



POYA 寶雅



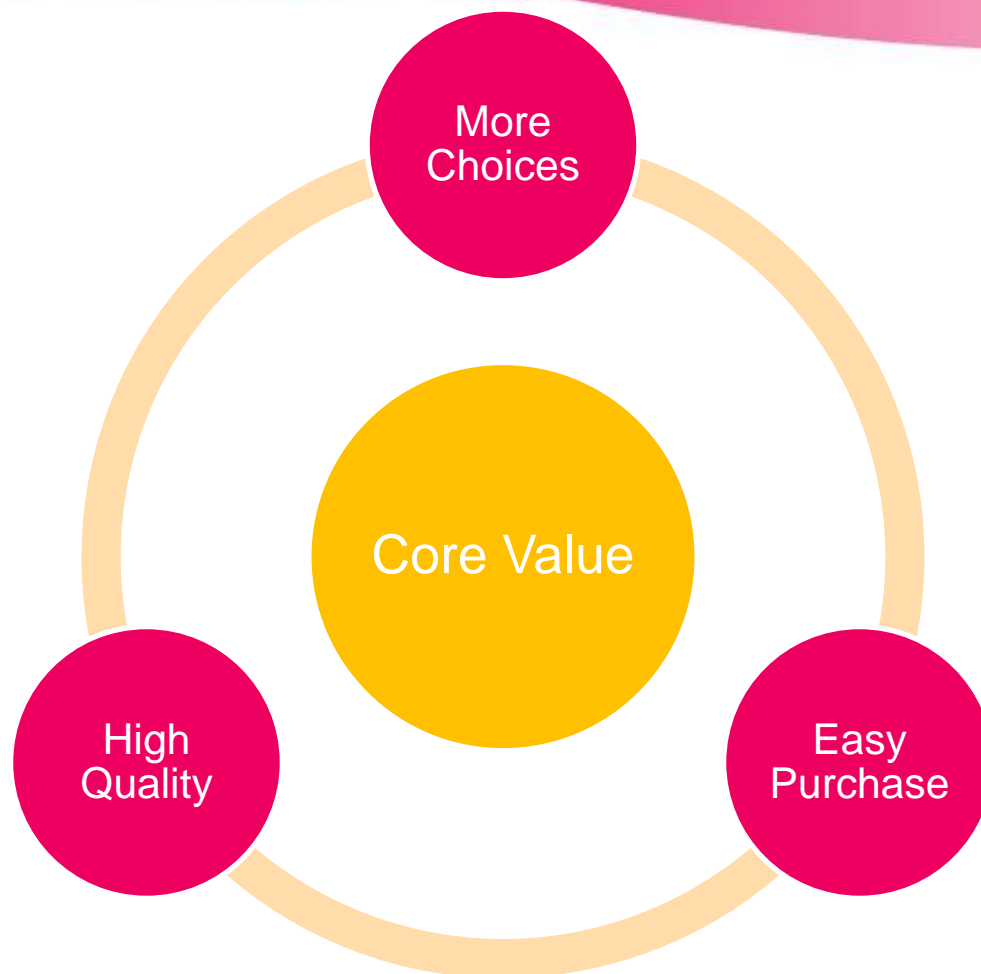
POYA

Agenda

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

About POYA

- ❑ **Chairman:**
Chen, Jian-Zao
- ❑ **Listing date:**
Sep. 6th, 2002
- ❑ **Capital:**
1.01NT\$ billion
- ❑ **No. of staff:**
4657 (Nov. 21)
- ❑ **Stores counts: (Nov.21)**
275poya/32 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
台北總店訂座
台北字號417號
11 郵 品

全館滿\$399
APP登錄發票
抽戰賽唯美
精彩好禮100名
(詳見G1)

10大品牌衛生棉
滿\$299
贈衛生紙乙串
(詳見G1)

09/03-10/04
專櫃滿千送百
(詳見G2-G3)

寶雅獨家
MIT ME
反孔神膏
粉底液 / 附

週年慶
35th
Make Life Amazing!

POYA 寶雅 5F

Make Life Amazing!
為妳打造 精彩生活

Grand Opening

12/21 美麗進駐

POYA 寶雅

2020/08/11 (Thu.)
► 2020/07/14 (Thu.)

