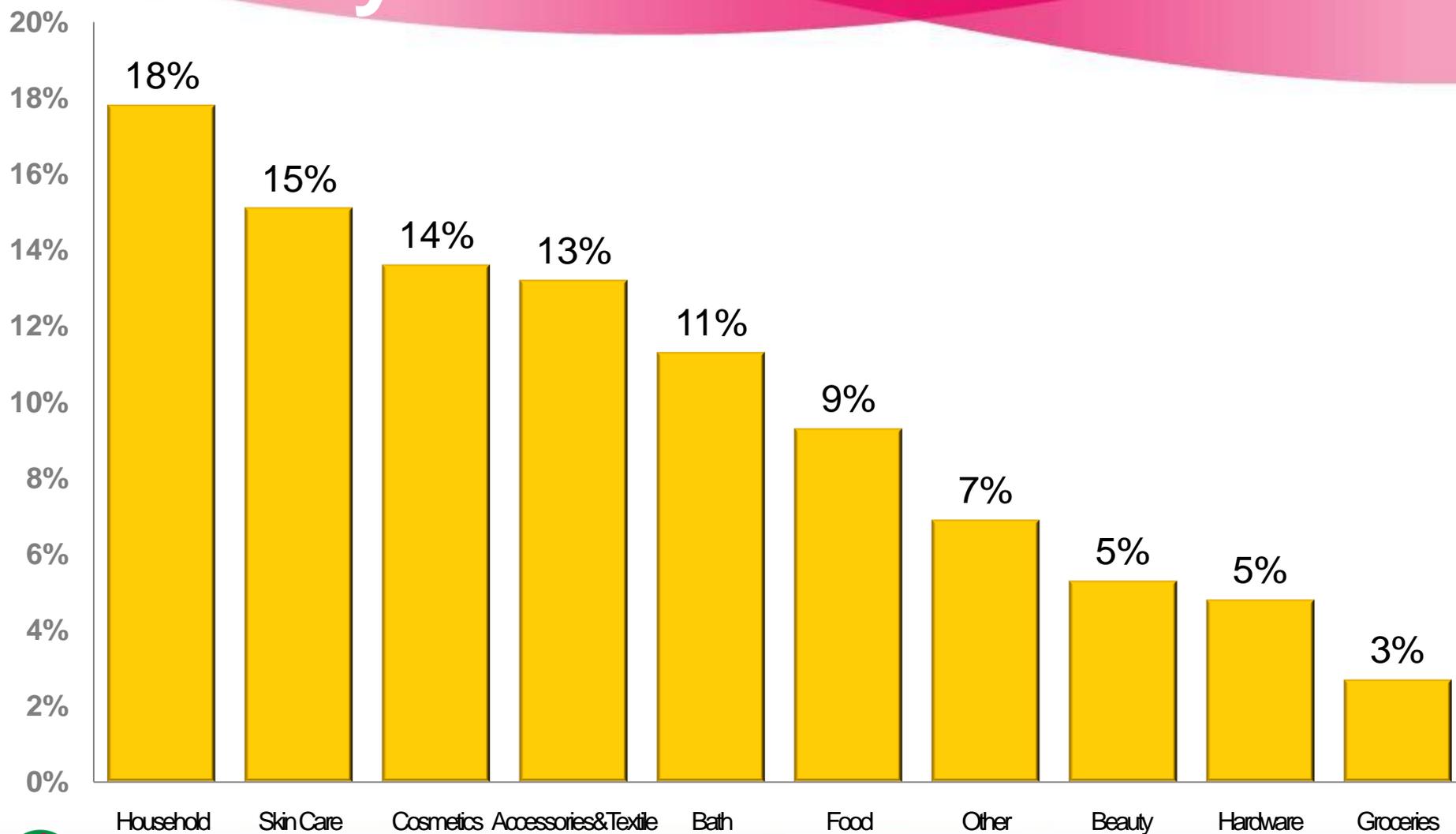
贈送反乳神膏  
贈美16大品牌 滿\$1,800

3大品牌 衛生棉  
滿\$299  
贈送反乳神膏  
(詳註01)

