POYA Beauty | HOME

Agenda

- **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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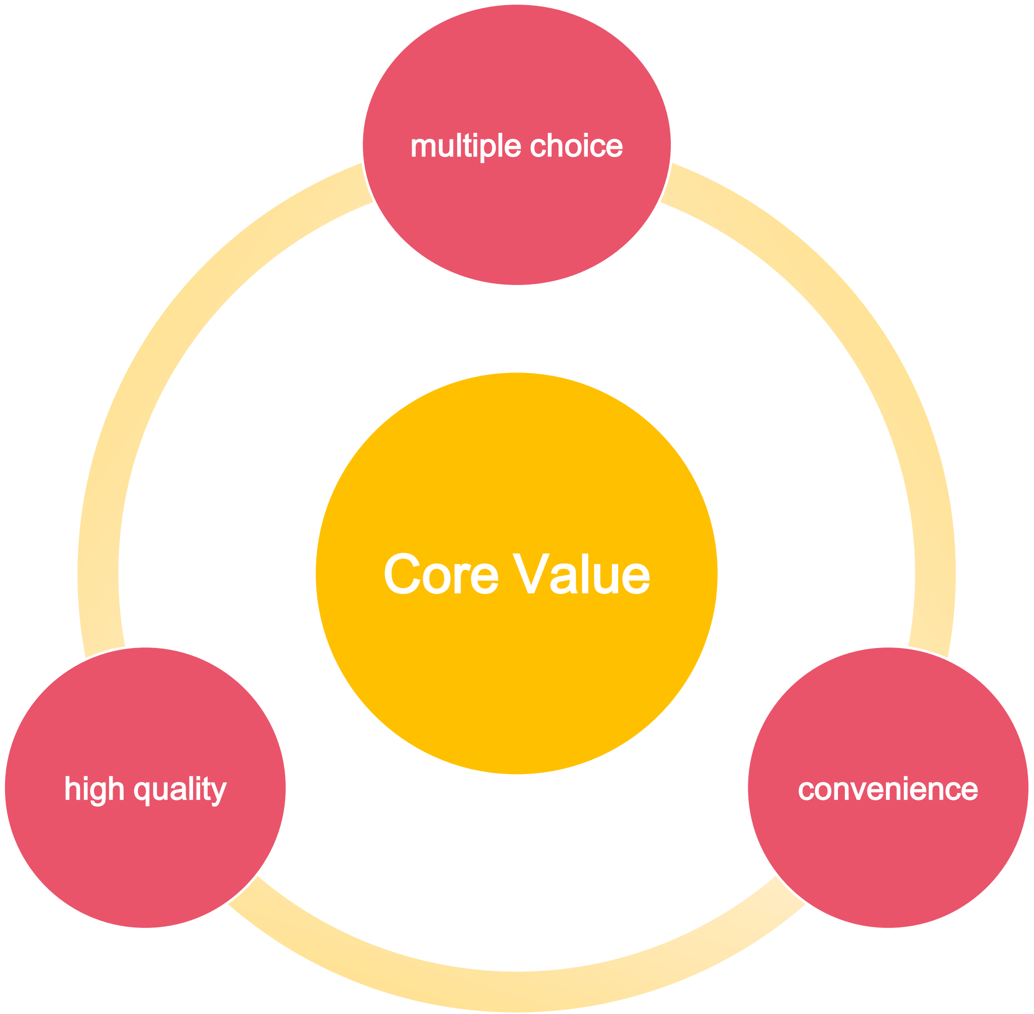
- Chairman :
  Chen, Chien-Chao
- General Manager:
  Chen, Zong-Cheng
- OTC Date :
  6th Sep.2002
- capital :
  1.03 billion NTD
- number of employees :
  5780 (Mar.2024)
- Number of stores :
  370Poya
  23Poya Home(Mar.2024)



