POYA Beauty | HOME



Agenda

- 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

Company Profile

Chairman :

Chen, Chien-Chao

☐ General Manager:

Chen, Zong-Cheng

OTC Date :

6th Sep.2002

□ capital :

1.049 billion NTD

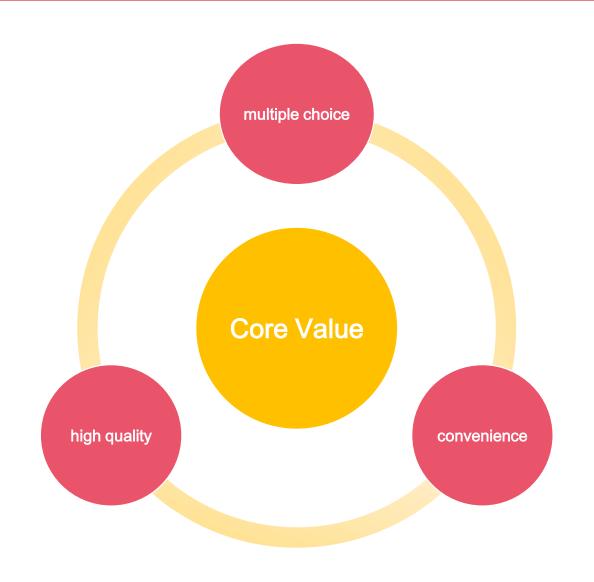
□ number of employees :

5363 (Feb. 2025)

□ Number of stores :

418 Poya

0 Poya Home (Feb. 2025)



4Q24 Operating Results Review

(NT\$ mn)	3Q24	4Q23	<u>4Q24</u>	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

(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.

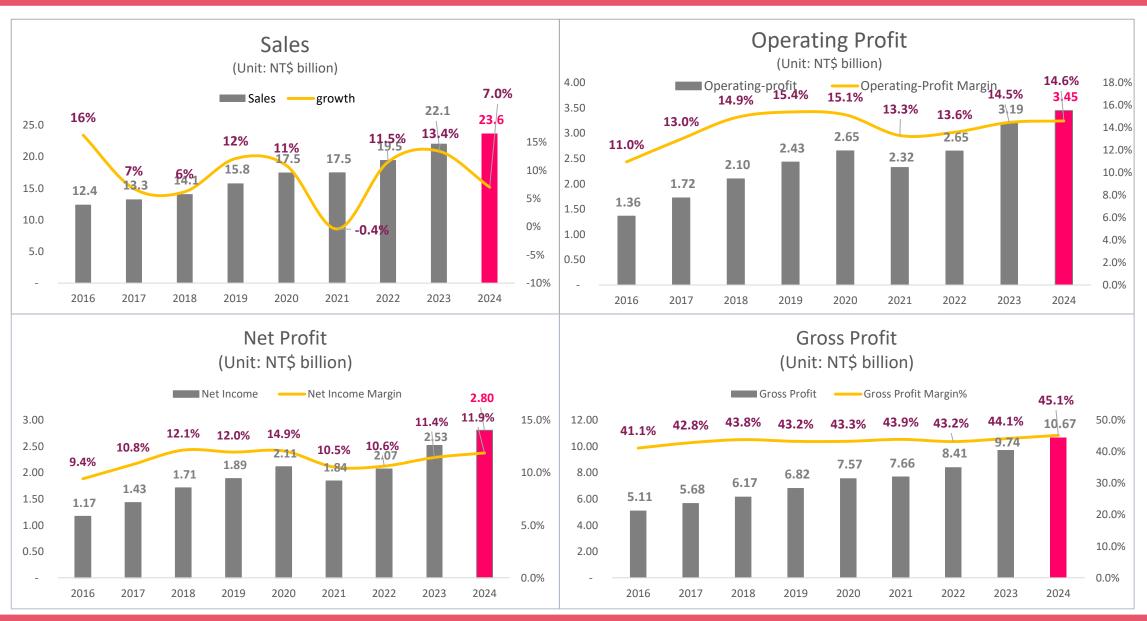
4Q24 Sales trend

4Q24 Sales YOY by products Sales mix		s mix	4Q24 Sales Trend	
		4Q23	4Q24	
Beauty	1	7%	8%	
Cosmetics	1	17%	18%	
Skin Care	•	15%	15%	
Bath	7	12%	12%	
Textile	⊘ i	10%	10%	A solid demand for beauty products.
Household.	₽	16%	16%	
Others	7	5%	5%	
Accessories	₽	3%	3%	
Food	+	7%	8%	
Groceries	1	2%	2%	
Hardware	+	4%	4%	