09/13-10/09  
專櫃滿千送百  
(詳註01)

# Sales Breakdown by Products 2020FY

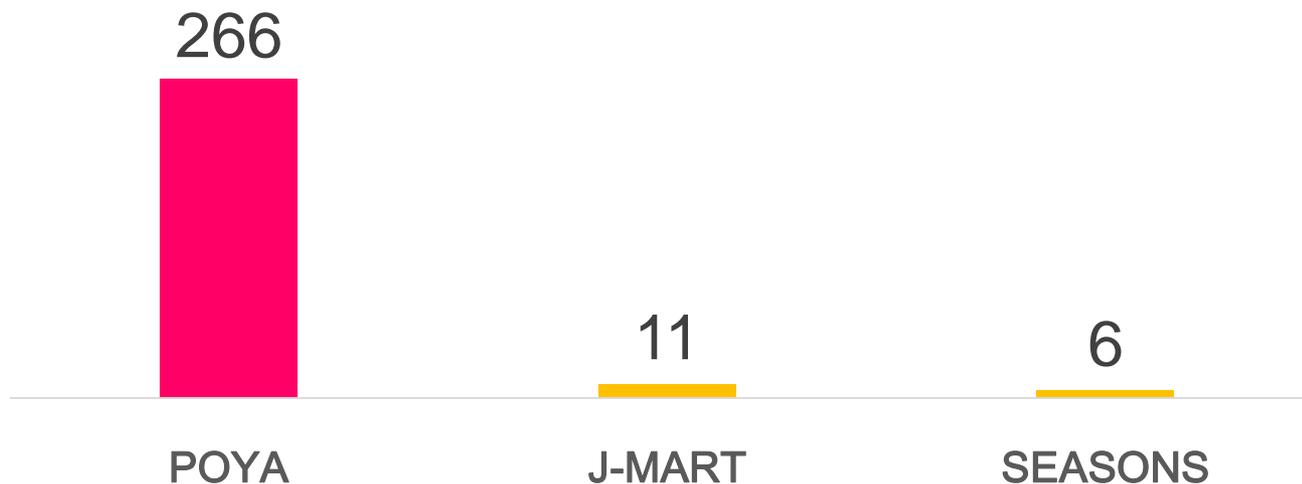
POYA



# POYA as market leader

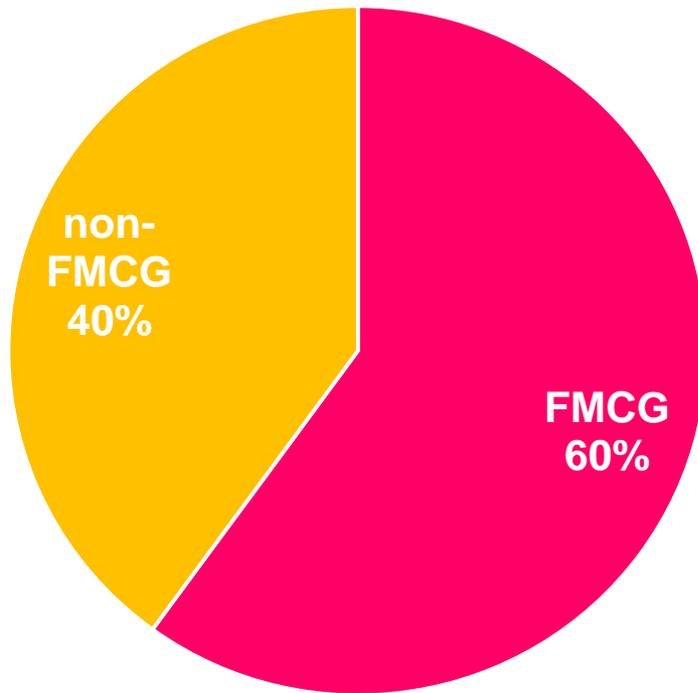
## Store Counts

Store numbers/year	2015	2016	2017	2018	2019	2020	2021.4
<b>POYA</b>	<b>131</b>	<b>157</b>	<b>177</b>	<b>201</b>	<b>230</b>	<b>260</b>	<b>266</b>
MIRADA	27	30	29	26	25	0	0
A+1	5	5	5	0	0	0	0
J-MART	8	8	9	11	10	11	11
SEASONS	11	9	9	8	7	6	6
Total	182	209	229	246	272	277	283
POYA market share%	72%	75%	77%	82%	85%	94%	94%

