

# POYA Beauty | HOME



- ❑ **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
- ❑ **Financial Analysis**

❑ Chairman :

Chen, Chien-Chao

❑ General Manager:

Chen, Zong-Cheng

❑ OTC Date :

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

❑ capital :

1.03 billion NTD

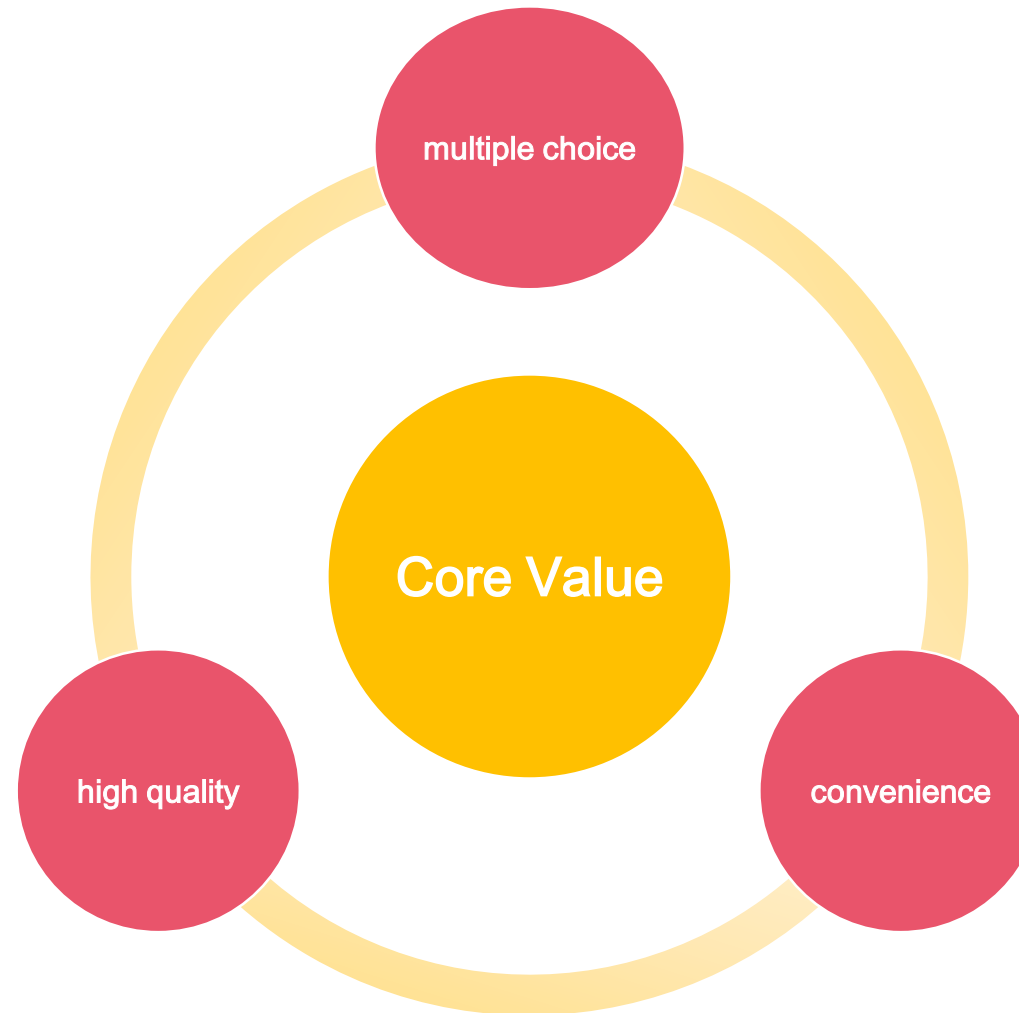
❑ number of employees :

5742 (Jan.2024)

❑ Number of stores :

366Poya

25Poya Home(Jan.2024)



