

# POYA Beauty | HOME



- ❑ **Financial Analysis**
- ❑ **Company Profile & Competitive edge**
- ❑ **Store Expansion Plan**
- ❑ **Same Store Sales Growth Strategy**
  - ✓ Store Remodeling to Beauty and Shop-in-Shop stores
  - ✓ Product Assortment Strategy
  - ✓ Omni-Channel strategy

❑ Chairman :

Chen, Chien-Chao

❑ General Manager:

Chen, Zong-Cheng

❑ OTC Date :

6<sup>th</sup> Sep.2002

❑ capital :

1.049 billion NTD

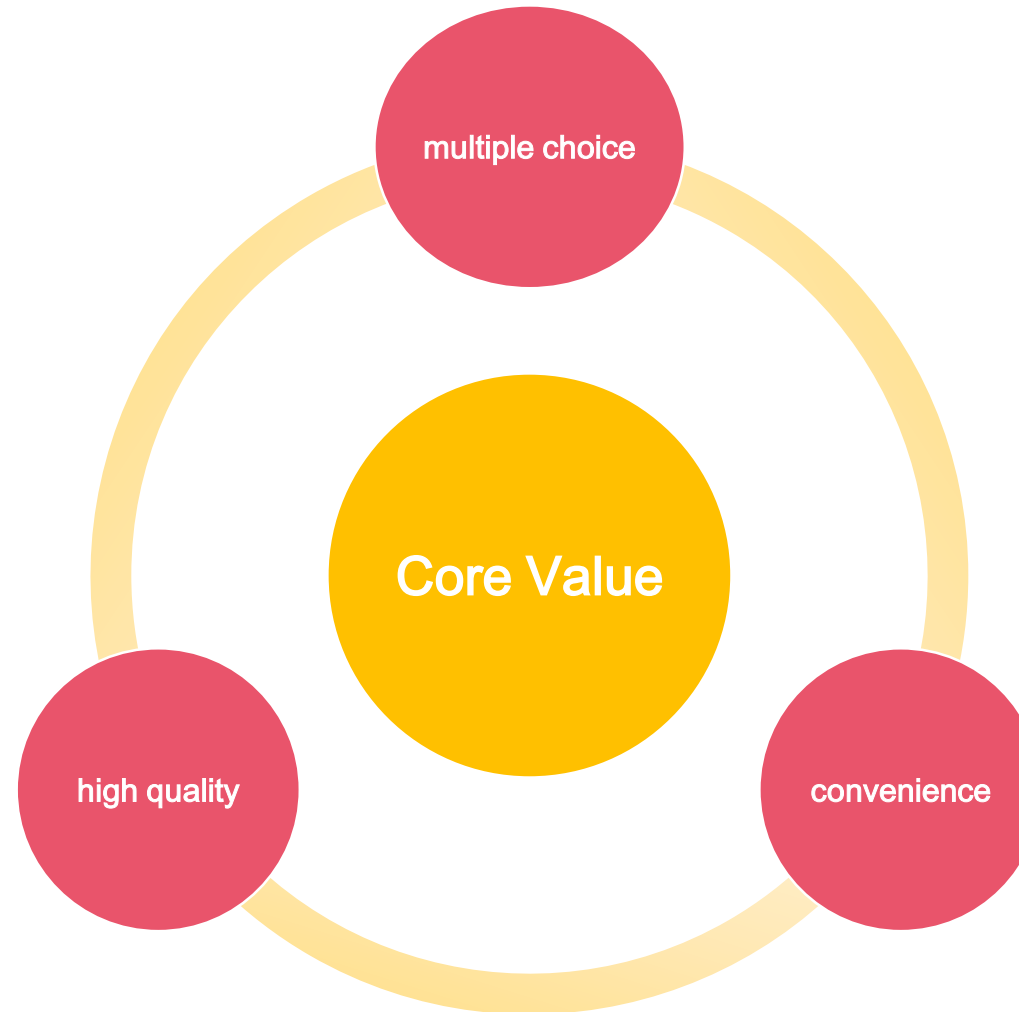
❑ number of employees :

5363 (Feb. 2025)

❑ Number of stores :

418 Poya

0 Poya Home (Feb. 2025)



# 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%

Ratio				DIF	DIF
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

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(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