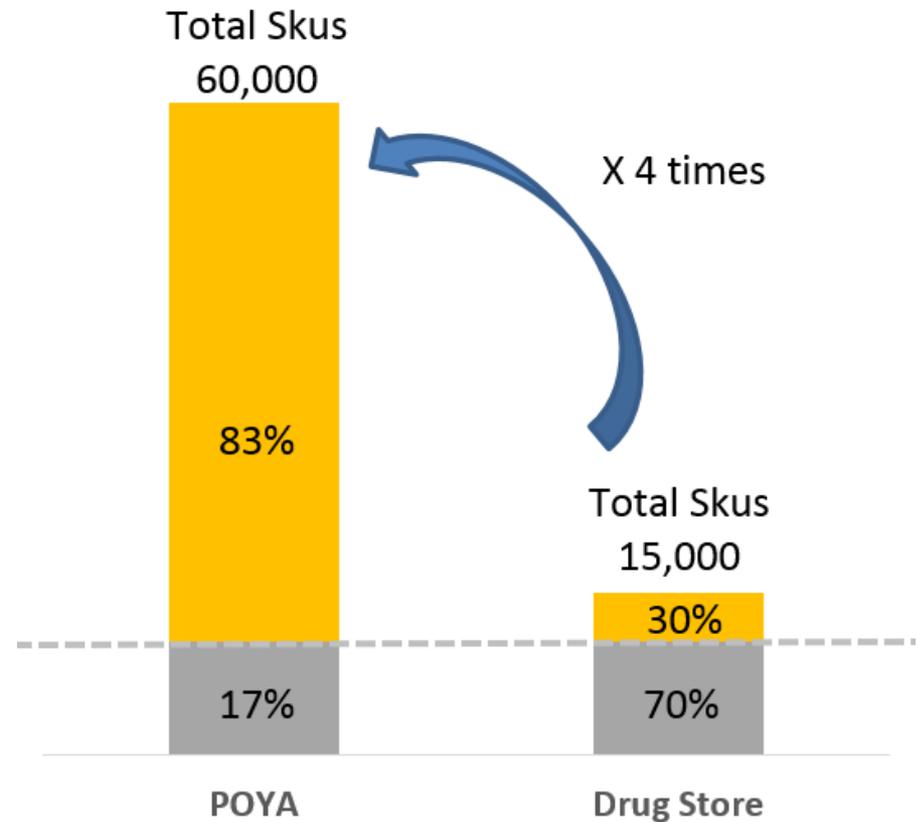


# Our preemptive edge over peers

POYA Sales by Products



SKUs



# Business Strategy

- ❑ Upgrade to new Gen stores: create make-up and hotspot display zone.
- ❑ Product Optimization
- ❑ Store Expansion Plan
- ❑ Logistic Center
- ❑ 2<sup>nd</sup> growth driver—Poya Home