全館消費 贈送美白
乳霜
3大品牌衛生棉
滿\$299
贈送衛生紙
乙串

贈品 16大品牌
滿\$1,800
贈送乳霜
乙串

非凡經典
夏日換采肌對策
肌膚乾乾之你 歡迎 4 晚淨白
保養期間 2020/08/11-2020/08/14

POYA 寶雅

2020/08/17 (Thu.)
► 2020/10/12 (Thu.)

樂遊漫旅 精彩隨行
Delightful Trip

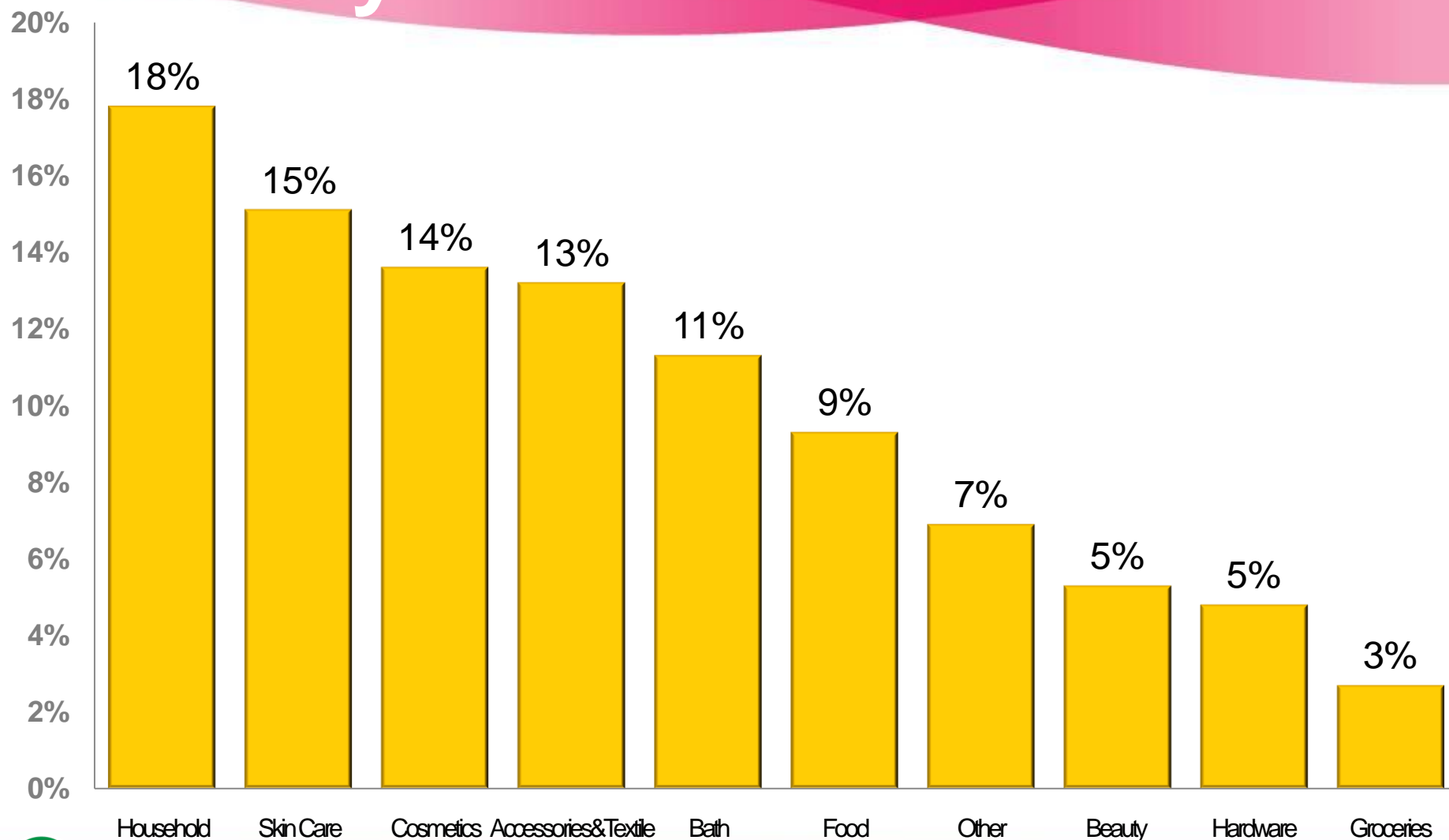
贈送夏日神精補
潤乳霜 100g
(詳見G1)