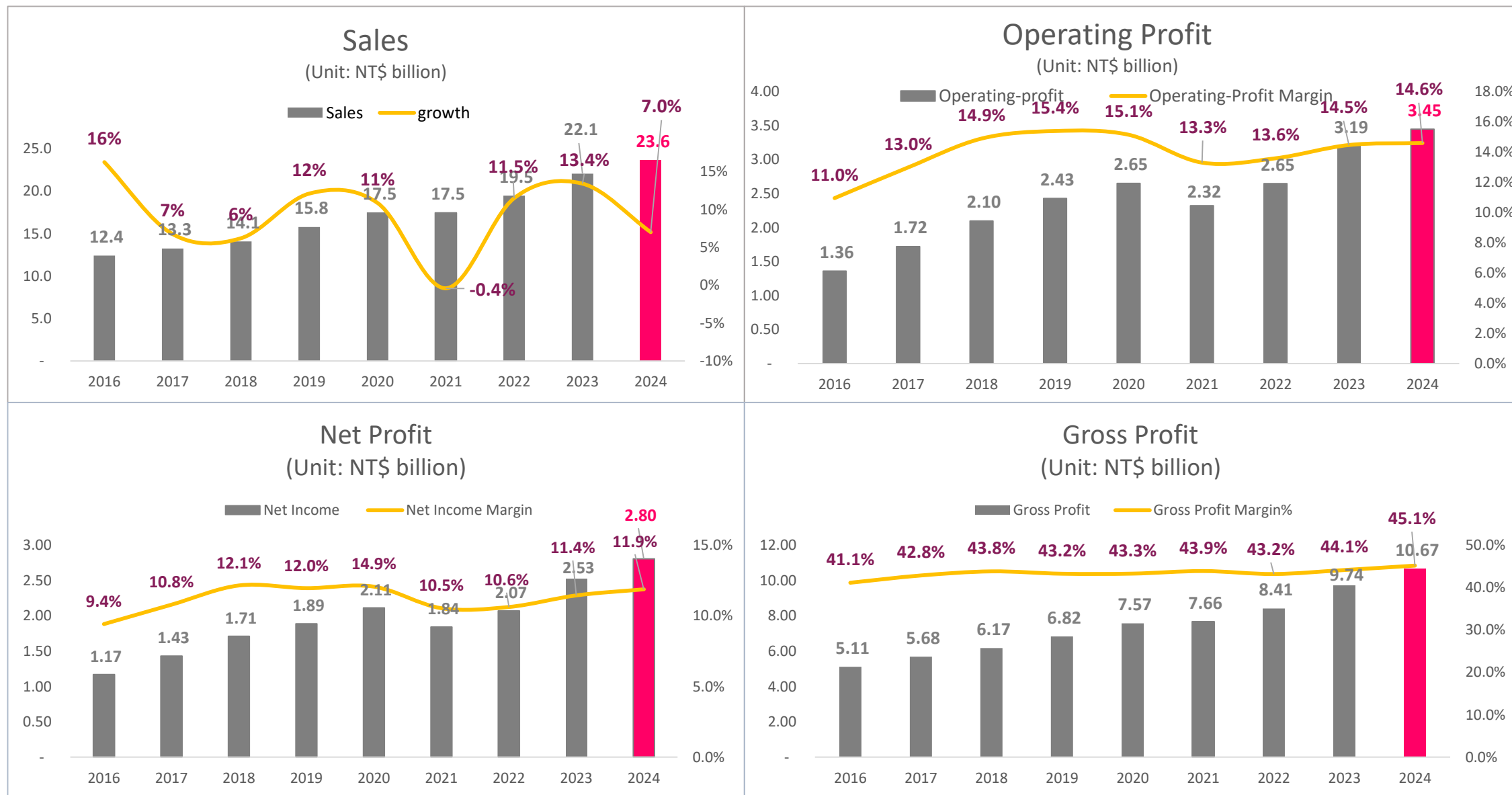
↑ Double-digit growth
 ↗ Single-digit growth
 ↓ Decrease