# Upgrade to new Gen stores

create make-up zone



# Upgrade to new Gen stores

create hotspot display zone

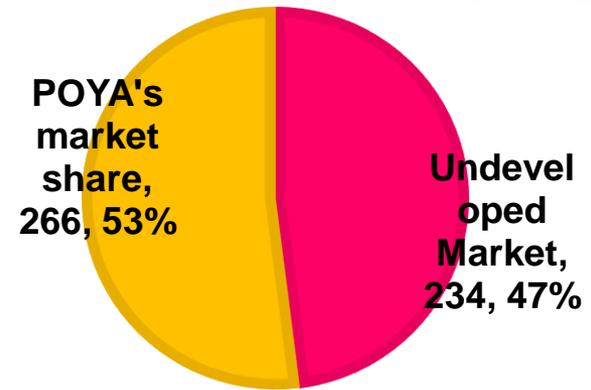


# Total Addressable market

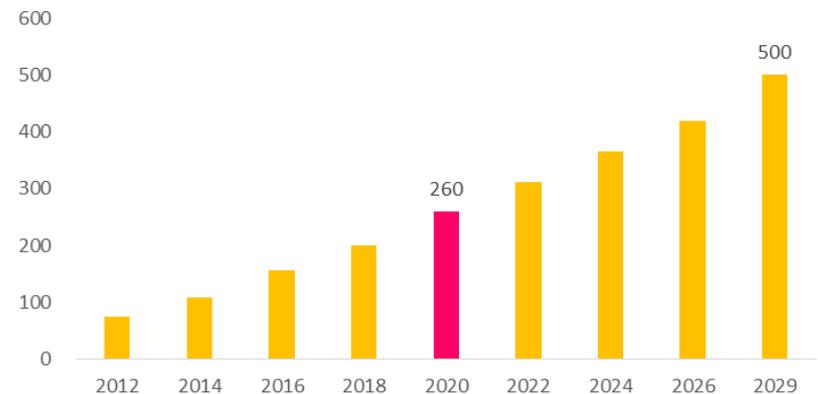
## Poya

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.



POYA Expansion Plan (stores)



\* Numbers exclude POYA HOME.