3大品牌 衛生棉
滿\$299
贈送衛生紙
乙串
(詳見G1)

2020/10/12-2020/10/14
贈送乳霜 乙串

Sales Breakdown by Products 2020FY

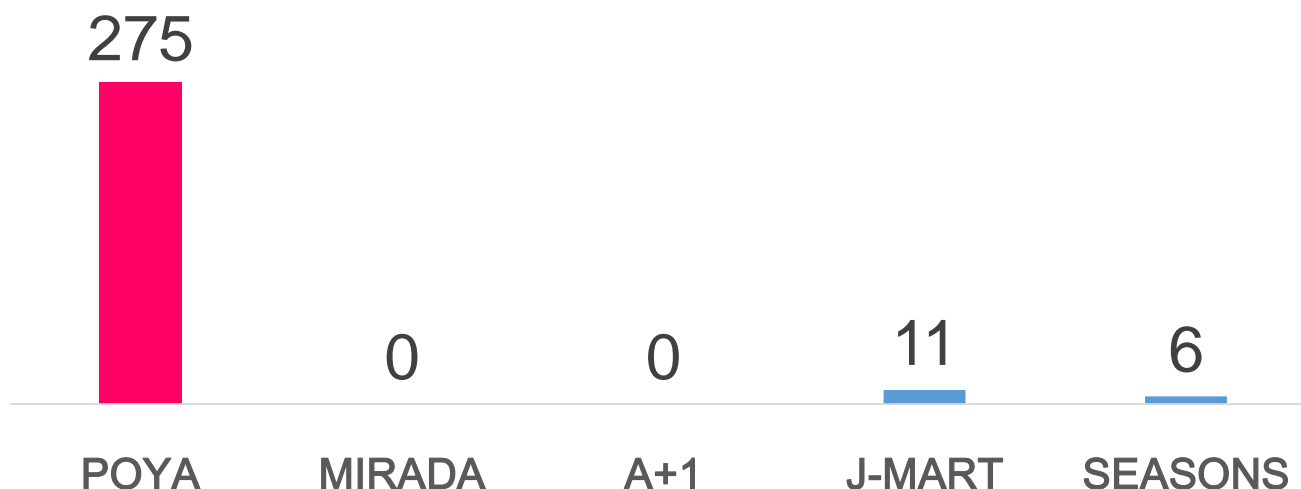
POYA



POYA as market leader

Store Counts

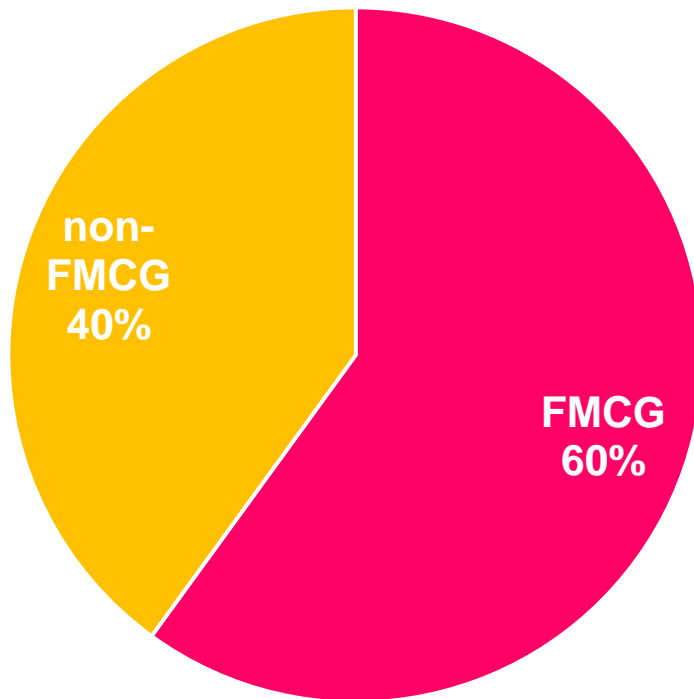
Store numbers/year	2015	2016	2017	2018	2019	2020	202110
POYA	131	157	177	201	230	260	275
MIRADA	27	30	29	26	25	0	0
A+1	5	5	5	0	0	0	0
J-MART	8	8	9	11	10	11	11
SEASONS	11	9	9	8	7	6	6
Total	182	209	229	246	272	277	292
POYA market share%	72%	75%	77%	82%	85%	94%	94%