1Q24 Operating Results Review

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(NT$ mn)	4Q23	1Q23	1Q24	QoQ	YoY
Net Sales	5,635	5,293	5,874	4.2%	11.0%
Cost of goods sold	3,063	2,925	3,274	6.9%	11.9%
Gross profit	2,572	2,368	2,600	1.1%	9.8%
Promotion Expense	1,541	1,362	1,547	0.4%	13.6%
Administrative Expense	176	173	169	-4.2%	-2.3%
Operating profit	854	834	884	3.5%	6.0%
Non-operating items	(4)	(12)	(7)	65.4%	-43.3%
Profit before tax	850	822	877	3.2%	6.7%
Tax expenses	170	164	176	3.5%	7.3%
Net income	680	658	702	3.2%	6.7%
EPS (NT$)	6.57	6.36	6.78	3.2%	6.6%
Ratio				**DIF**	**DIF**
GPM	45.6%	44.7%	44.3%	-1.4%	-0.4%
OPEX	30.5%	29.0%	29.2%	-1.3%	0.2%
OPM	15.2%	15.7%	15.0%	-0.1%	-0.7%
NPM	12.1%	12.4%	12.0%	-0.1%	-0.4%

1Q24 Financial highlights:

- Sales were NT$5.87bn, up 11.0% YoY, on continuing post pandemic recovery.
- GPM was 44.3%, down 0.4% YoY / down 1.4% QoQ.
- OPM was 15.0%, down 0.7% YoY/ down 0.1% QoQ.
- NP came in of NT$702mn with EPS of NT$ 6.78, up 6.7% YoY.