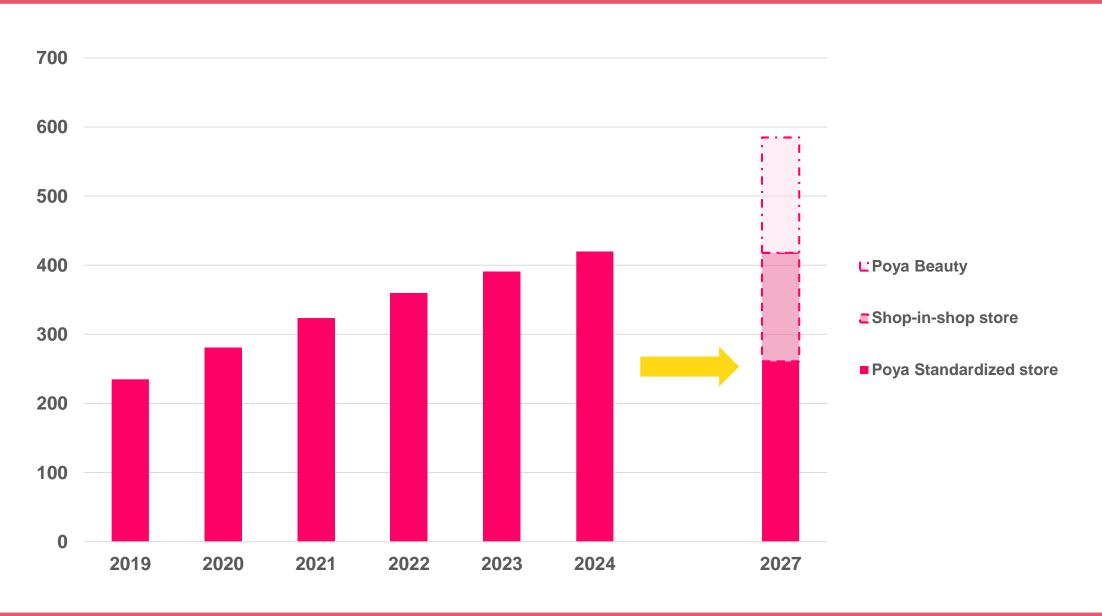
2024 Sales trend

2024 Sales YO by products	ΟΥ	Sales	s mix	2024 Sales Trend
		2023	2024	
Beauty	1	7%	8%	
Cosmetics	•	16%	18%	
Skin Care	1	15%	16%	
Bath	1	12%	12%	A solid demand for beauty products.
Textile	⊘ i	10%	9%	A solid definantial for beauty products.
Others	⊅:	6%	5%	
Household	7	16%	16%	
Accessories	\(\bar{\bar{\bar{\bar{\bar{\bar{\bar{	3%	3%	
Food	+	8%	7%	
Groceries	+	3%	2%	
Hardware	+	5%	5%	

Financials



Store Expansion Plan



Poya's different Store Format



Poya Community Shop



Poya Beauty Shop at Shopping mall



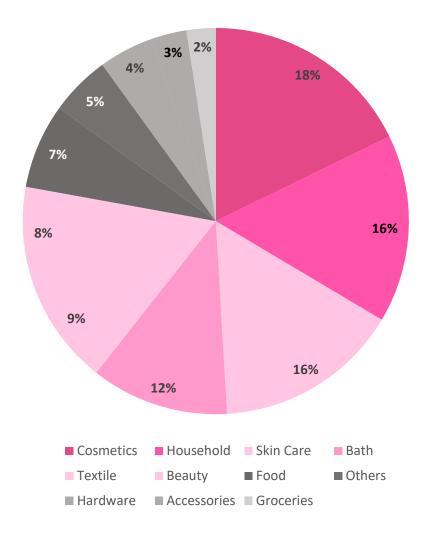
Poya Beauty Street Shop



Home inside

Sales Breakdown by Products 2024

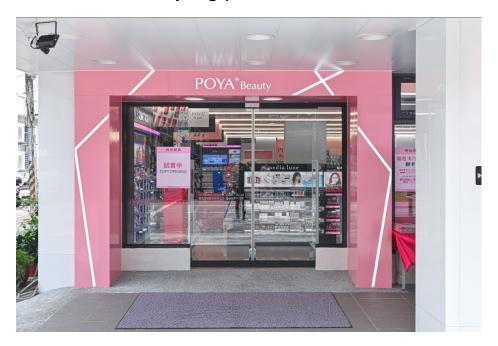




2025 Product Assortment Strategy

FMCG

- 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

- Introducing trending accessories such as clips/necklace
- 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

Customers could have the tryon experience at POYA stores and place the order through POYA BUY for home delivery.

Batch

Orders

Pickup

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.

Extend product SKUS on EC platform, such as seasonal goods and pre order products to drive incremental sales. **Physical Product Extension Display**

> Social Media

Integrate social media and our payment system to provide seamless shopping experience to enhance customer loyalty and drive traffic.

In-store Precise POYA **Marketing POYA**

POYA

Integration Points, VIP Money flow, sales data

Stores

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

Poya's Social Media Upgrade



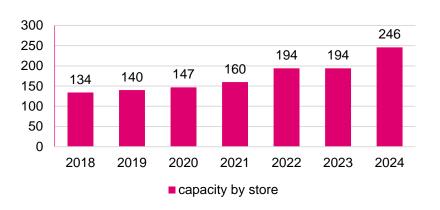






Centralized Logistic Center

Logistic Center in the North



Logistic Center in the South





POYA Beauty I HOME

Thank you!