

POYA Beauty | HOME



Agenda

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- ❑ **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**

Company Profile

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❑ **Chairman :**
Chen, Chien-Chao

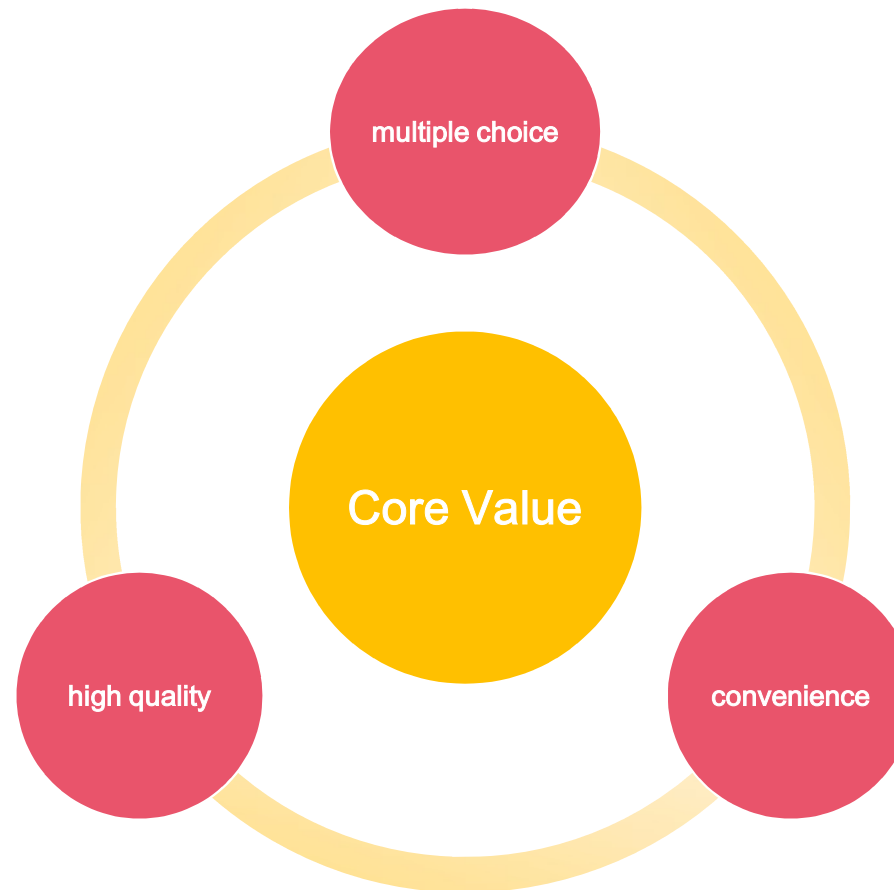
❑ **General Manager:**
Chen, Zong-Cheng

❑ **OTC Date :**
6th Sep.2002

❑ **capital :**
1.03 billion NTD

❑ **number of employees :**
5816 (Aug. 2024)

❑ **Number of stores :**
403 Poya
4 Poya Home(Sep. 2024)



3Q24 Operating Results Review

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(NT\$ mn)	2Q24	3Q23	3Q24	QoQ	YoY
Net Sales	5,628	5,870	6125	8.8%	4.3%
Cost of goods sold	3,159	3,258	3307	4.7%	1.5%
Gross profit	2,469	2,611	2818	14.1%	7.9%
Promotion Expense	1,592	1,516	1672	5.1%	10.3%
Administrative Expense	182	186	194	6.5%	4.3%
Operating profit	695	910	951	36.8%	4.6%
Non-operating items	41	-18	2	-94.0%	-113.5%
Profit before tax	736	891	954	29.5%	7.0%
Tax expenses	147	178	191	29.6%	7.0%
Net income	589	713	763	29.5%	7.0%
EPS (NT\$)	5.61	6.82	7.27	29.5%	6.6%
Ratio				DIF	DIF
GPM	43.9%	44.5%	46.0%	2.1%	1.5%
OPEX	31.5%	29.0%	30.5%	-1.0%	1.5%
OPM	12.4%	15.5%	15.5%	3.2%	0.0%
NPM	10.5%	12.1%	12.5%	2.0%	0.3%

3Q24 Financial highlights:

- Sales were NT\$6.13bn, up 4.3% YoY, on continuing post pandemic recovery.
- GPM was 46.0%, up 1.5% YoY / up 2.1% QoQ.
- OPM was 15.5%, up 0.0% YoY/ up 3.2% QoQ.
- NP came in of NT\$763mn with EPS of NT\$7.27, up 7% YoY.