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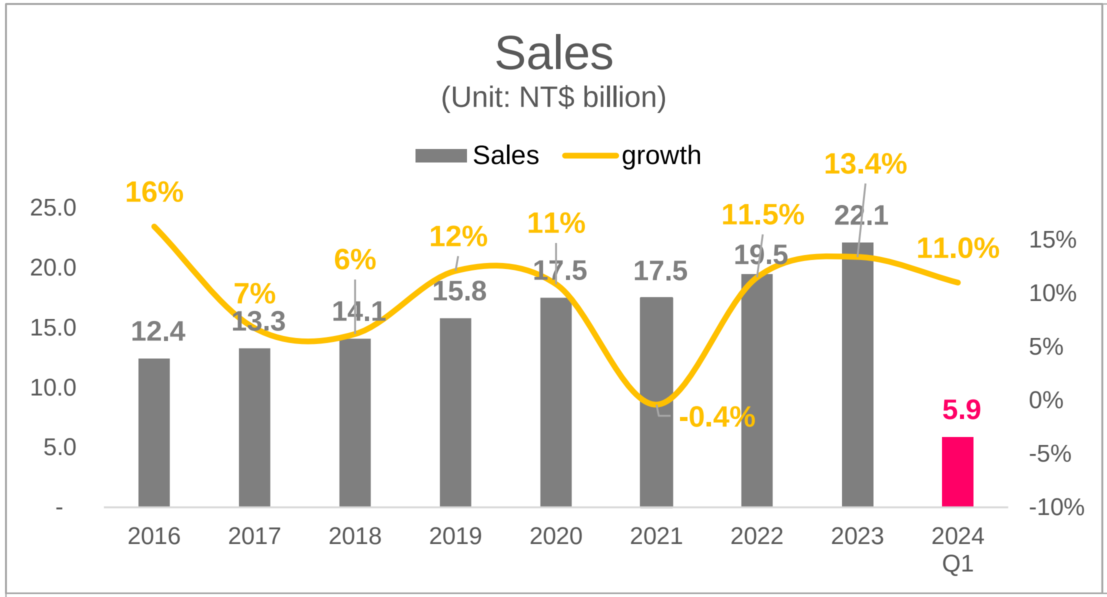
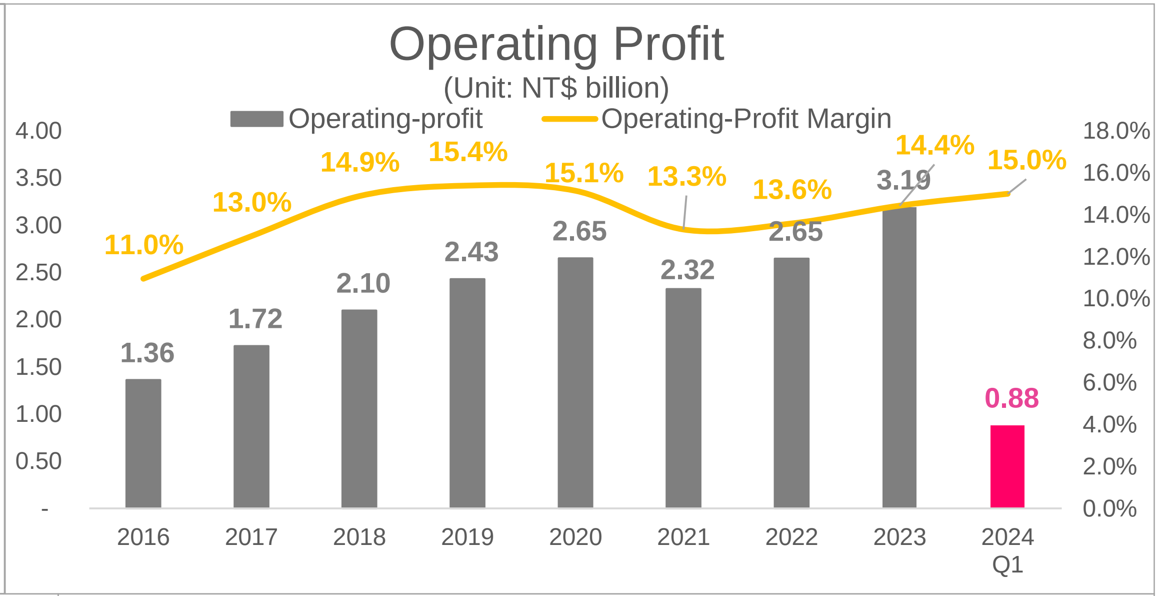
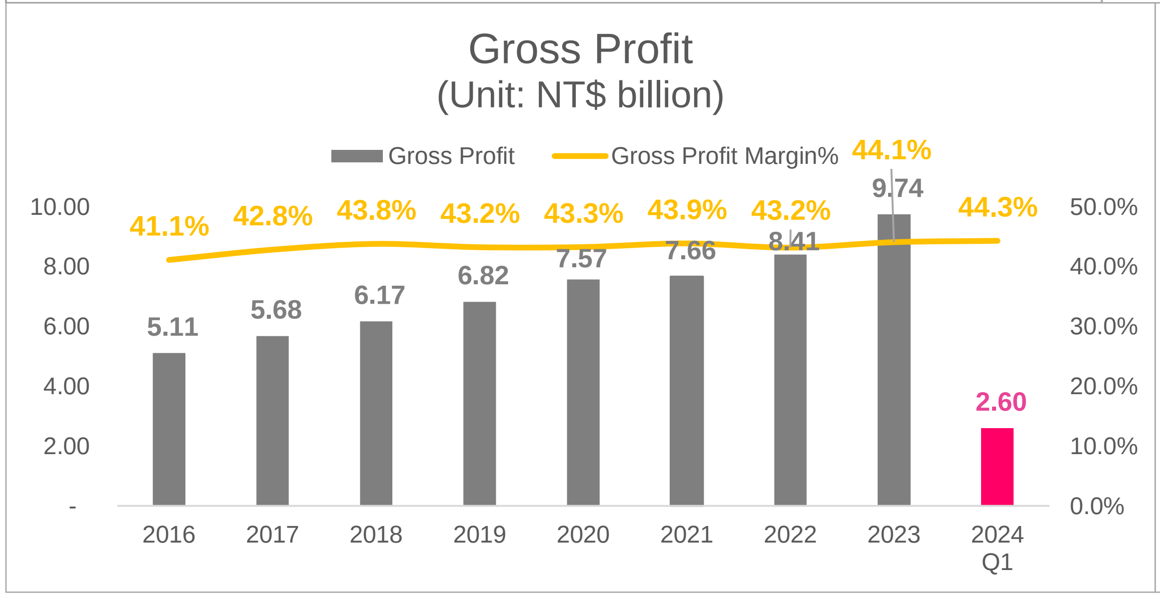
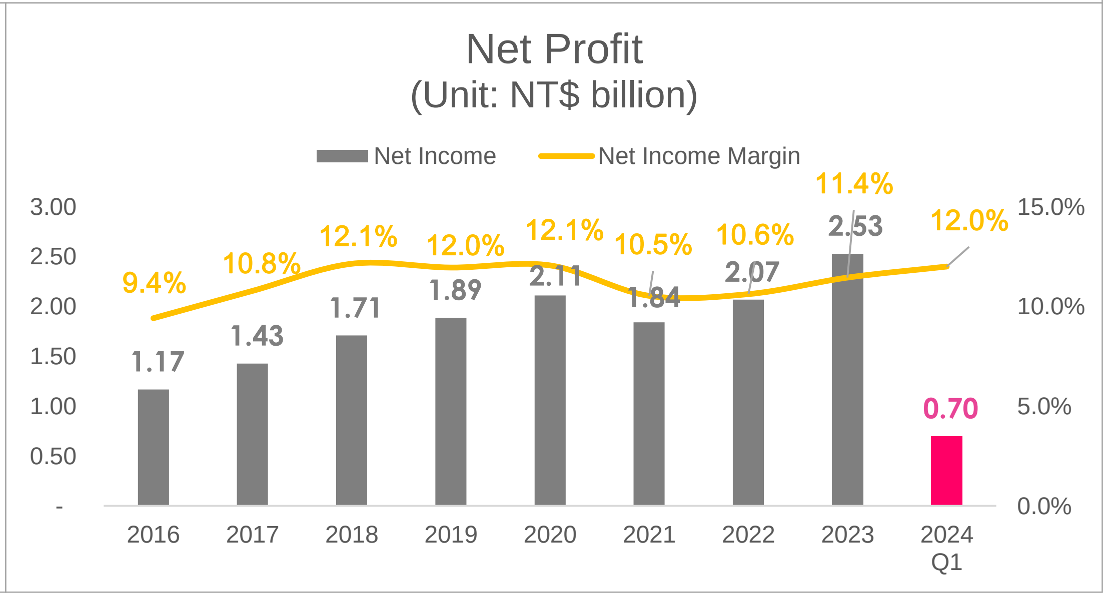
Financials