# 4Q23 Operating Results Review

(NT\$ mn)	3Q23	4Q22	4Q23	QoQ	YoY
Net Sales	5,870	5,140	5,635	-4.0%	9.6%
Cost of goods sold	3,258	2,786	3,063	-6.0%	9.9%
Gross profit	2,611	2,354	2,572	-1.5%	9.3%
Promotion Expense	1,516	1,341	1,541	1.7%	14.9%
Administrative Expense	186	179	176	-5.0%	-1.4%
Operating profit	910	834	854	-6.1%	2.4%
Non-operating items	(18)	(9)	(4)	-77.6%	-54.3%
Profit before tax	891	825	850	-4.6%	3.0%
Tax expenses	178	169	170	-4.7%	0.6%
Net income	713	656	680	-4.6%	3.6%
EPS (NT\$)	6.89	6.37	6.57	-4.6%	3.1%
<b>Ratio</b>				<b>DIF</b>	<b>DIF</b>
GPM	44.4%	45.8%	45.6%	1.2%	-0.2%
OPEX	29.0%	29.6%	30.5%	1.5%	0.9%
OPM	15.5%	16.2%	15.2%	-0.3%	-1.0%
NPM	12.1%	12.8%	12.1%	0.0%	-0.7%

## 4Q23 Financial highlights:

- Sales were NT\$5.64bn, up 9.6% YoY, on easing pandemic condition with same store sales recovery. By the end of 2023, our store numbers were 365/30 for Poya and Poya home.
- GPM was 45.6%, down 0.2% YoY or up 1.2% QoQ.
- OPM was 15.2%, down 1.1% YoY/ down 0.3% QoQ.
- NP came in of NT\$680mn with EPS of NT\$ 6.57, down 0.7% YoY.

# 2023 Operating Results Review

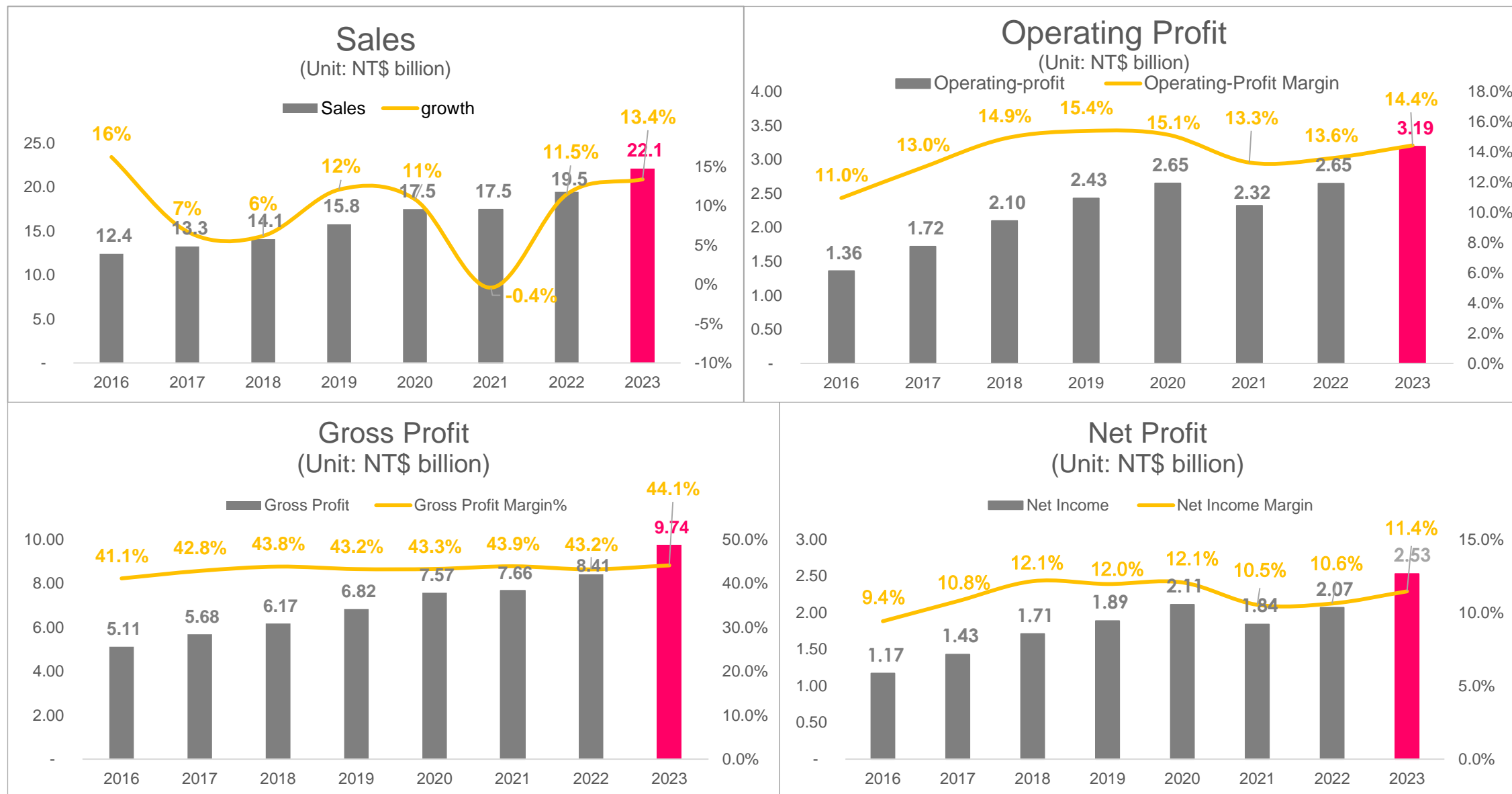
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(NT\$ mn)	2022	2023	YoY
Net Sales	19,476	22,079	13.4%
Cost of goods sold	11,069	12,341	11.5%
Gross profit	8,407	9,738	15.8%
Promotion Expense	5,116	5,847	14.3%
Administrative Expense	645	698	8.2%
Operating profit	2,646	3,193	20.7%
Non-operating items	(58)	(41)	-29.3%
Profit before tax	2,588	3,153	21.8%
Tax expenses	520	627	20.6%
Net income	2,068	2,525	22.1%
EPS (NT\$)	20.06	24.41	21.7%