1-3Q24 Operating Results Review

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(NT\$ mn)	1-3Q23	1-3Q24	YoY
Net Sales	16444	17626	7.2%
Cost of goods sold	9278	9740	5.0%
Gross profit	7166	7887	10.1%
Promotion Expense	4305	4811	11.8%
Administrative Expense	521	545	4.5%
Operating profit	2339	2531	8.2%
Non-operating items	-37	37	-200.2%
Profit before tax	2303	2567	11.5%
Tax expenses	457	514	12.4%
Net income	1846	2054	11.3%
EPS (NT\$)	17.67	19.59	10.9%



Ratio			
GPM	43.6%	44.7%	1.2%
OPEX	29.4%	30.4%	1.0%
OPM	14.2%	14.4%	0.1%
NPM	11.2%	11.7%	0.4%


1-3Q24 Financial highlights:

- Sales were NT\$17.6bn, up 7.2% YoY.
- GPM was 44.7%, up 1.2% YoY.
- OPM was 14.4%, up 0.1% YoY.
- 1-3Q24 EPS was NT\$19.6., up 11% YoY.

3Q24 Sales trend




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 Double-digit growth
  Single-digit growth
  Decrease

3Q24 Sales YOY by products		Sales mix		3Q24 Sales Trend
		3Q23	3Q24	
Cosmetics		16%	18%	Solid demand for beauty related products: Cosmetics and traveling related products led the growth.
Beauty		7%	8%	
Others		6%	5%	
Skin Care		16%	17%	
Bath		11%	11%	
Household.		16%	16%	
Textile		9%	9%	
Hardware		5%	4%	
Food		7%	7%	
Groceries		3%	2%	
Accessories		3%	3%	

