# 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 :

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

□ capital :

1.049 billion NTD

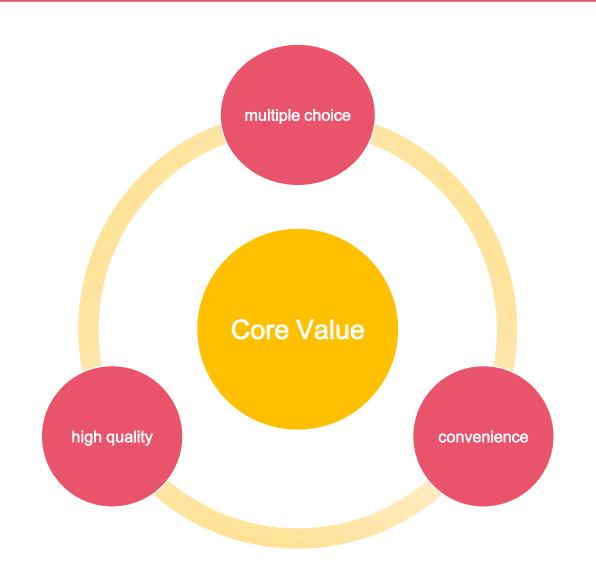
□ number of employees :

5106 (Apr. 2025)

**□** Number of stores :

**420 Poya** 

0 Poya Home (Apr. 2025)



## 1Q25 Operating Results Review

(NT\$ mn)	4Q24	1Q24	1Q25	QoQ	YoY
Net Sales	6,002	5,874	6,296	4.9%	7.2%
Cost of goods sold	3,222	3,274	3,497	8.5%	6.8%
Gross profit	2,780	2,600	2,799	0.7%	7.6%
Promotion Expense	1,669	1,547	1,657	-0.7%	7.1%
Administrative Expense	194	169	179	-7.7%	6.0%
Operating profit	917	884	963	5.0%	8.9%
Non-operating items	22	-7	18	-16.6%	-364.6%
Profit before tax	939	877	981	4.5%	11.8%
Tax expenses	188	176	196	4.5%	11.8%
Net income	751	702	785	4.5%	11.8%
EPS (NT\$)	7.16	6.71	7.48	4.5%	11.5%
Ratio				DIF	DIF
GPM	46.3%	44.3%	44.5%	-1.9%	0.2%
OPEX	31.0%	29.2%	29.2%	-1.9%	-0.1%
OPM	15.3%	15.0%	15.3%	0.0%	0.2%
NPM	12.5%	11.9%	12.5%	-0.1%	0.5%

#### **1Q25 Financial highlights:**

- Sales were NT\$6.296bn, up 7.2% YoY, driven by beauty product categories and our remodeling efforts.
- GPM was 44.5%, up 0.2% YoY / down 1.9% QoQ.
- OPM was 15.3%, up 0.2% YoY/ up 0.0% QoQ.
- NP came in of NT\$785mn with EPS of NT\$7.48, up 11.5% YoY