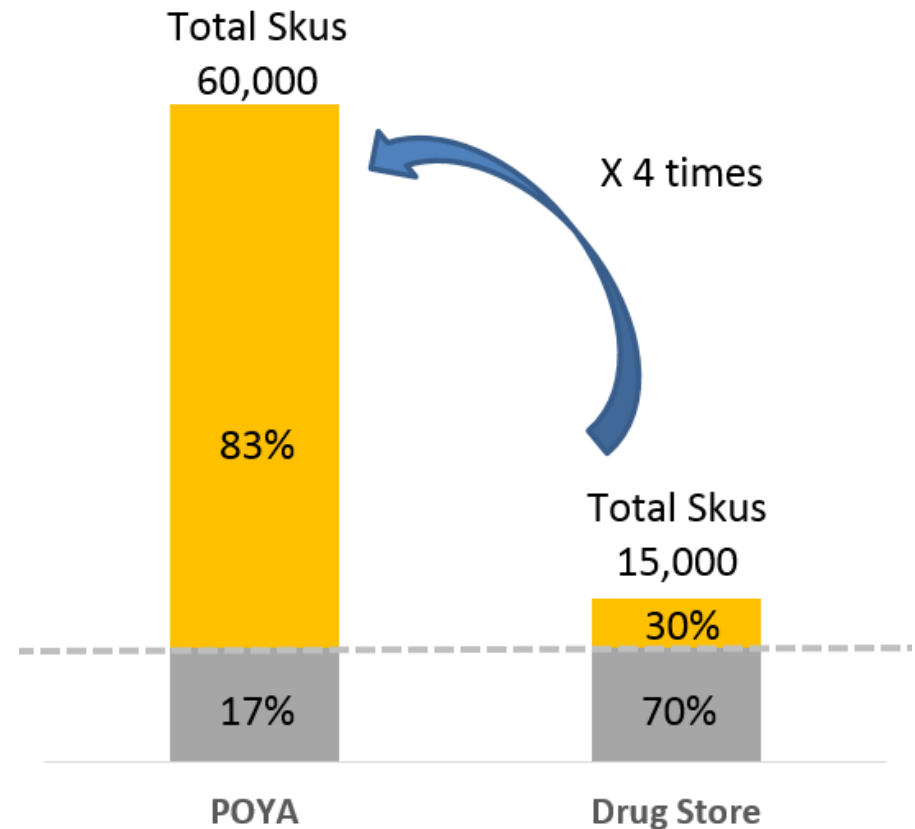
Our preemptive edge over peers

POYA

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
- ❑ 2nd growth driver—Poya Home
- ❑ OMO Strategy