# POYA HOME





# POYA HOME

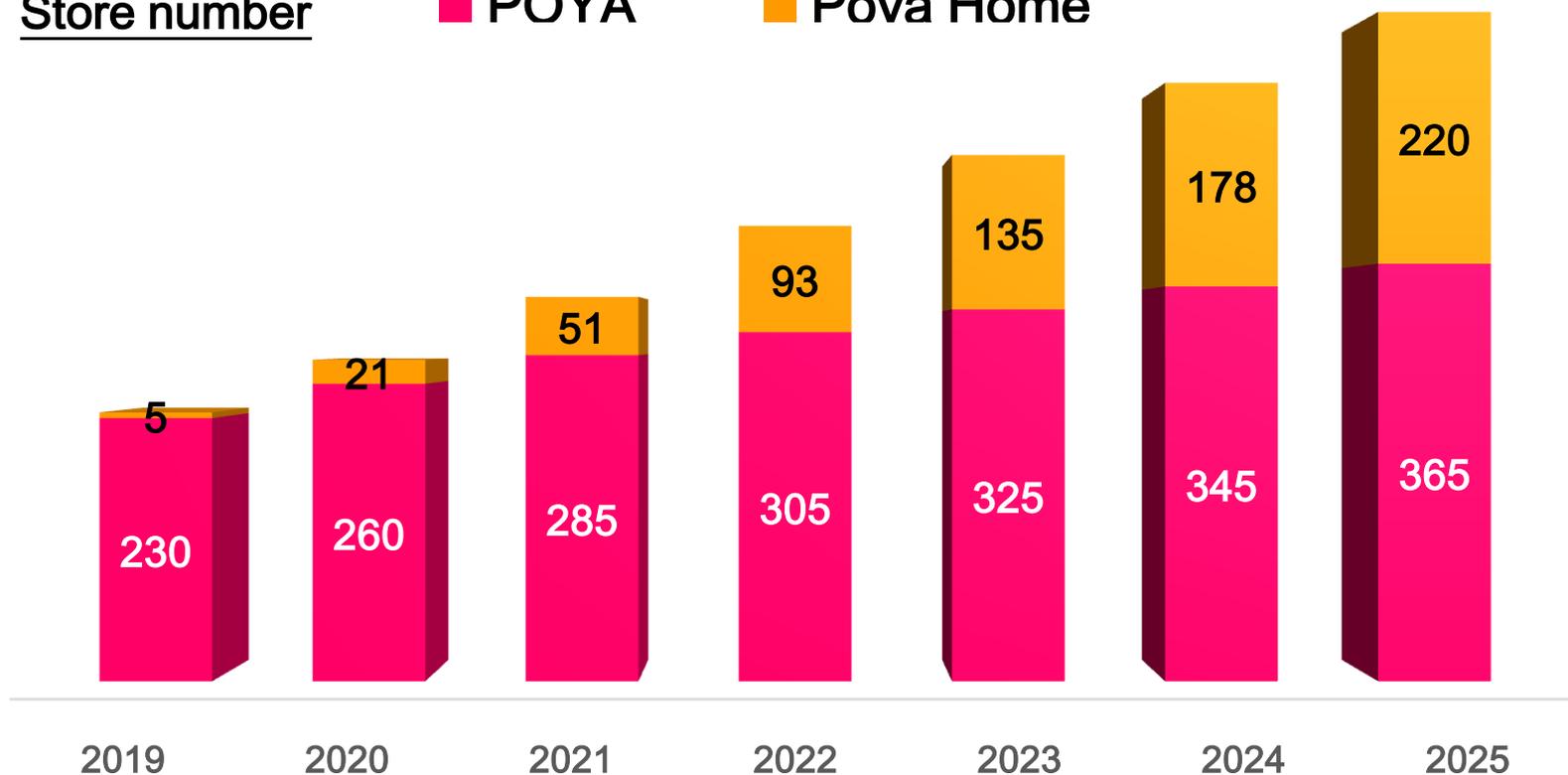


# Store Expansion Plan

Store number

■ POYA

■ Pova Home



<b>Total-&gt;</b>	<b>235</b>	<b>281</b>	<b>336</b>	<b>398</b>	<b>460</b>	<b>523</b>	<b>585</b>
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# Logistic Centers

## □ Northern Logistic Center:

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

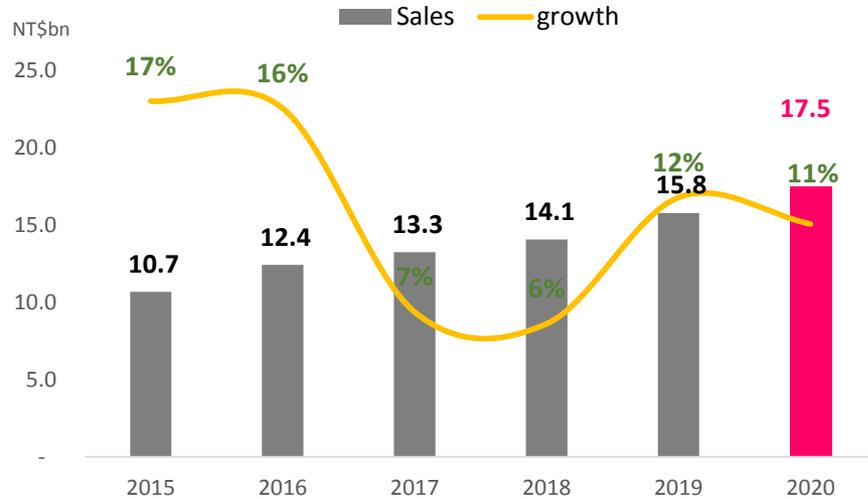
## □ Southern Logistic Center:

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

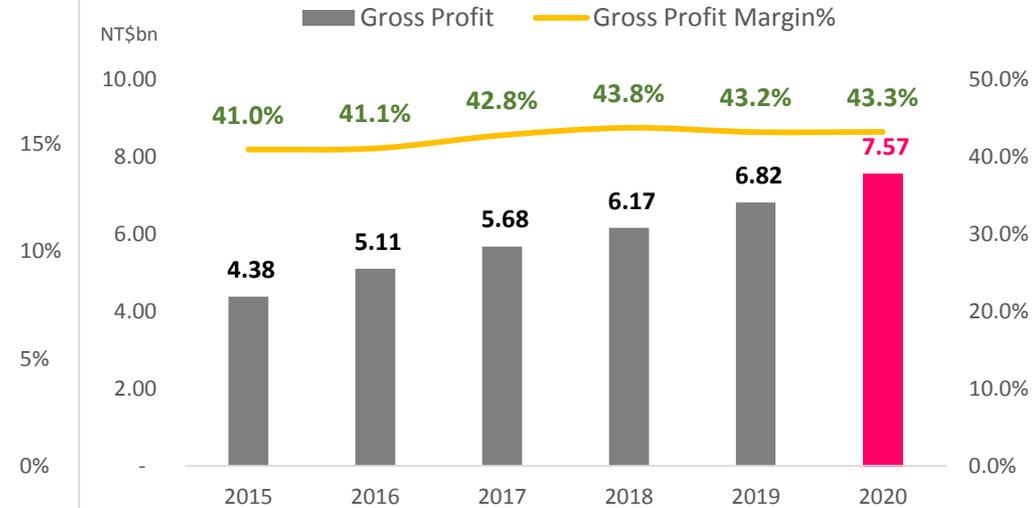


# Financial Highlights

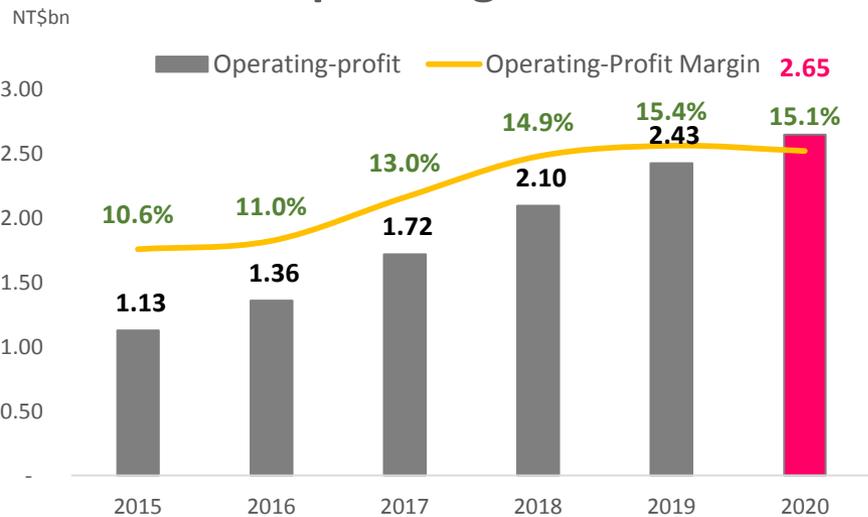
