

POYA Beauty | HOME



一. 公司簡介

二. 經營績效

三. 展店計畫

四. 同店增長策略

□董事長：
陳建造先生

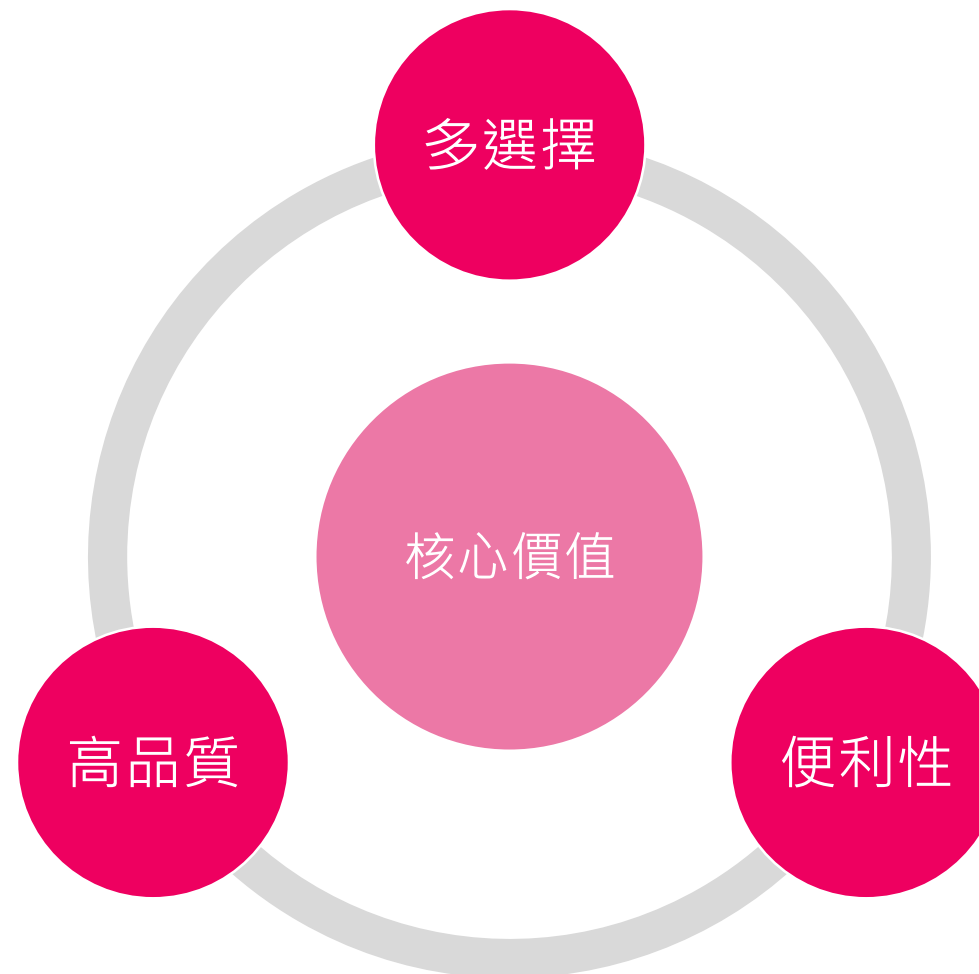
□總經理：
陳宗成先生

□上櫃時間：
2002年9月6日

□資本額：
10.49億台幣

□員工人數: (2025年9月)
5,038

□分店數: (2025年10月)
441店



(NT\$ mn)	2Q25	3Q24	3Q25	QoQ	YoY
Net Sales	6,044	6,125	6,401	5.9%	4.5%
Cost of goods sold	3,467	3,307	3,463	-0.1%	4.7%
Gross profit	2,577	2,818	2,938	14%	4.3%
Promotion Expense	1,661	1,672	1,738	4.6%	3.9%
Administrative Expense	186	194	198	6.8%	2.2%
Operating profit	731	951	1,002	37.2%	5.4%
Non-operating items	6	2	8	43.9%	229.6%
Profit before tax	736	954	1,011	37.2%	5.9%
Tax expenses	142	191	202	42.0%	6.0%
Net income	594	763	808	36.1%	5.9%
EPS (NT\$)	5.58	7.20	7.59	36.0%	5.4%
Ratio				DIF	
GPM	42.6%	46.0%	45.9%	3.3%	-0.1%
OPEX	30.5%	30.5%	30.2%	-0.3%	-0.2%
OPM	12.1%	15.5%	15.7%	3.6%	0.1%
NPM	9.8%	12.5%	12.6%	2.8%	0.2%

3Q25 Financial highlights:

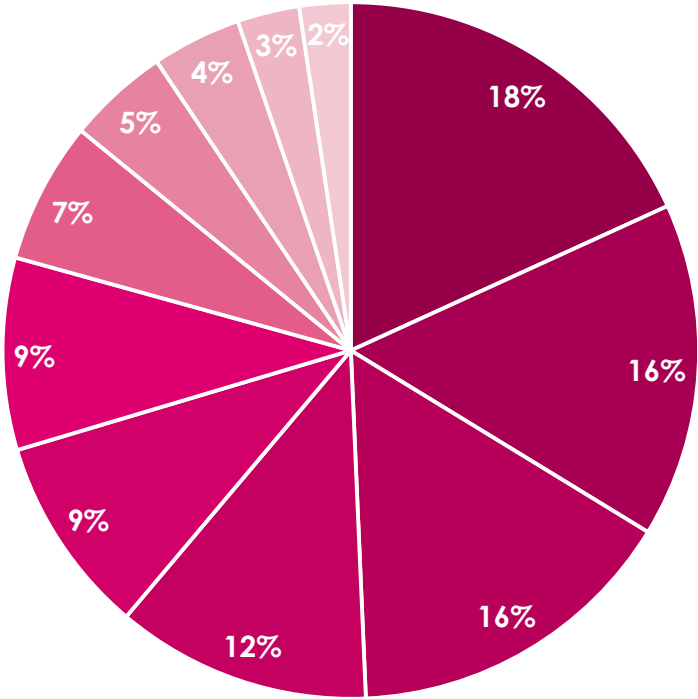