Upgrade to new Gen stores

create make-up zone



Upgrade to new Gen stores

create hotspot display zone



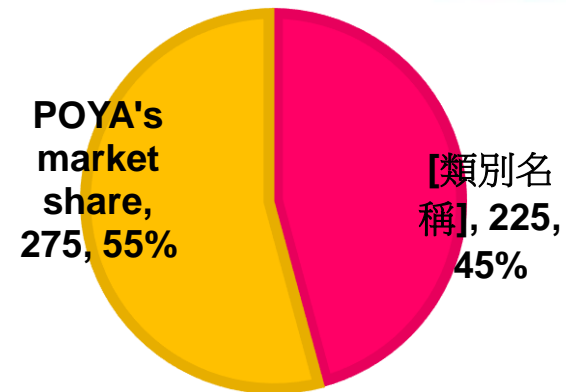
Total Addressable market

Poya

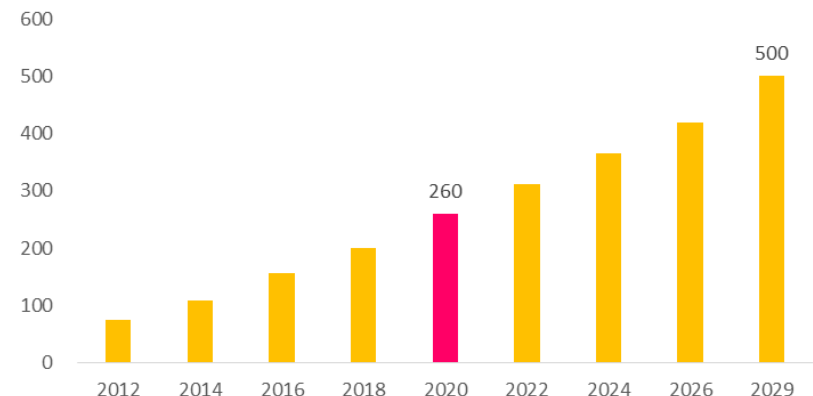
POYA

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

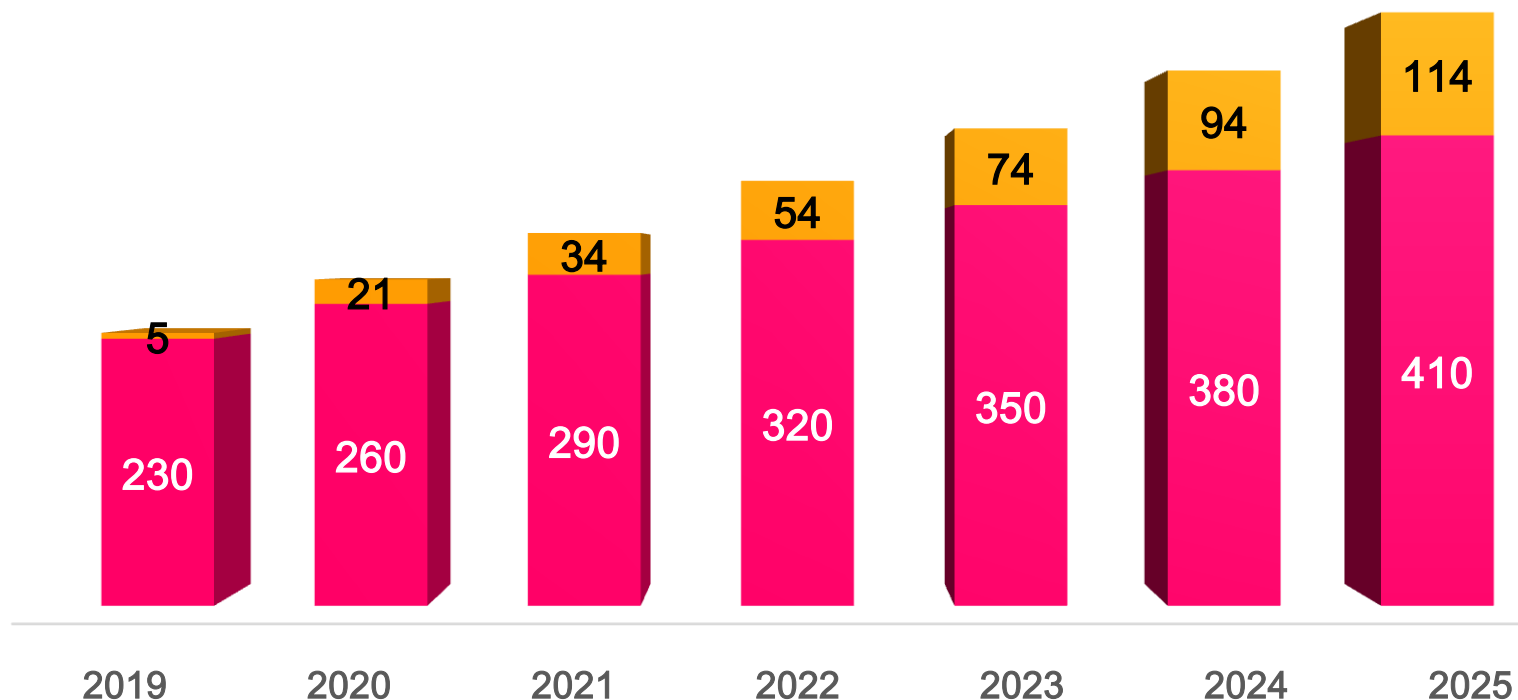


Store Expansion Plan