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

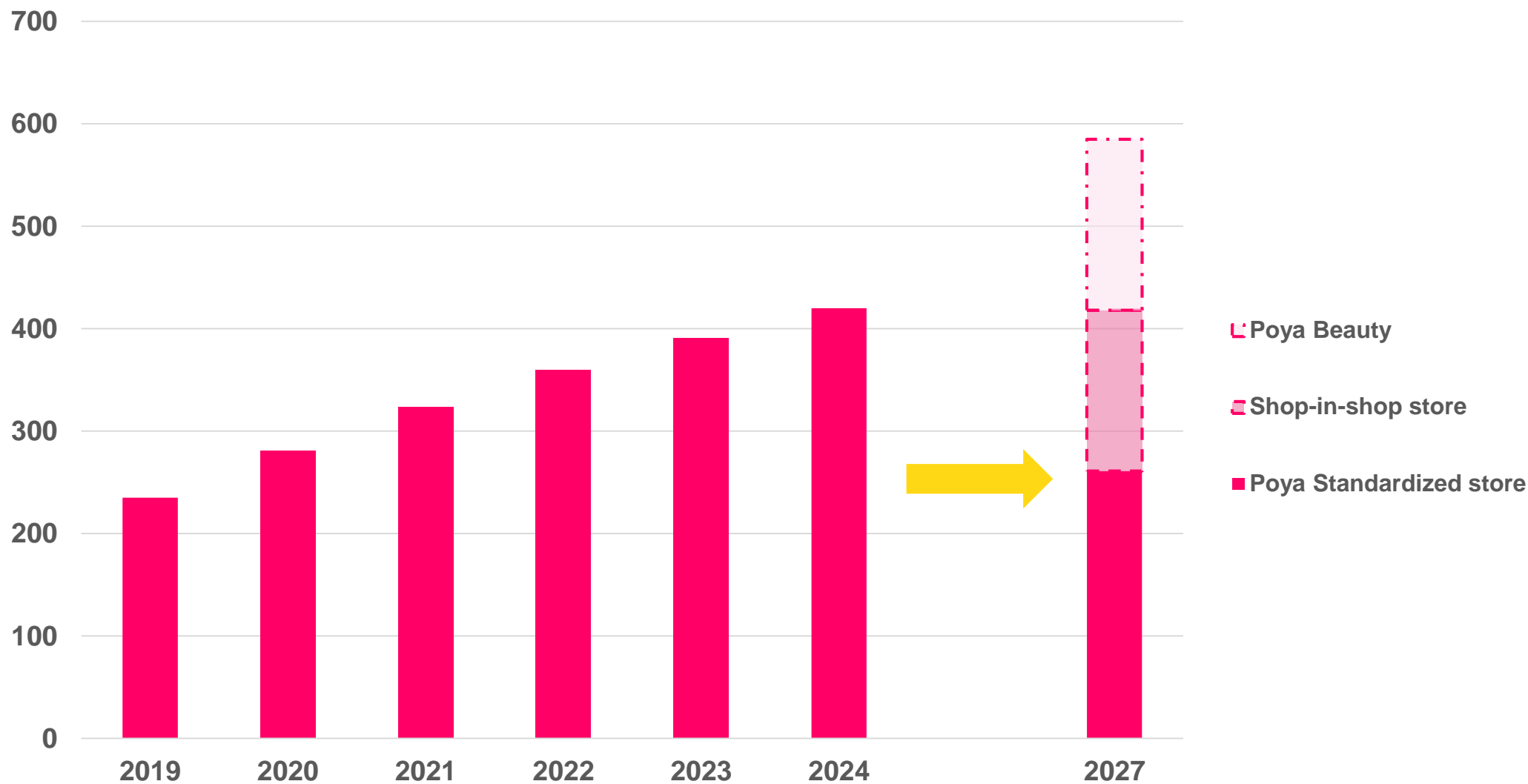
 Double-digit growth
  Single-digit growth
  Decrease

2024 Sales YOY by products		Sales mix		2024 Sales Trend
		2023	2024	
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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%	