- Sales were NT\$6.401bn, up 4.5% YoY, driven by beauty product categories and our remodeling efforts.
- GPM was 45.9%, down 0.1% YoY / up 3.3% QoQ.
- OPM was 15.7%, up 0.1% YoY/ up 3.6% QoQ.
- NI came in of NT\$808 mn with EPS of NT\$7.59, up 5.4% YoY.

(NT\$ mn)	1-3Q24	1-3Q25	YoY
Net Sales	17,626	18,741	6.3%
Cost of goods sold	9,740	10,427	7.1%
Gross profit	7,887	8,314	5.4%
Promotion Expense	4,811	5,055	5.1%
Administrative Expense	545	563	3.3%
Operating profit	2,531	2,696	6.5%
Non-operating items	37	32	-13.2%
Profit before tax	2,567	2,728	6.3%
Tax expenses	514	541	5.3%
Net income	2,054	2,187	6.5%
EPS (NT\$)	19.39	20.56	6.0%

Ratio			
GPM	44.7%	44.4%	-0.4%
OPEX	30.4%	30.0%	-0.4%
OPM	14.4%	14.4%	0.0%
NPM	11.7%	11.7%	0.0%

1-3Q25 Financial highlights:

- Sales were NT\$18.7bn, up 6.3% YoY.
- GPM was 44.4%, down 0.4% YoY.
- OPM was 14.4%, comparable to 1-3Q24.
- EPS was NT\$20.56, up 6% YoY.