Store number

■ POYA

■ Pova Home



Total->

235

281

324

374

424

474

524

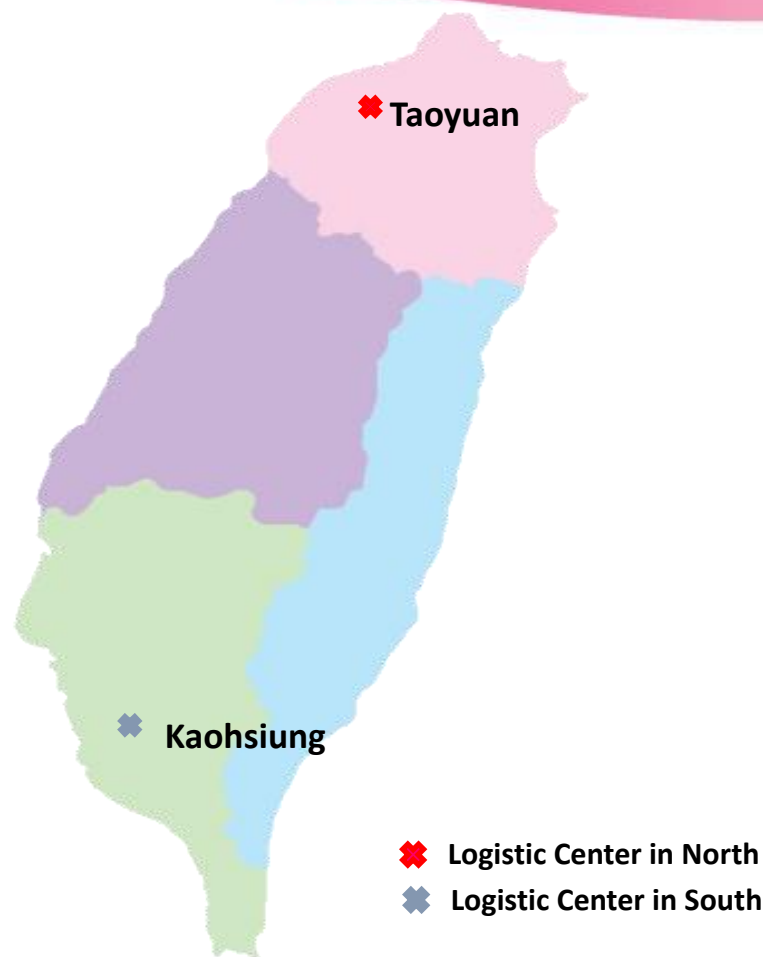
Logistic Centers

□ Northern Logistic Center:

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

□ Southern Logistic Center:

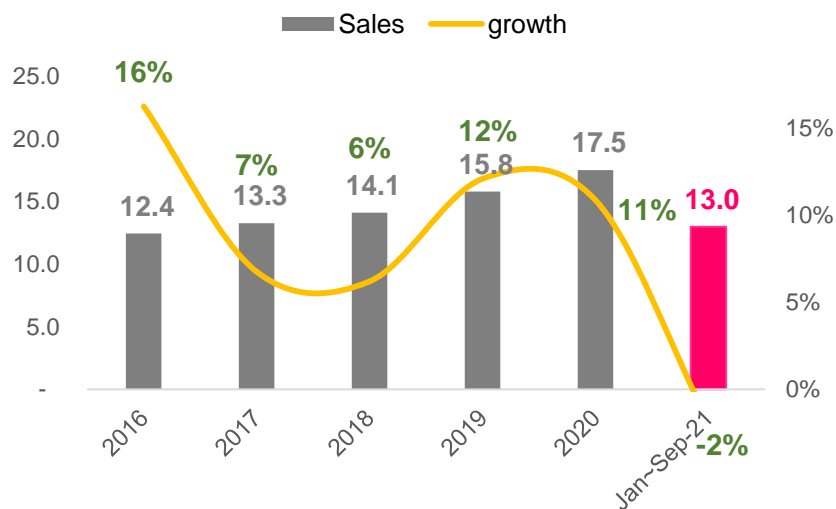
- Capacity: 200 stores
- Started operation since July, 2017