1-3Q24 Sales trend

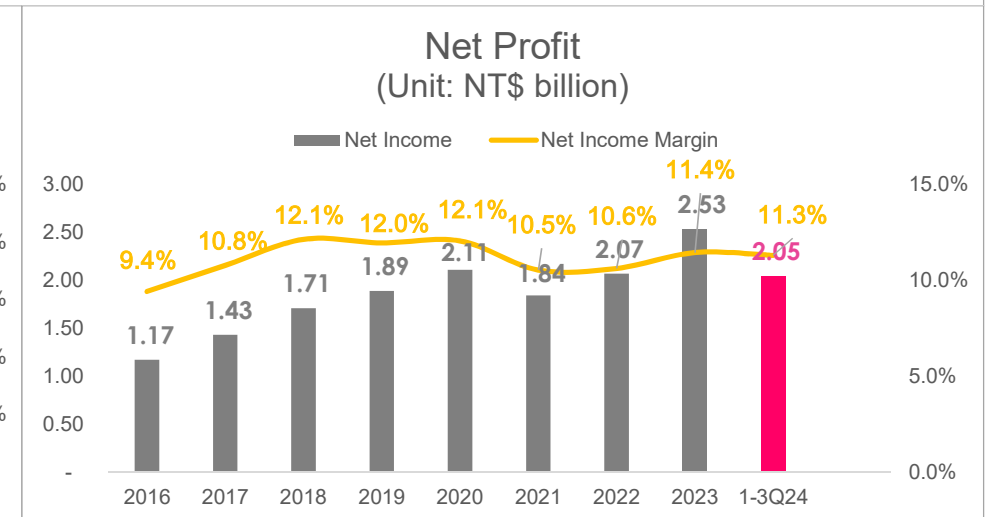
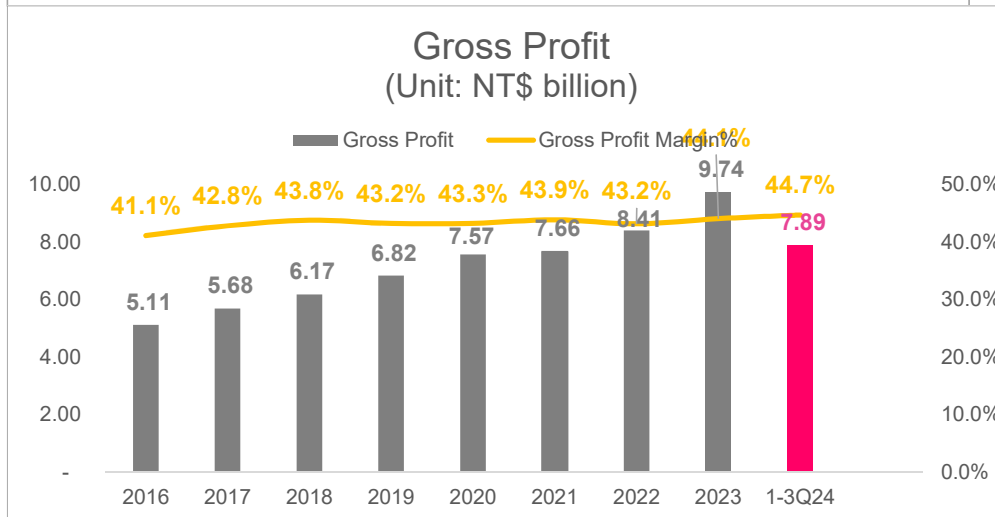
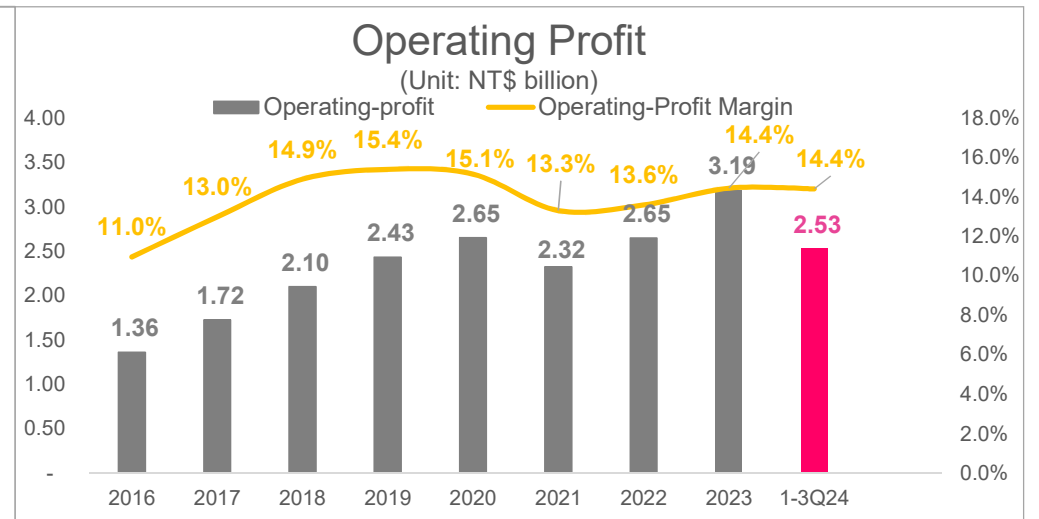
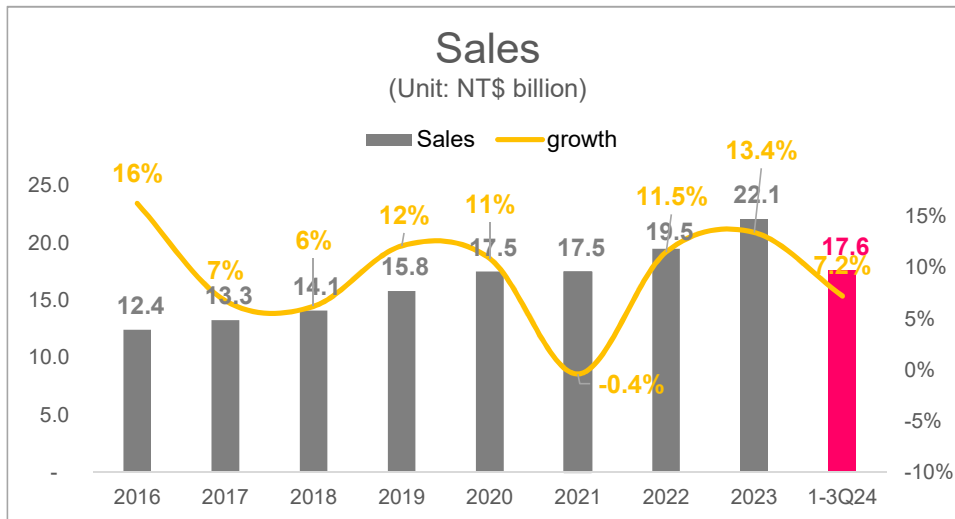
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Financials