# Store Expansion Plan



# Poya's different Store Format

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Poya Community Shop



Poya Beauty Street Shop



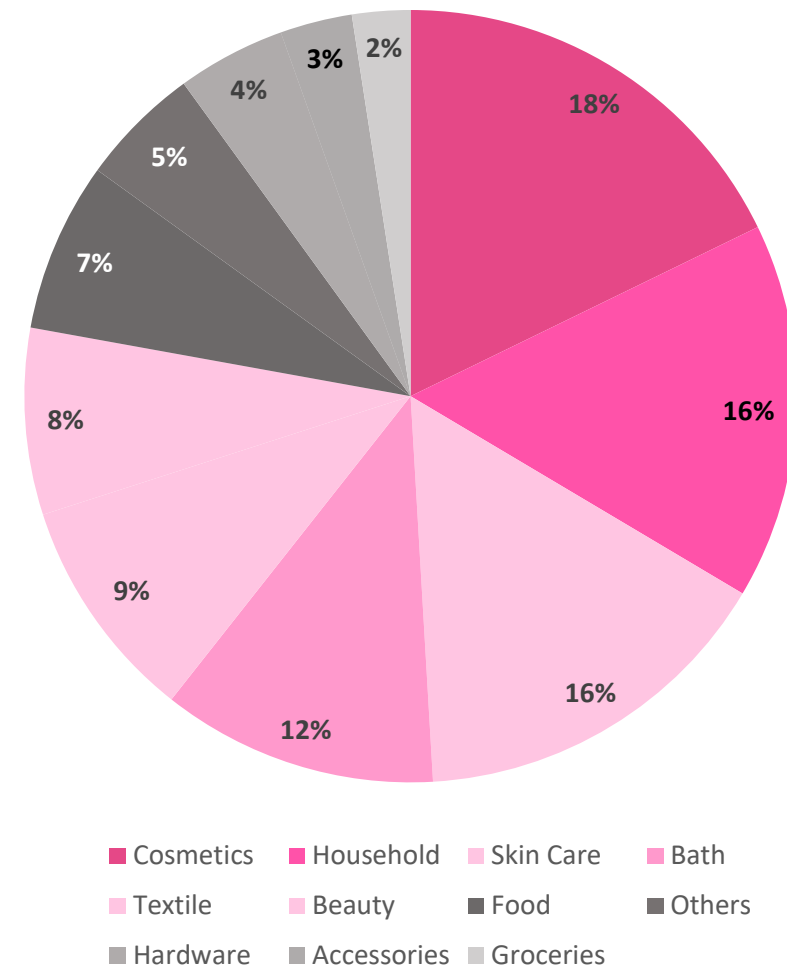
Poya Beauty Shop at Shopping mall



Home inside

# Sales Breakdown by Products 2024

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# 2025 Product Assortment Strategy

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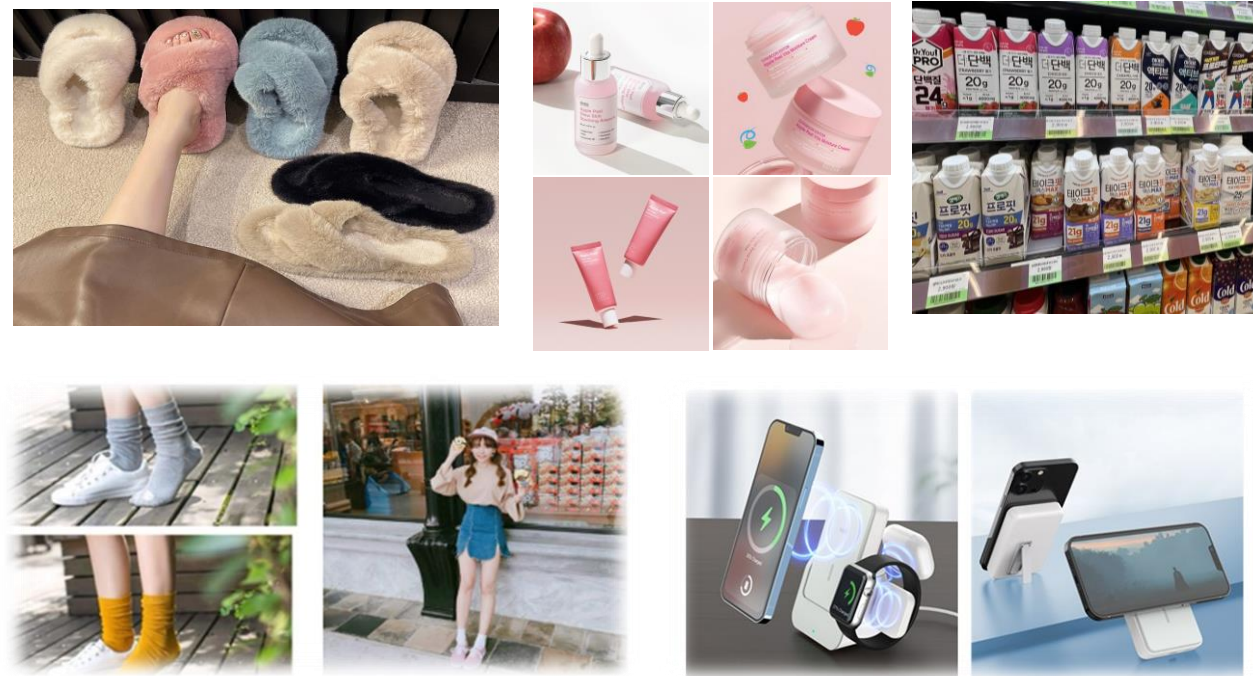
## FMCG