## Sales



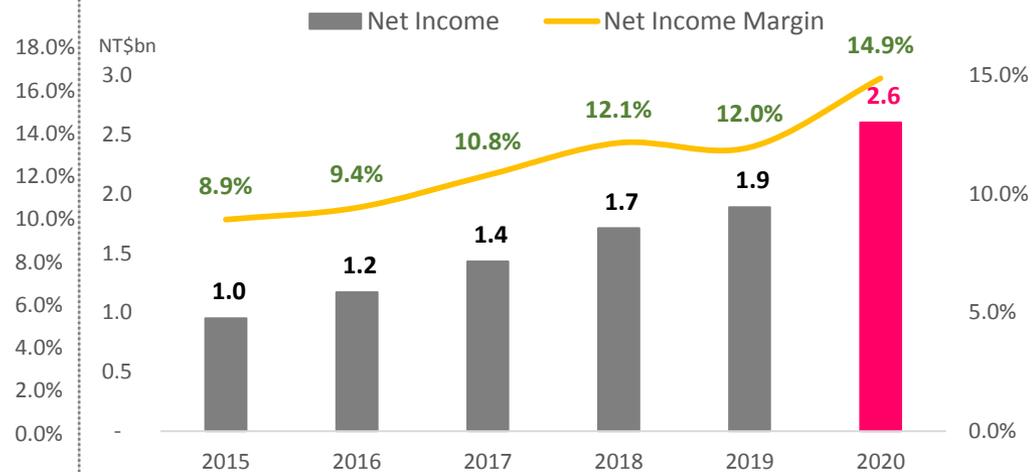
## Gross Profit



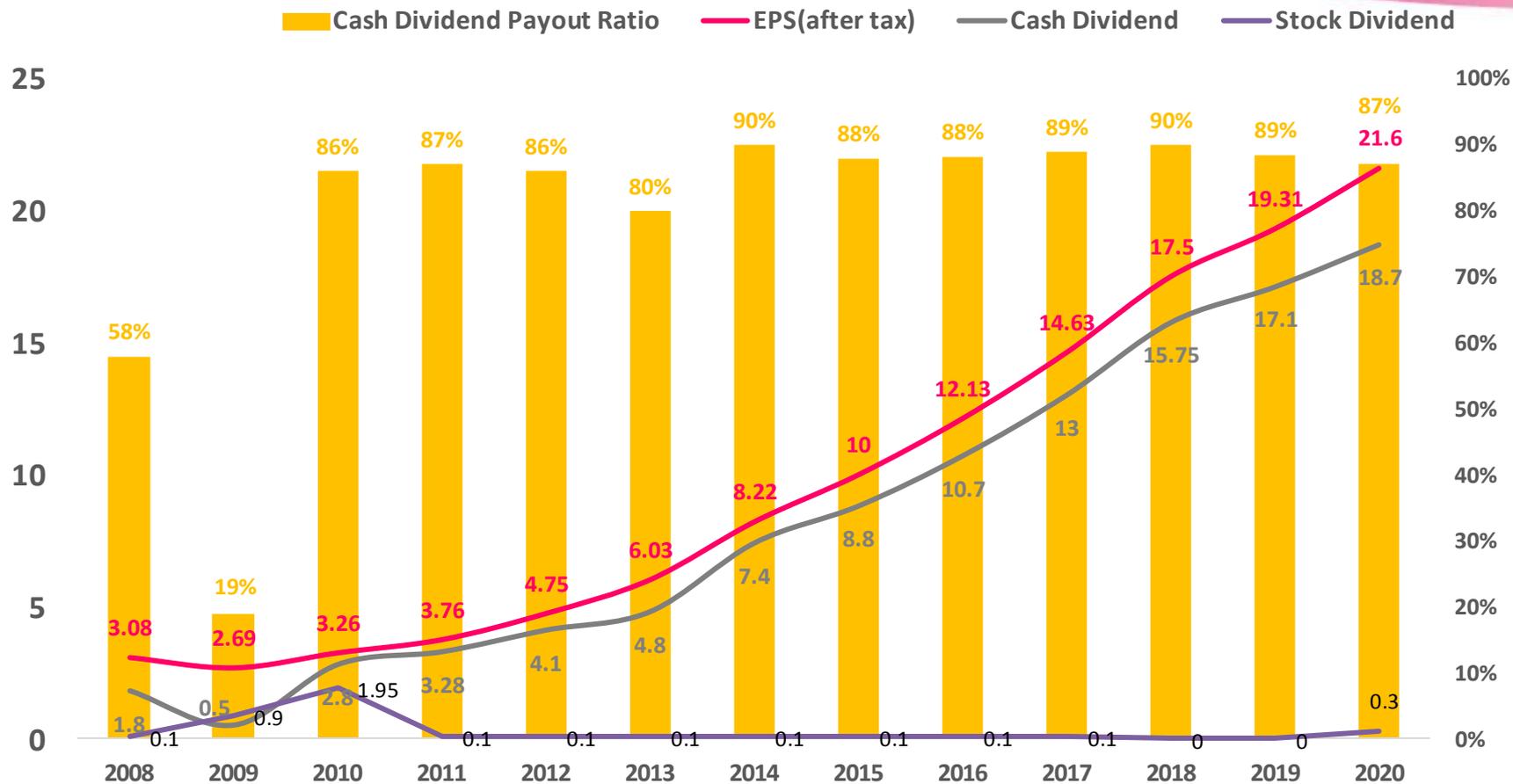
## Operating Profit



## Net Profit



# Sustainable Cash Dividend



**THANK YOU**