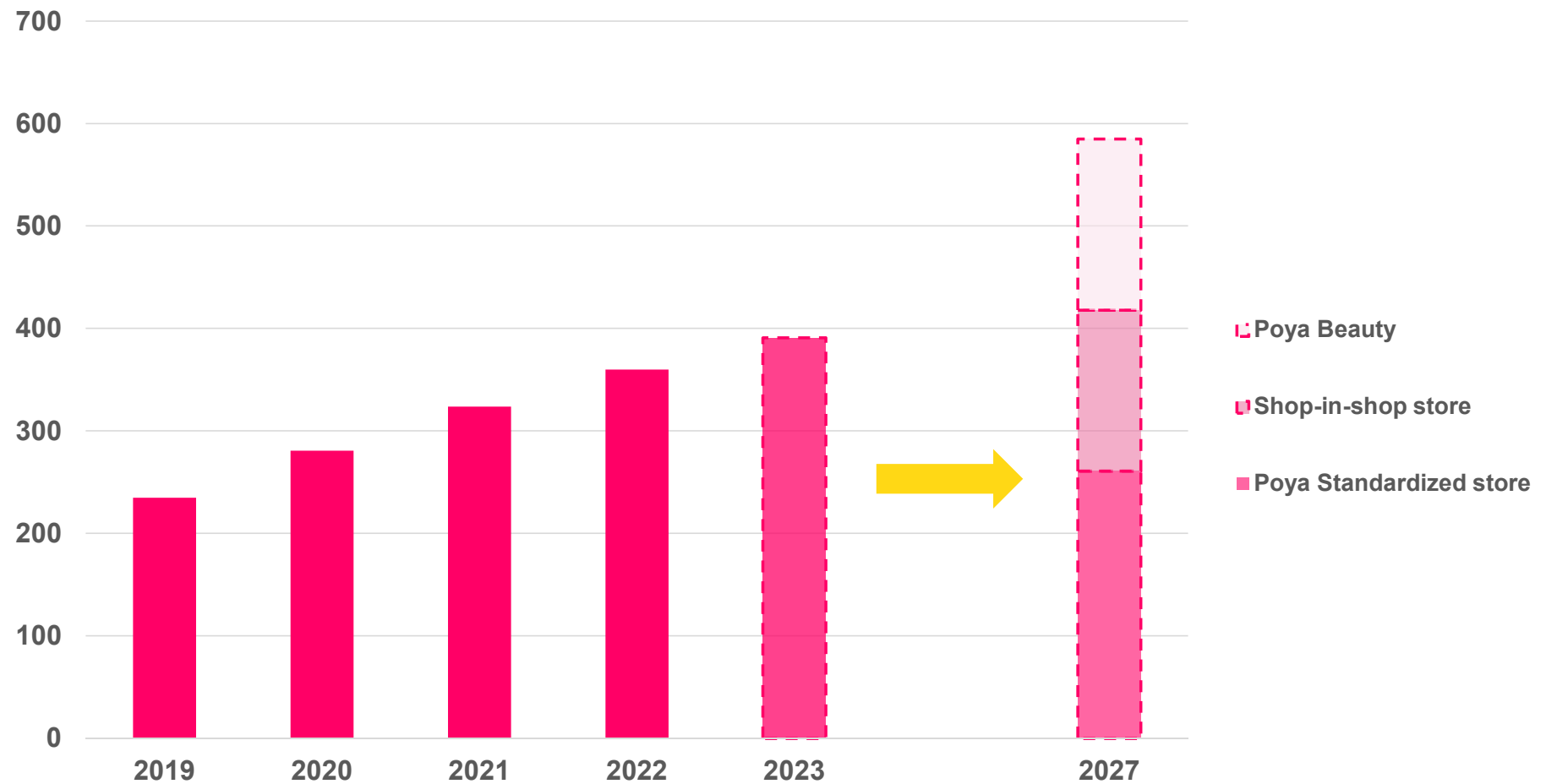
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Store Expansion Plan