Store Expansion Plan

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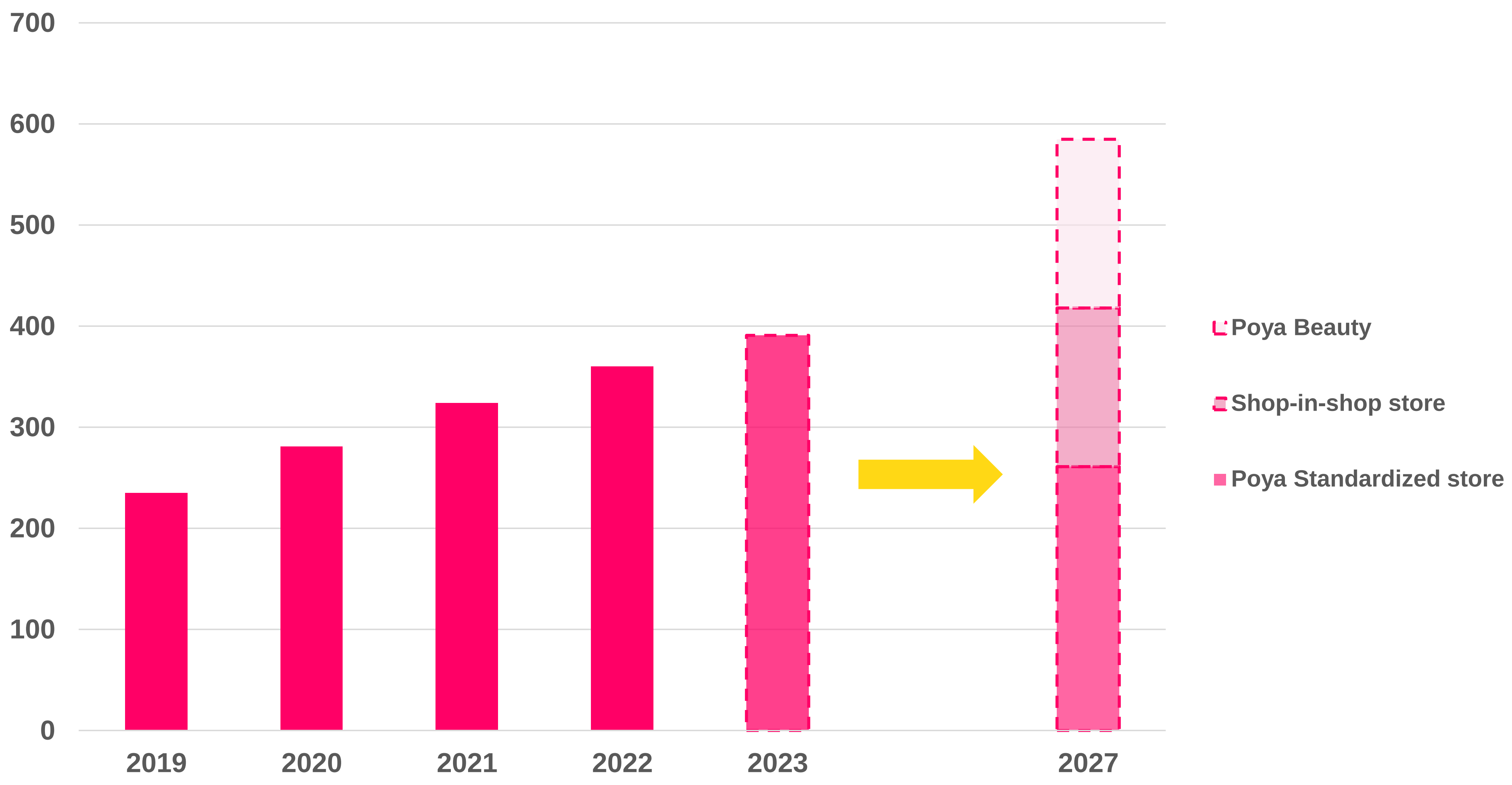