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.

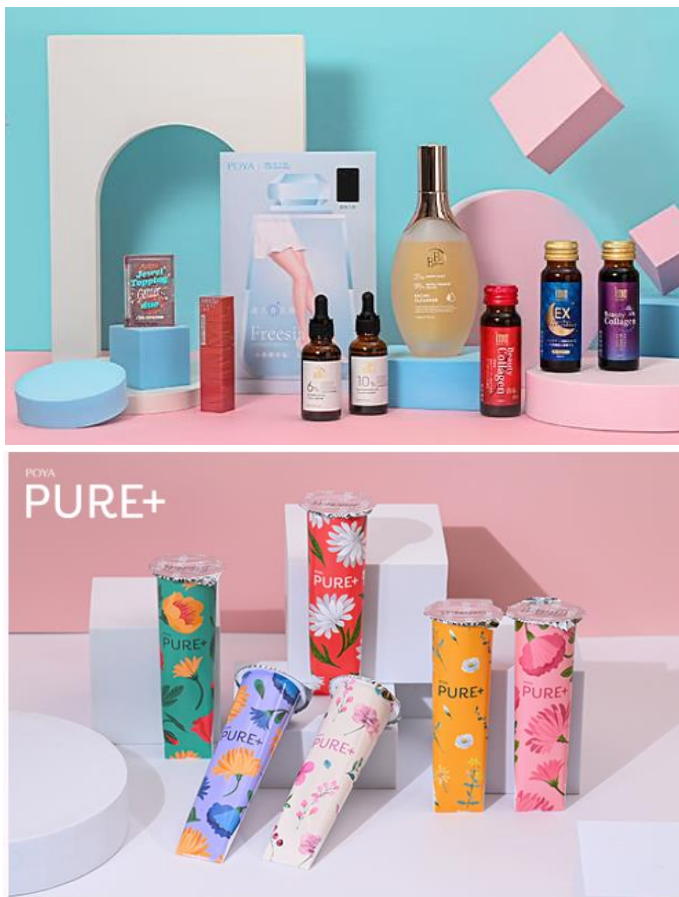


## NFMCG

1. Introducing trending accessories such as clips/necklace
2. Introducing functional sports socks/ underwear, and trending/colorful home products



- 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.