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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

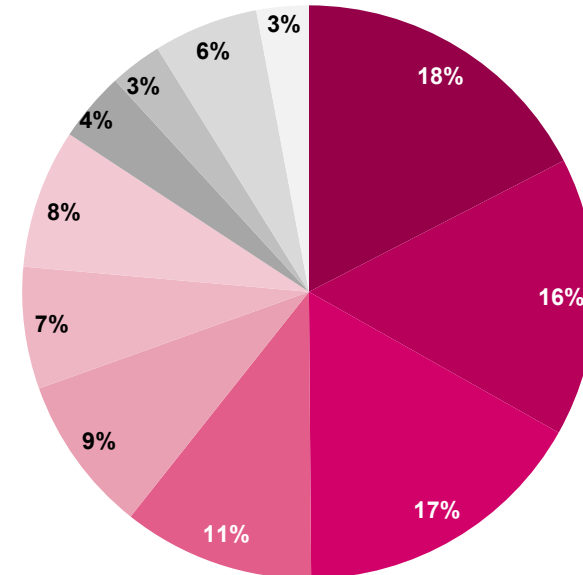


Poya+Home inside

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Sales Breakdown by Products 1-3Q24

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- Cosmetics
- Skin Care
- Textile
- Beauty
- Accessories & others
- Groceries
- Houshold
- Bathing
- Food
- Hardware
- Others

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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

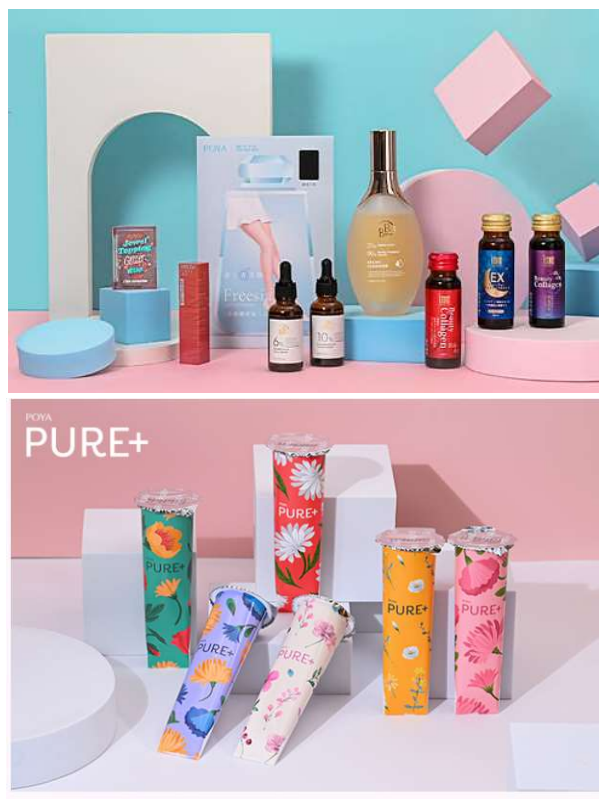
1. Introducing trending accessories such as clips/necklace
2. Introducing functional sports socks/ underwear, and trending/colorful home products



Private Brand Plan

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- Private label products accounted for **2.4%** of total sales in 2024.
- We plan to introduce more NFMCG perennial seller products to enhance our brand value.