Poya's different Store Format

Poya Community Shop

Poya Beauty Street Shop

Poya Beauty Shop at Shopping mall

Poya+Home insde

2023-2024 Product Assortment Strategy

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FMCG

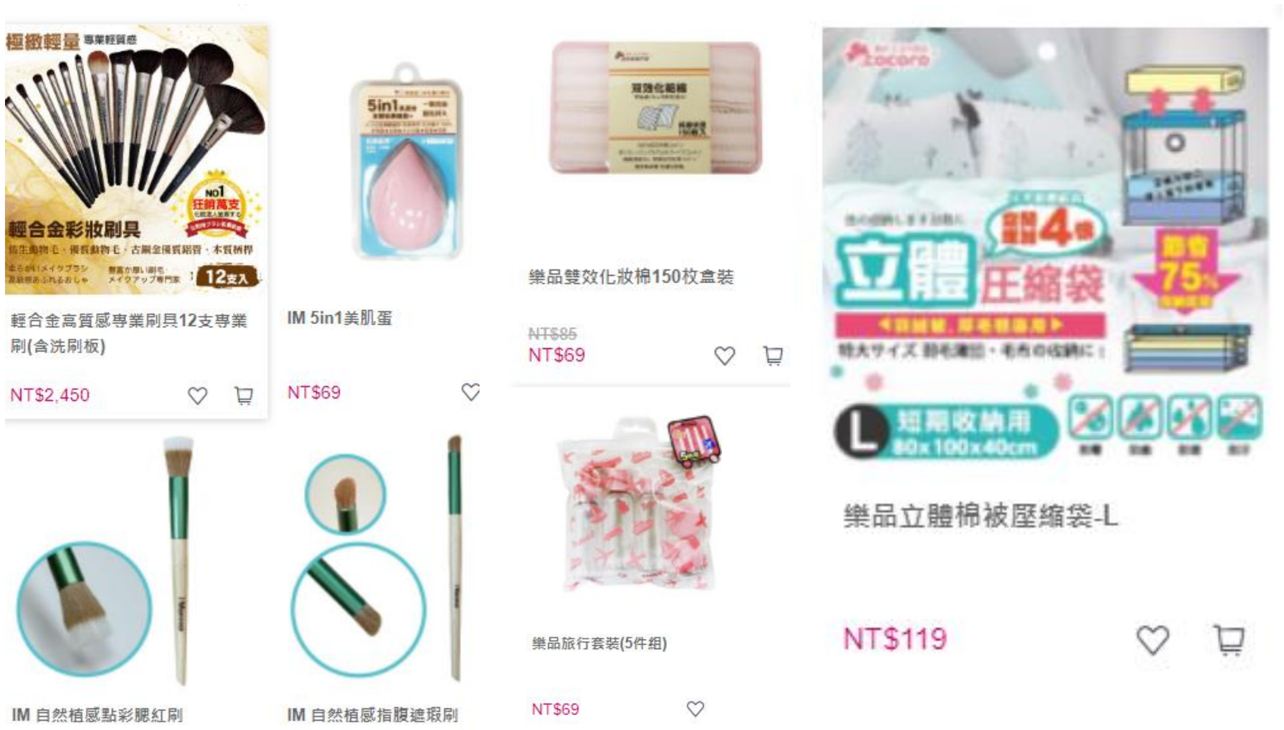
1. Expanding the shelf space and product skus for beauty products with enhancing fun make-up experience.
2. Roll out of highly discussed Korean/Chinese/Thai cosmetics brands, develop manicure products, and hair care/styling products.