Ratio	DIF		
GPM	43.2%	44.1%	0.9%
OPEX	29.6%	29.6%	0.0%
OPM	13.6%	14.5%	0.9%
NPM	10.6%	11.4%	0.8%

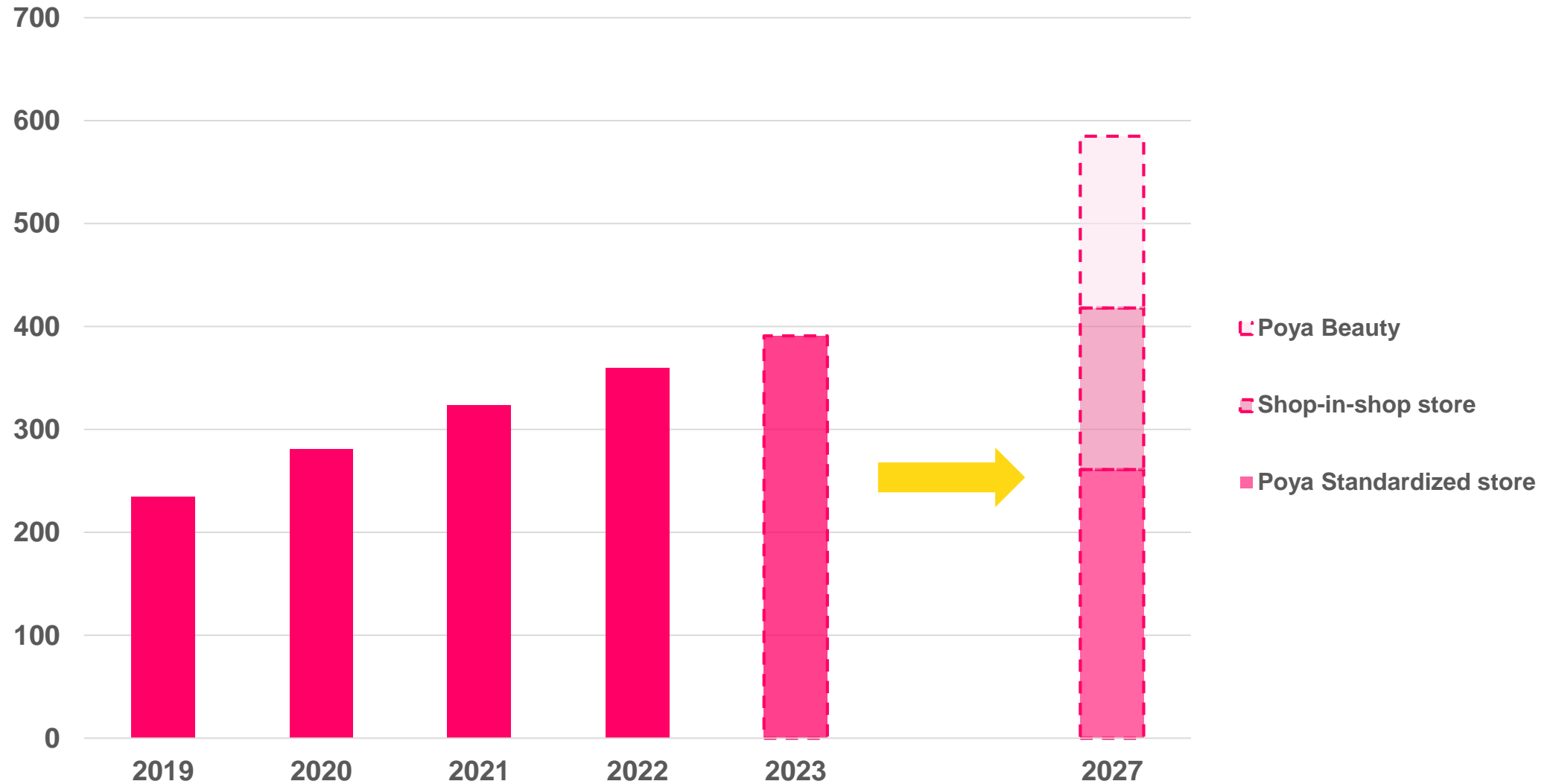
## 2023 Financial highlights:

- Sales were NT\$20.1bn, up 13.4% YoY.
- GPM was 44.1%, up 2.1% YoY.
- OPM was 14.5%, up 6.6% YoY.
- 2023 EPS was NT\$24.41, up 21.7% YoY.



# Store Expansion Plan

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# Poya's different Store Format

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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 **1.7%** of total sales in 2023.
- We plan to introduce more NFMCG perennial seller products to enhance our brand value.



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 自然植感指腹遮瑕刷



樂品旅行套裝(5件組)

NT\$69

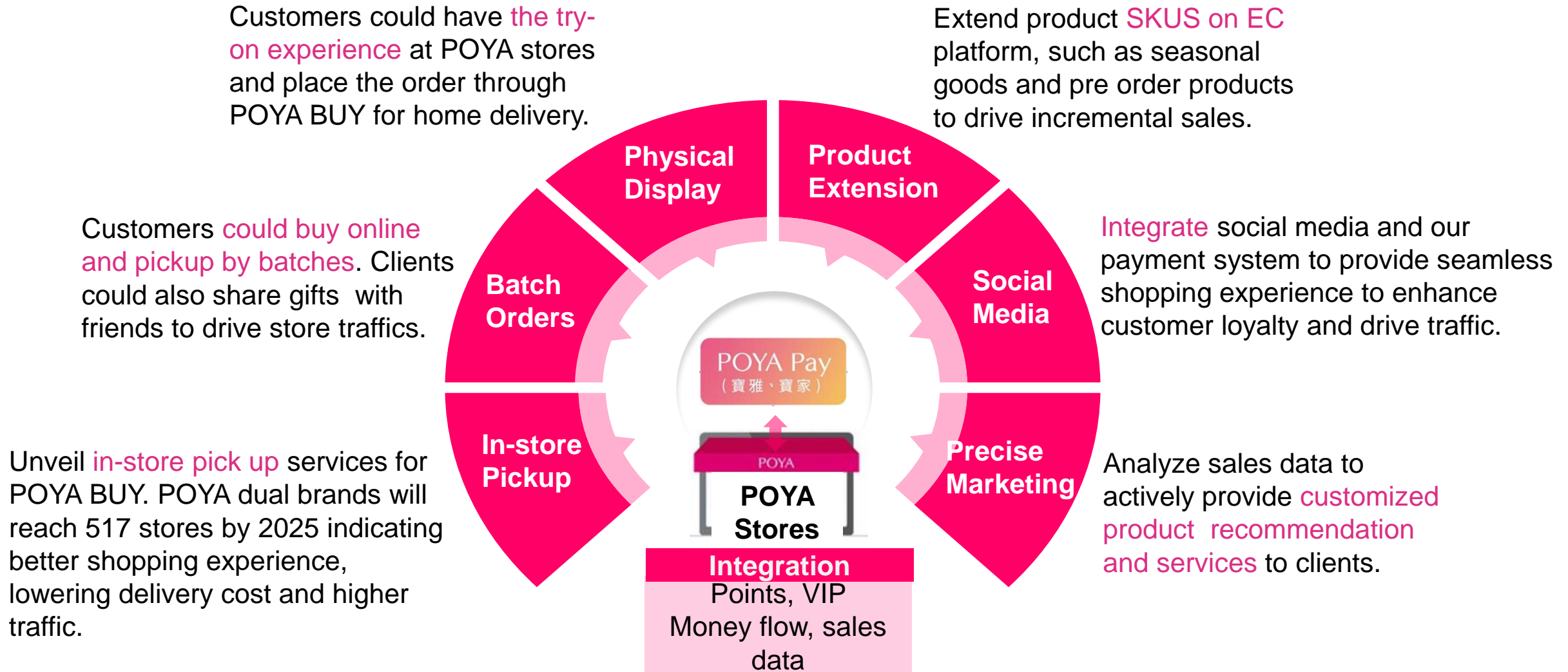


樂品立體棉被壓縮袋-L

NT\$119

# POYA's OMO Strategy

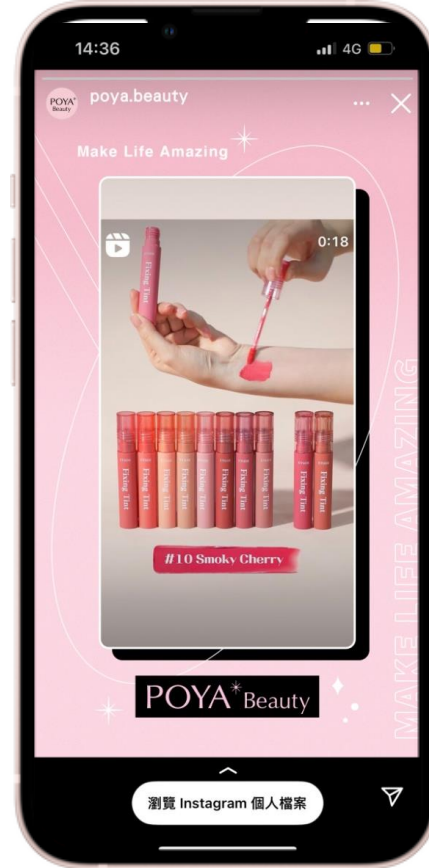
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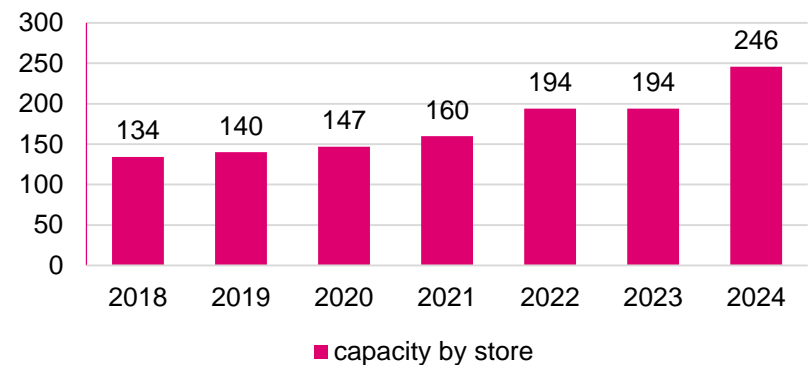


# Poya's Social Media Upgrade

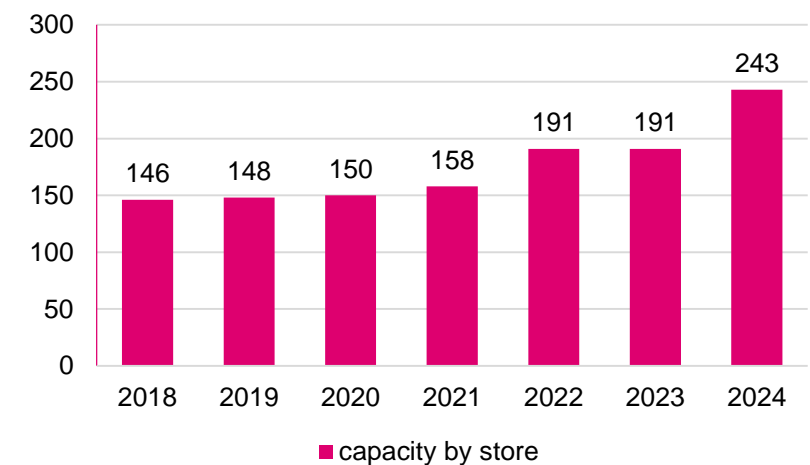
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Logistic Center in the North



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!