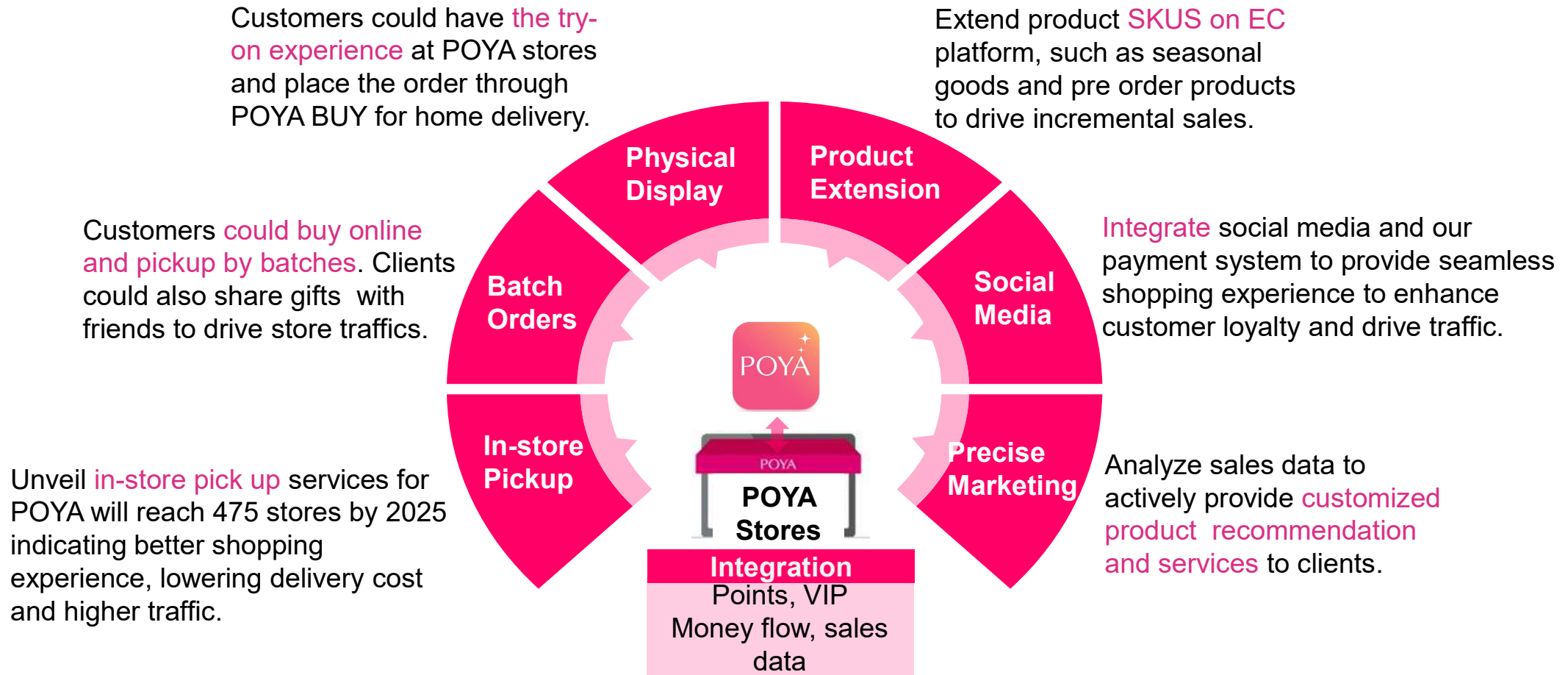


— POYA Original 自有品牌 —



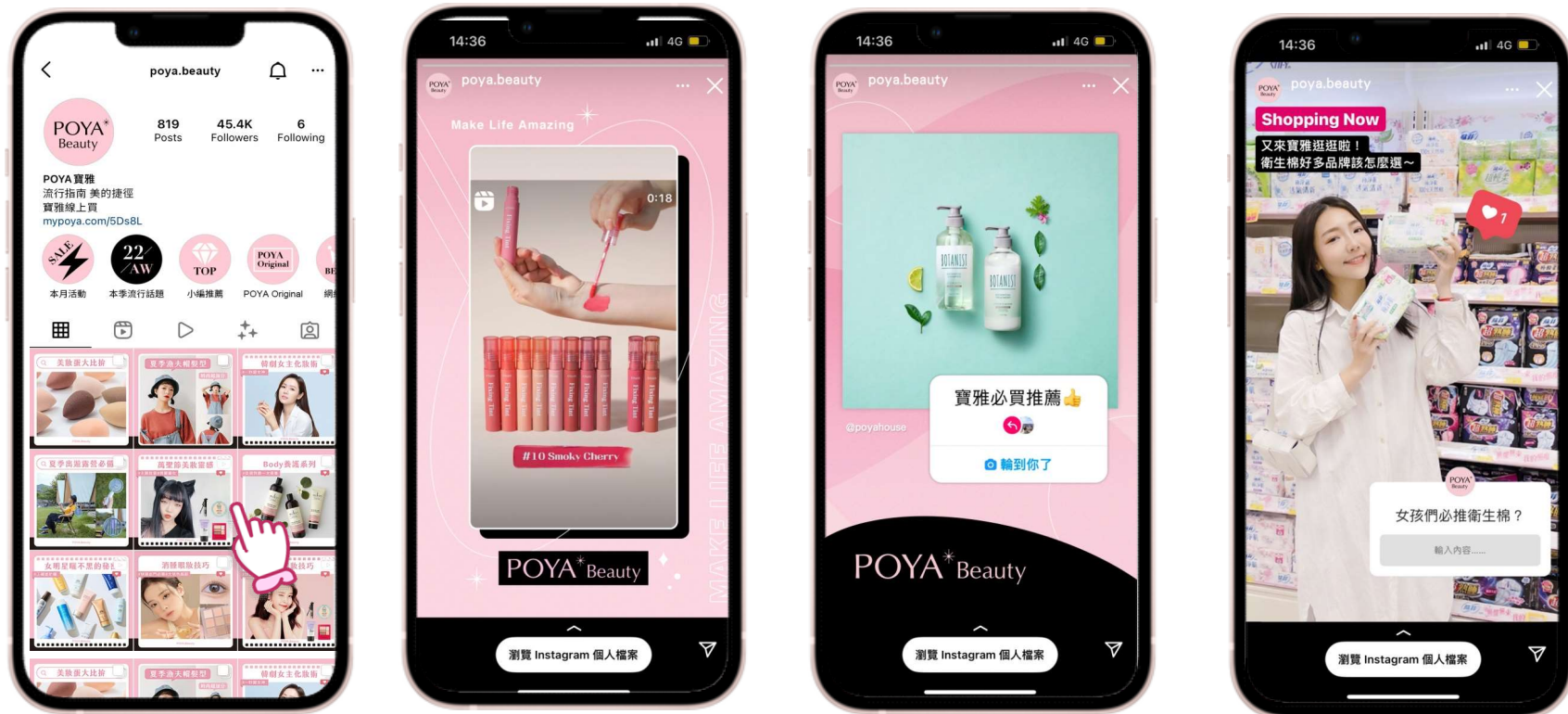
POYA's OMO Strategy

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Poya's Social Media Upgrade

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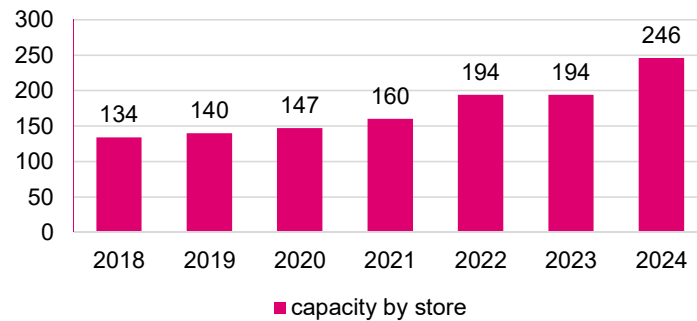