NFMCG

1. Introducing trending accessories such as clips
2. Introducing functional sports socks, functional underwear, and ice feeling textile products.

Private Brand Plan

- 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.



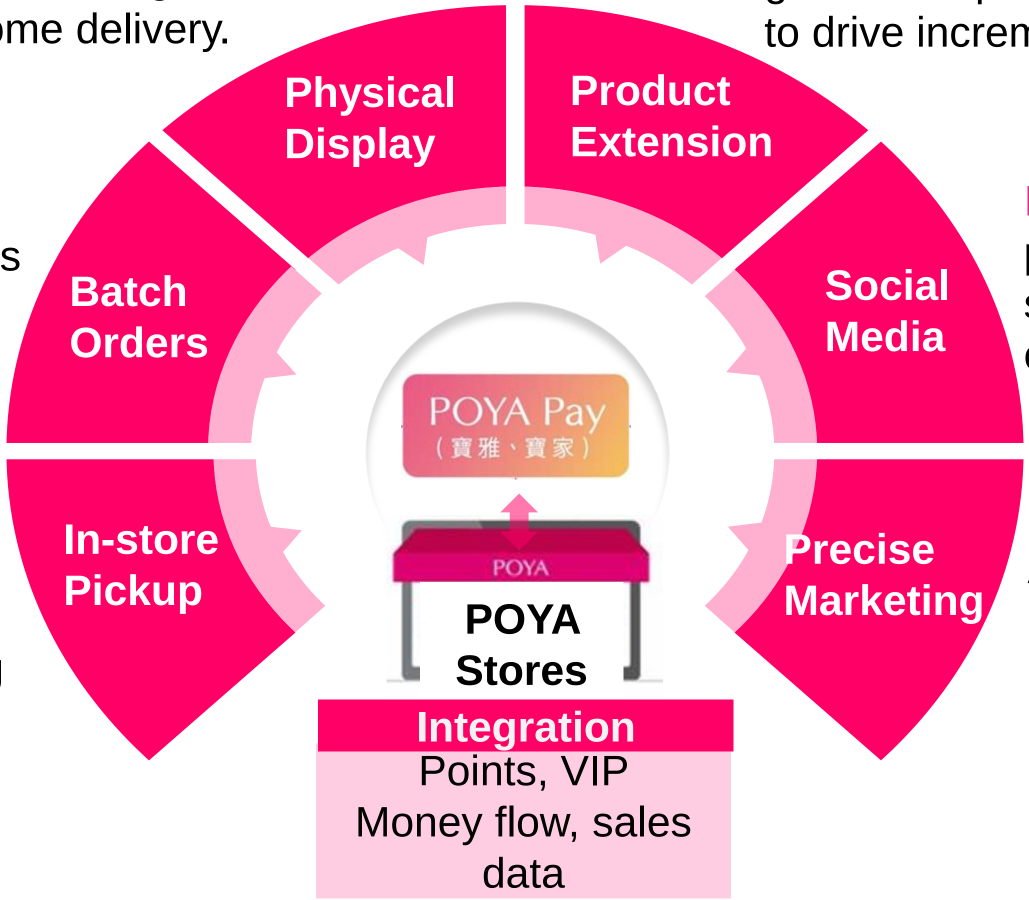
POYA's OMO Strategy

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

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

Customers could buy online and pickup by batches. Clients could also share gifts with friends to drive store traffics.