Financials

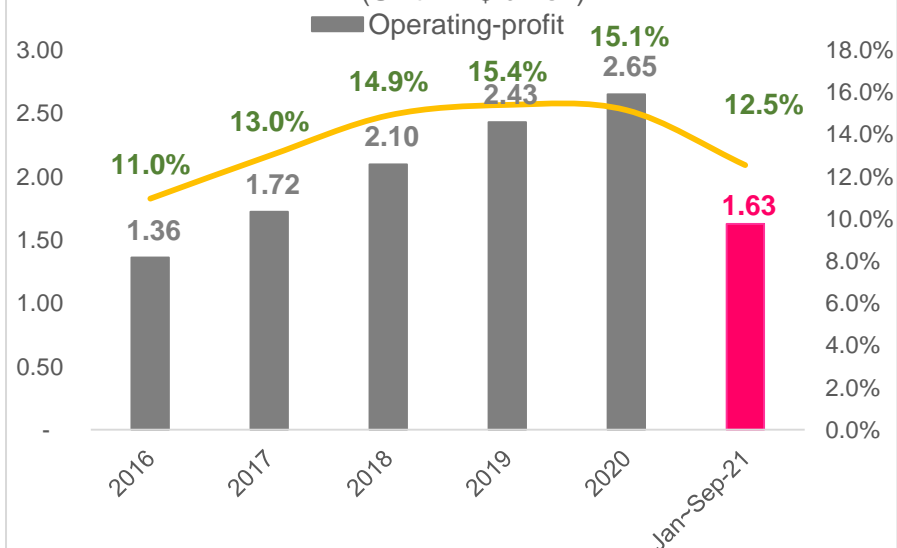
Sales

(Unit: NT\$ billion)



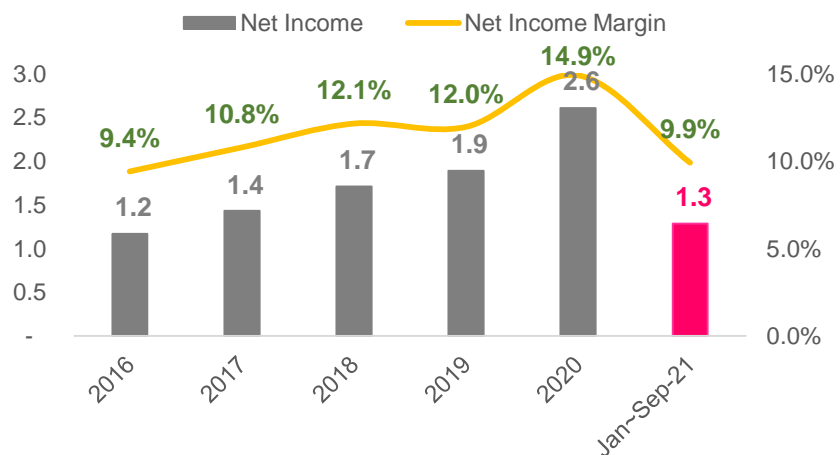
Operating Profit

(Unit: NT\$ billion)



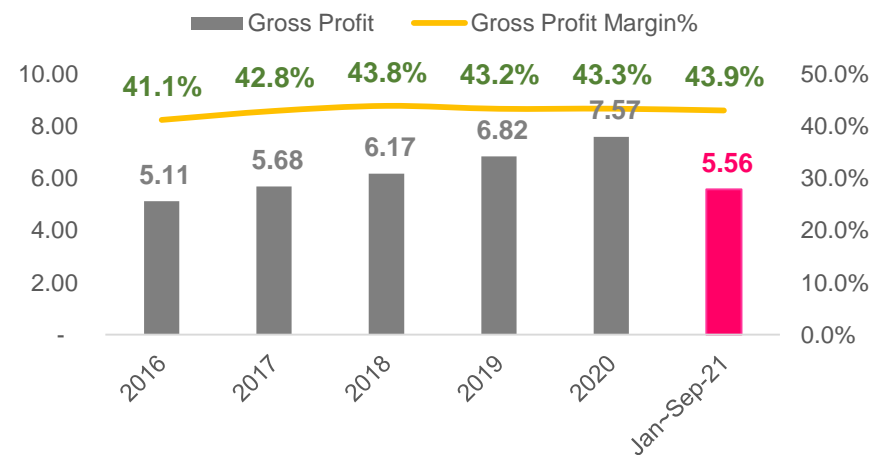
Net Profit

(Unit: NT\$ billion)