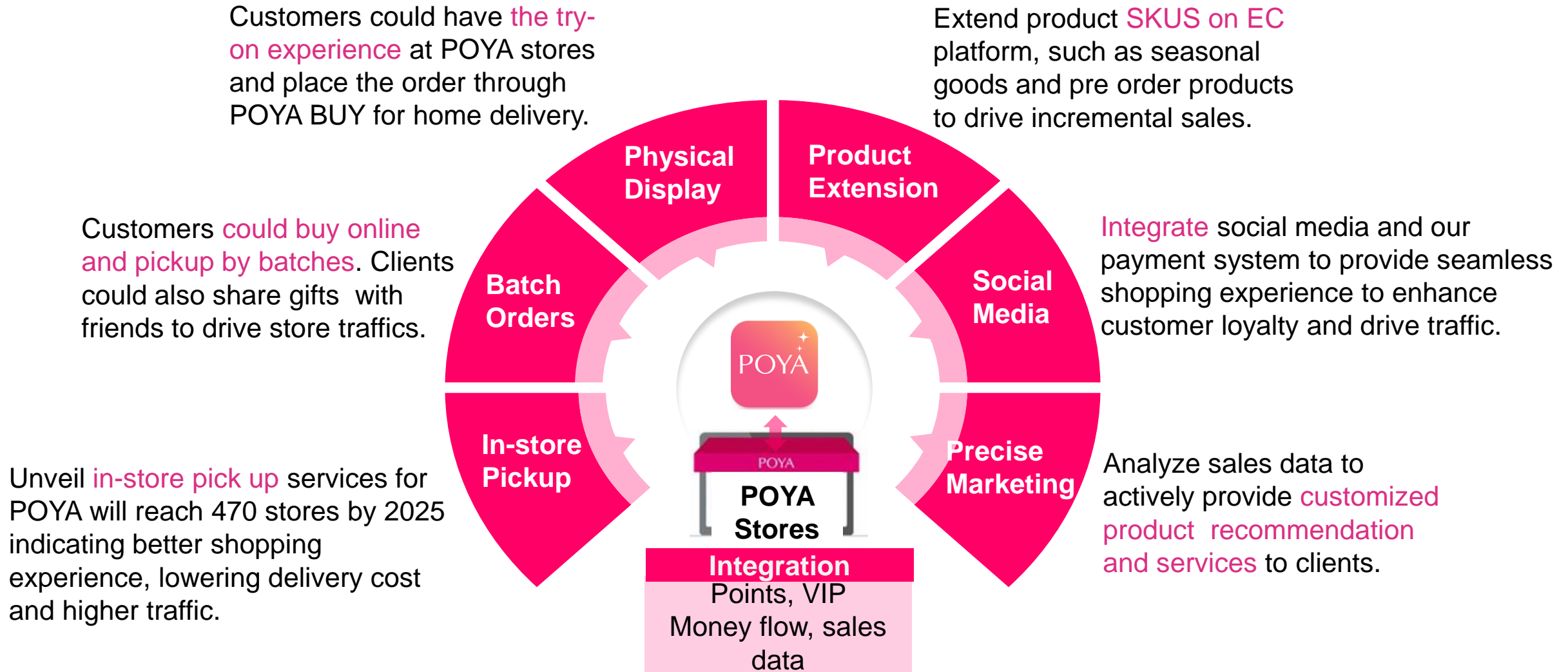


## — POYA Original 自有品牌 —



# POYA's OMO Strategy

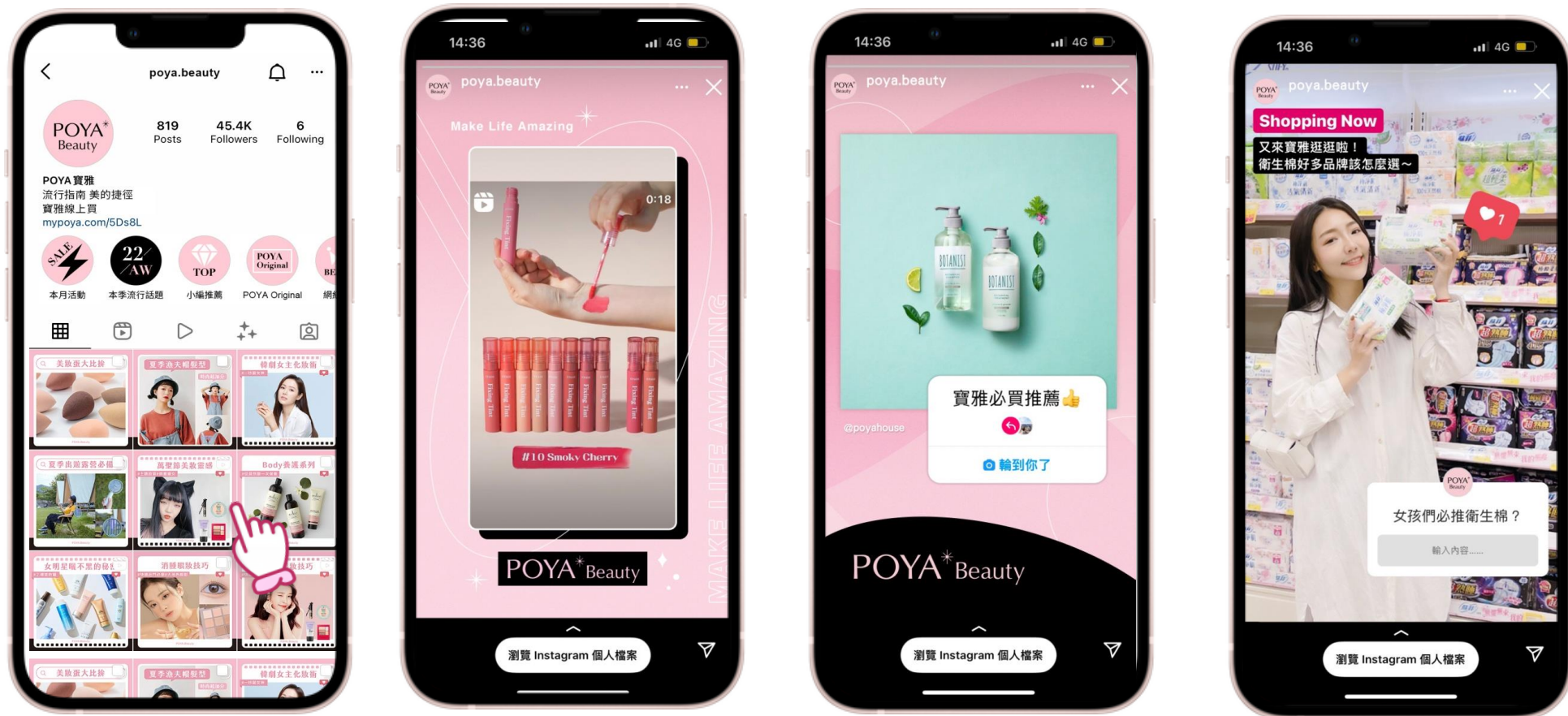
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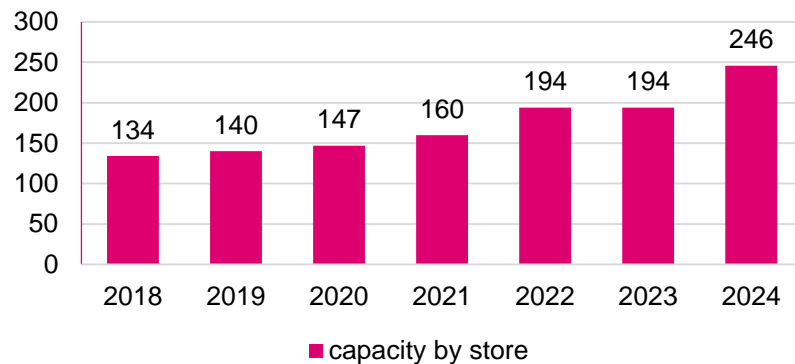


# Poya's Social Media Upgrade

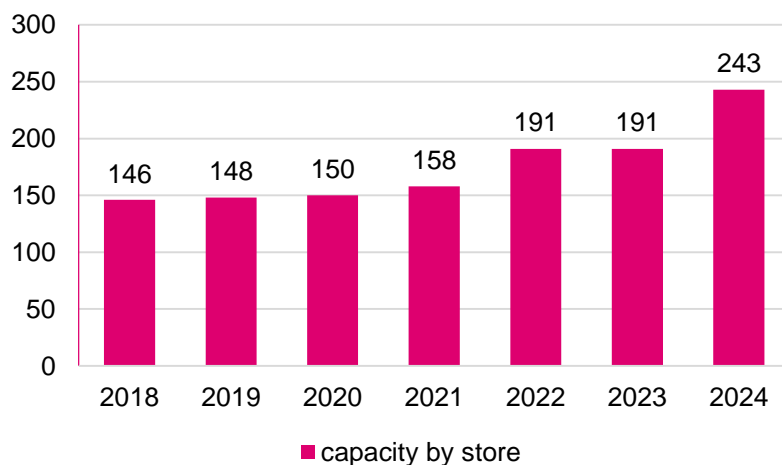
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## Logistic Center in the North



## Logistic Center in the South



- ✕ Logistic Center in the North
- ✕ Logistic Center in the South
- ✕ Logistic Center in the Central



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Thank you!