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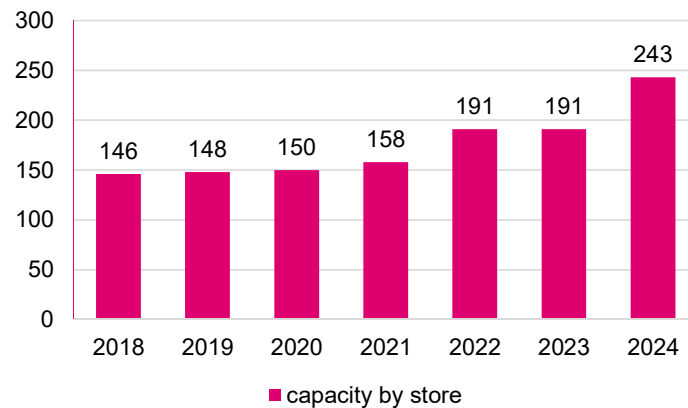
Centralized Logistic Center

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Logistic Center in the North

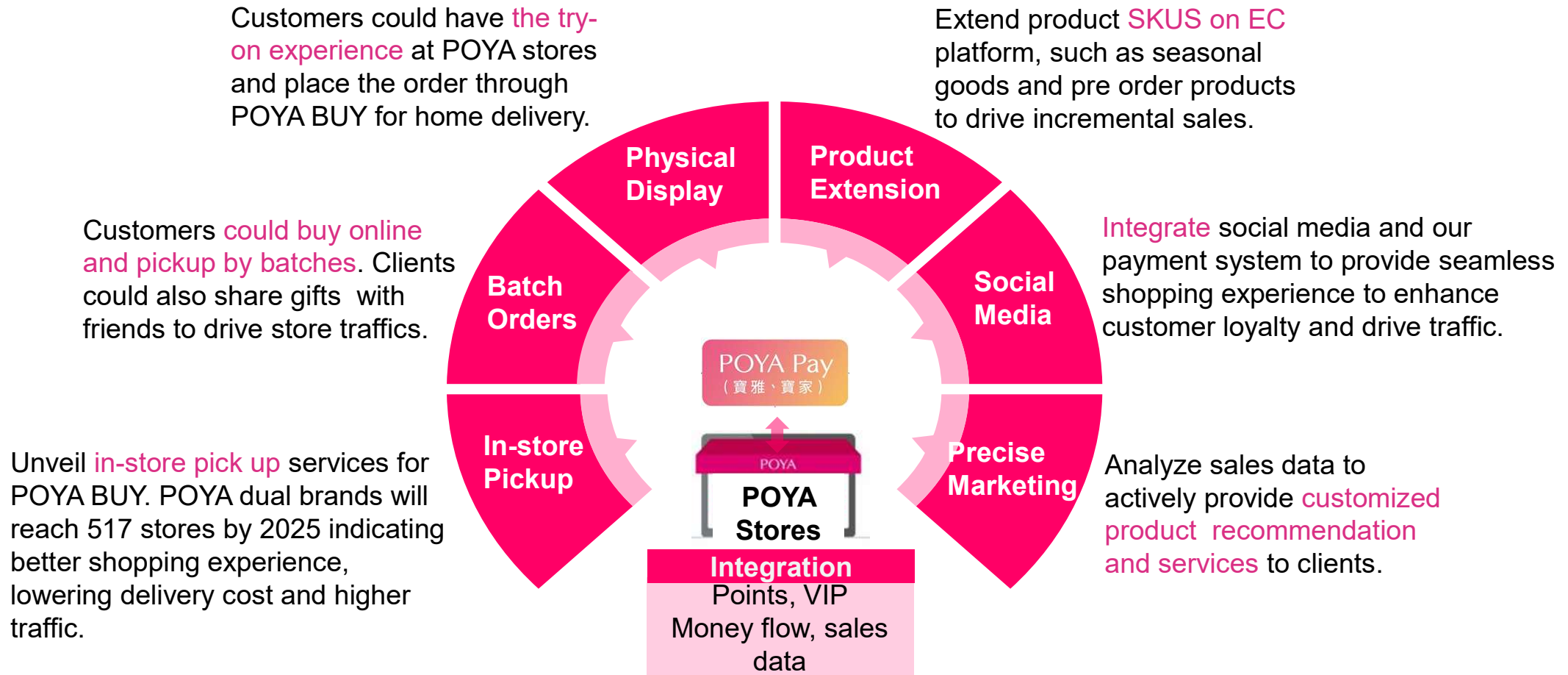


Logistic Center in the South



POYA's OMO Strategy

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Thank you!