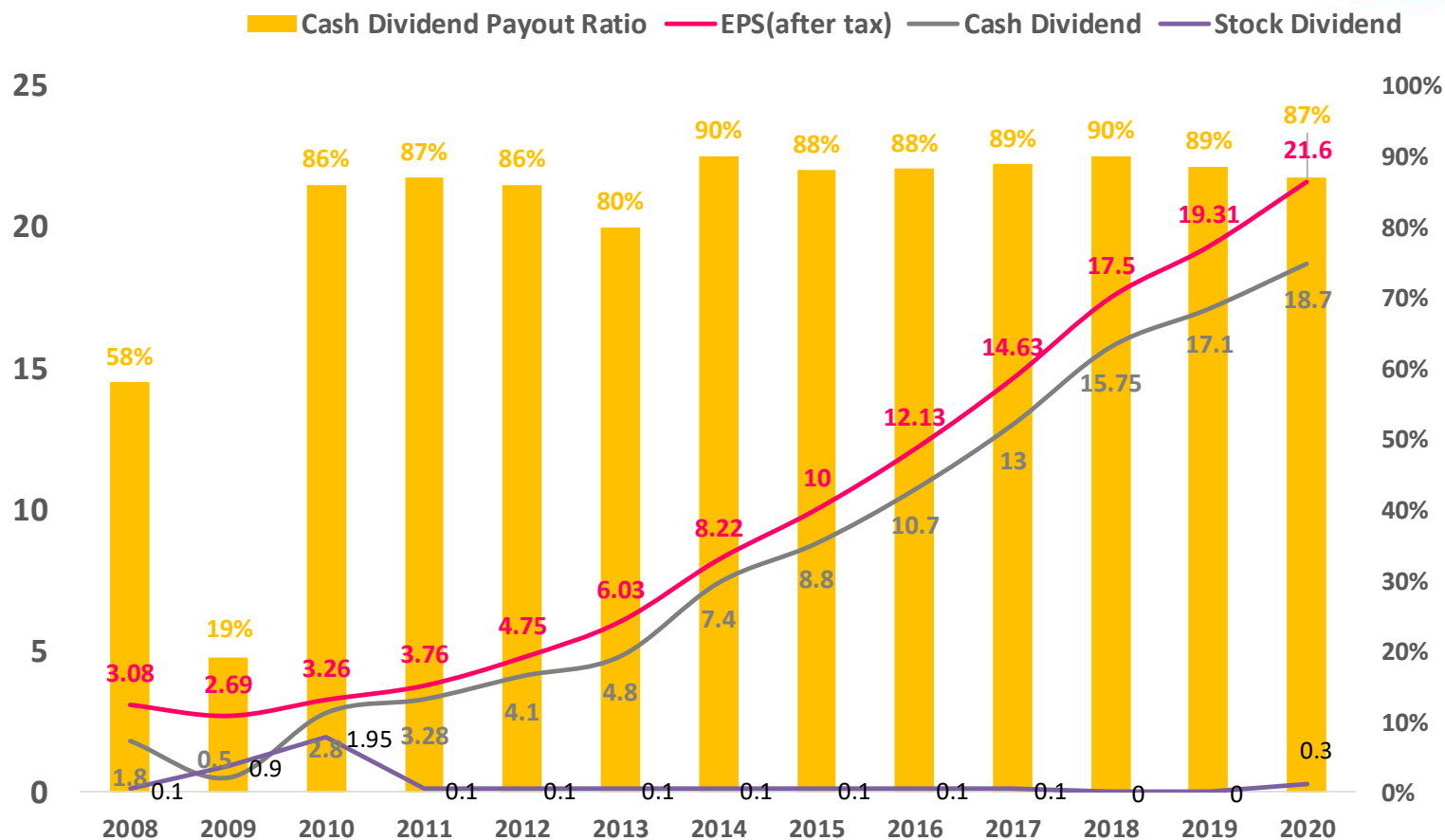


Gross Profit

(Unit: NT\$ billion)



Sustainable Cash Dividend



THANK YOU