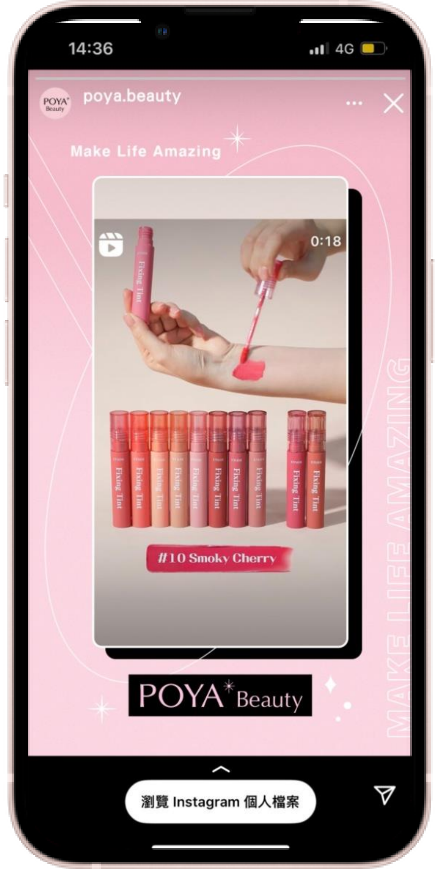
Integrate social media and our payment system to provide seamless shopping experience to enhance customer loyalty and drive traffic.



Unveil in-store pick up services for POYA BUY. POYA dual brands will reach 517 stores by 2025 indicating better shopping experience, lowering delivery cost and higher traffic.

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

Poya's Social Media Upgrade



Centralized Logistic Center

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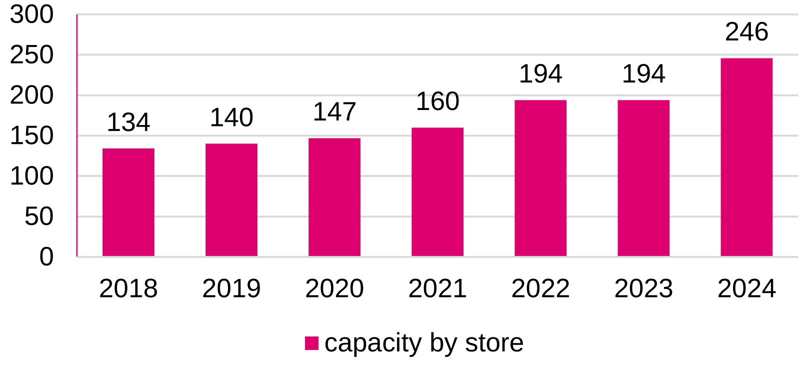
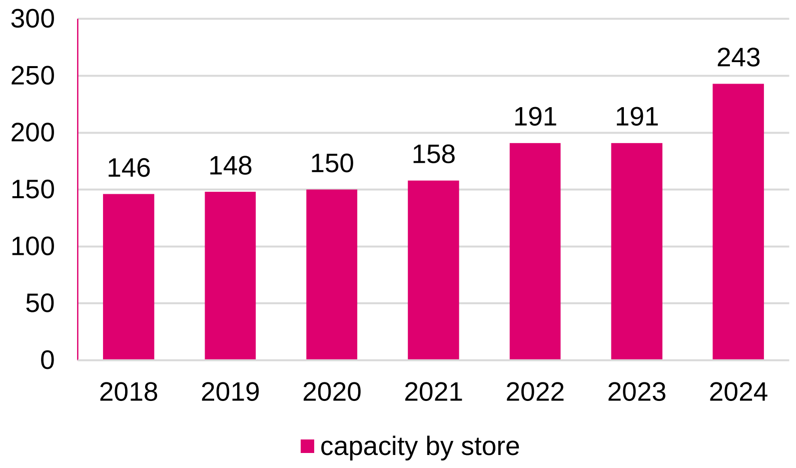
Logistic Center in the North



Logistic Center in the South



Logistic Center in the North
Logistic Center in the South
Logistic Center in the Central

Thank you!