## 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.

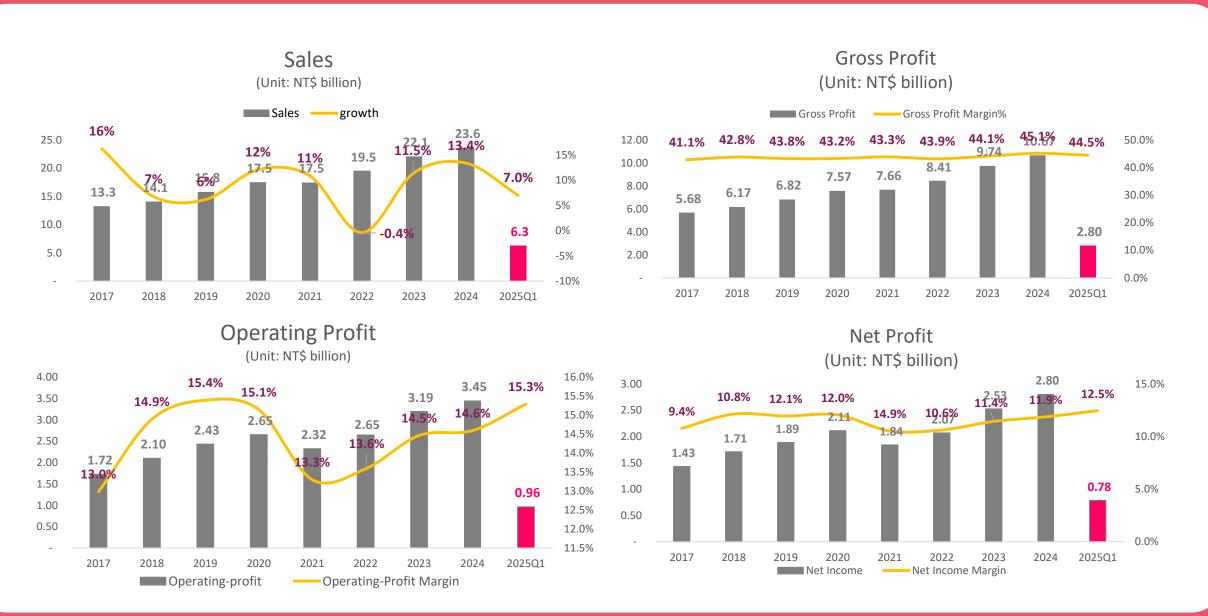
## 1Q25 Sales trend

1Q25 Sales YOY Sales by products		s mix	1Q25 Sales Trend	
		1Q24	1Q25	
Beauty	1	8%	9%	
Cosmetics	1	18%	19%	
Bath	1	12%	12%	
Skin Care	1	14%	14%	
Household	7	16%	16%	A solid demand for Beauty products.
Groceries	7	2%	2%	
Textile	7	4%	4%	
Hardware		10%	9%	
Others	7	5%	4%	
Food	<b>\(\bar{\bar{\bar{\bar{\bar{\bar{\bar{</b>	7%	7%	
Accessories	7	3%	3%	

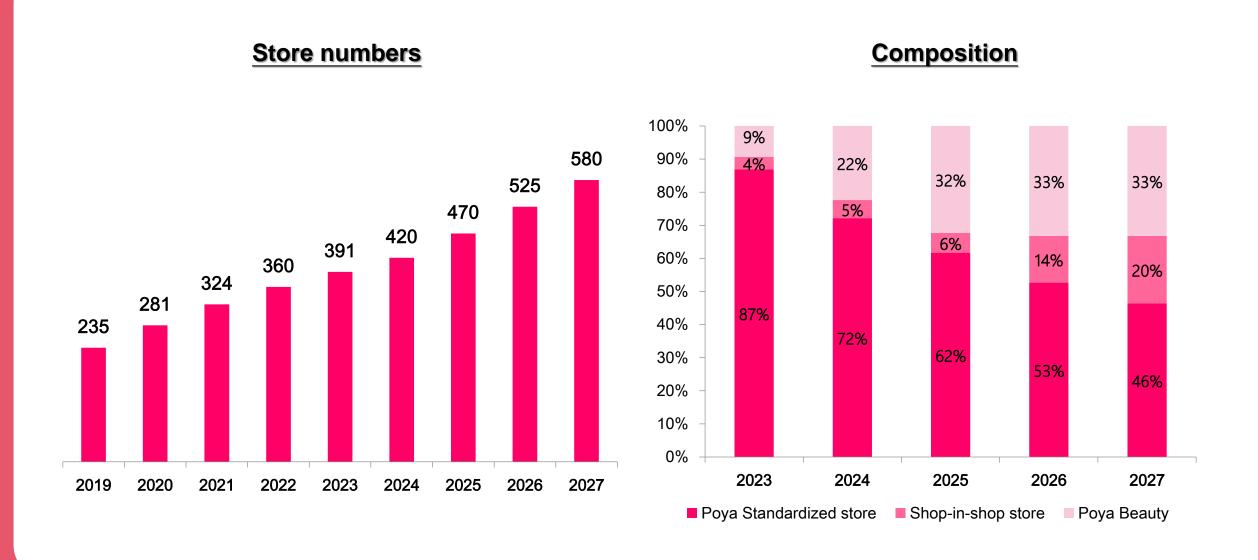
### 2024 Sales trend

2024 Sales YC by products	Υ	Sales	s mix	2024 Sales Trend
		2023	2024	
Beauty	1	7%	8%	
Cosmetics	1	16%	18%	
Skin Care	1	15%	16%	
Bath	•	12%	12%	A solid demand for beauty products.
Textile		10%	9%	A solid demand for beauty products.
Others	<b>7</b> 1	6%	5%	
Household	7	16%	16%	
Accessories	7	3%	3%	
Food	-	8%	7%	
Groceries	•	3%	2%	
Hardware	<b>+</b>	5%	5%	

#### **Financials**



#### **Store Expansion Plan**



### Poya's different Store Formats



Poya Community Shop



Poya Beauty Shop at Shopping mall



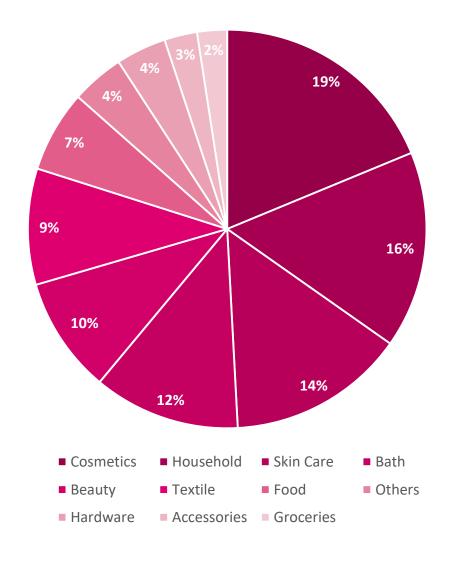
Poya Beauty Street Shop



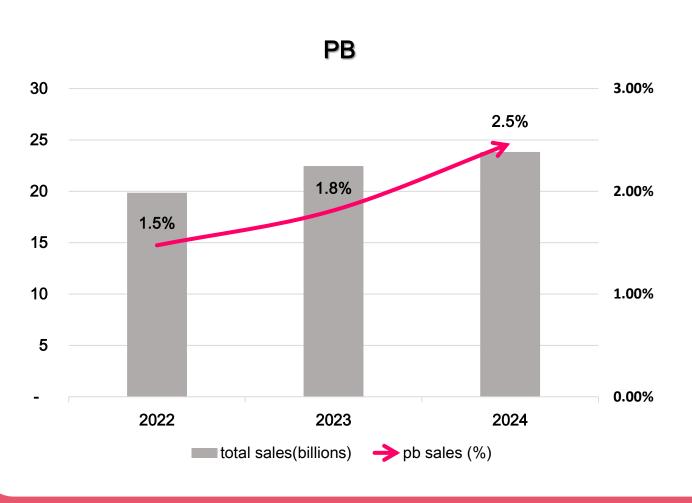
Poya Home insde

## Sales Breakdown by Products 1Q25





- Private label products accounted for 3.3% of total sales in 1Q25.
- We plan to introduce more Poya private brands to enhance our brand value.





### 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



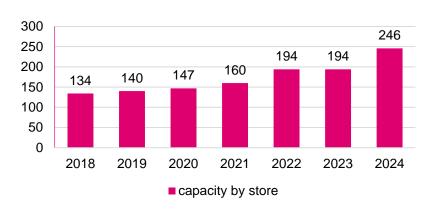






#### Centralized Logistic Center

#### **Logistic Center in the North**



#### **Logistic Center in the South**





# POYA Beauty I HOME

Thank you!