- Cosmetics
- Household
- Skin Care
- Bath
- Beauty
- Textile
- Food
- Others
- Hardware
- Accessories
- Groceries

3Q25產品銷售表現

↑ Double-digit growth
 ↗ Single-digit growth
 ↓ Decrease

3Q25 Sales YOY by products		Sales mix		3Q25 Sales Trend
		3Q24	3Q25	
Beauty	↑	8%	9%	A solid demand for beauty products
Bath	↑	11%	12%	
Cosmetics	↗	18%	18%	
Skin Care	↗	17%	16%	
Hardware	↗	4%	4%	
Groceries	↗	2%	3%	
Household	↗	16%	15%	
Accessories	↗	3%	3%	
Textile	↗	9%	9%	
Food	↗	7%	6%	
Others	↗	5%	5%	

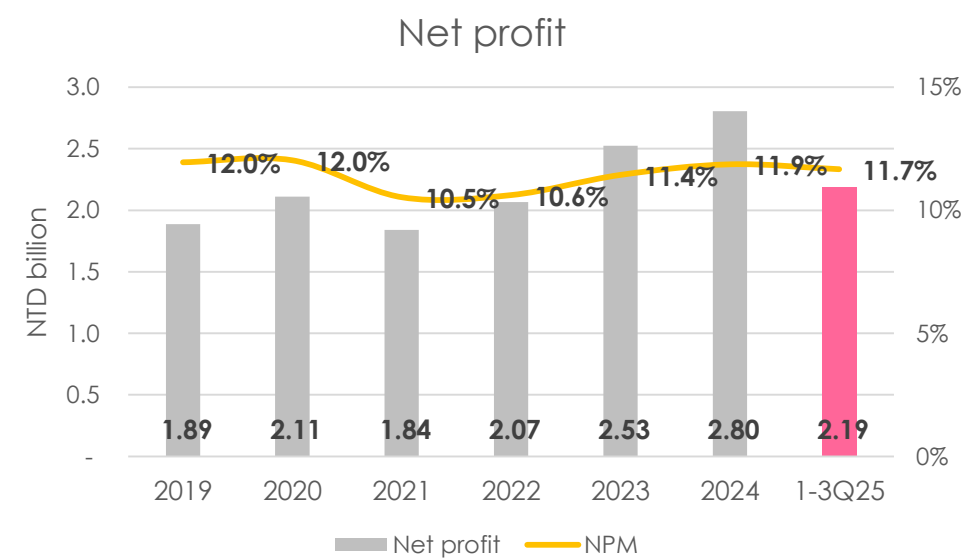
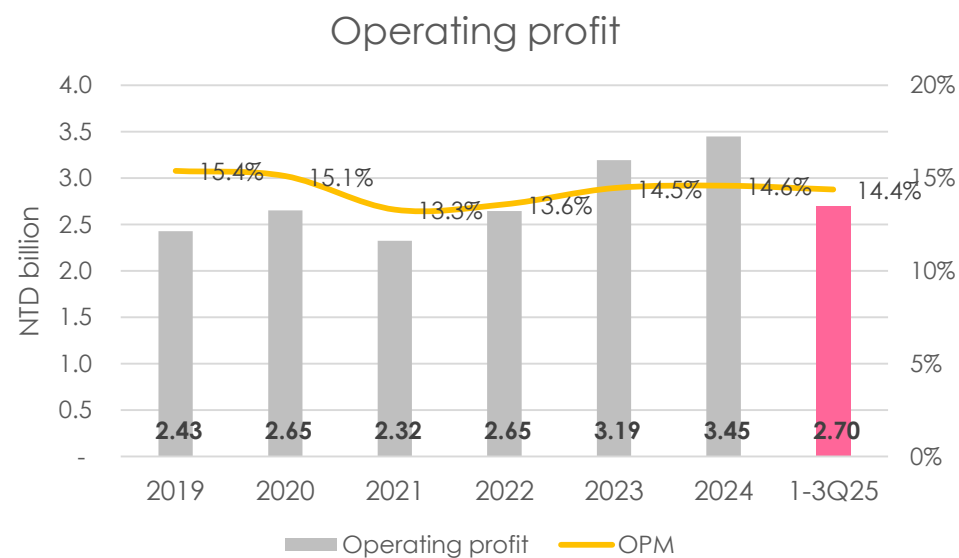
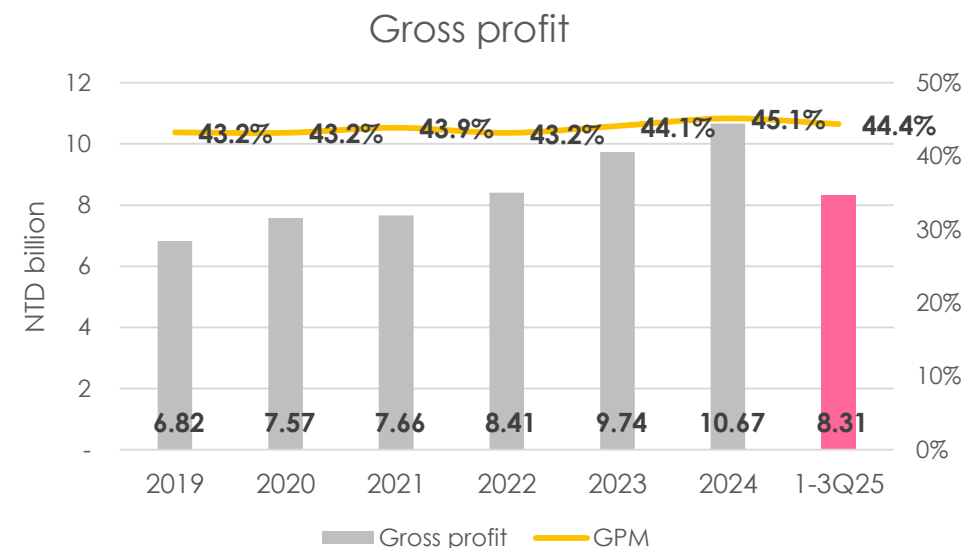
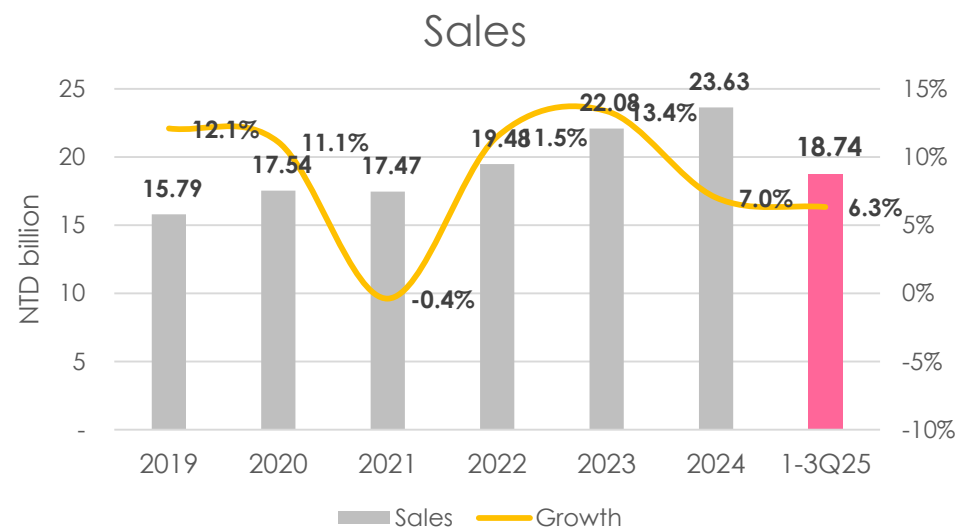
1-3Q25產品銷售表現

↑ Double-digit growth
 ↗ Single-digit growth
 ↓ Decrease

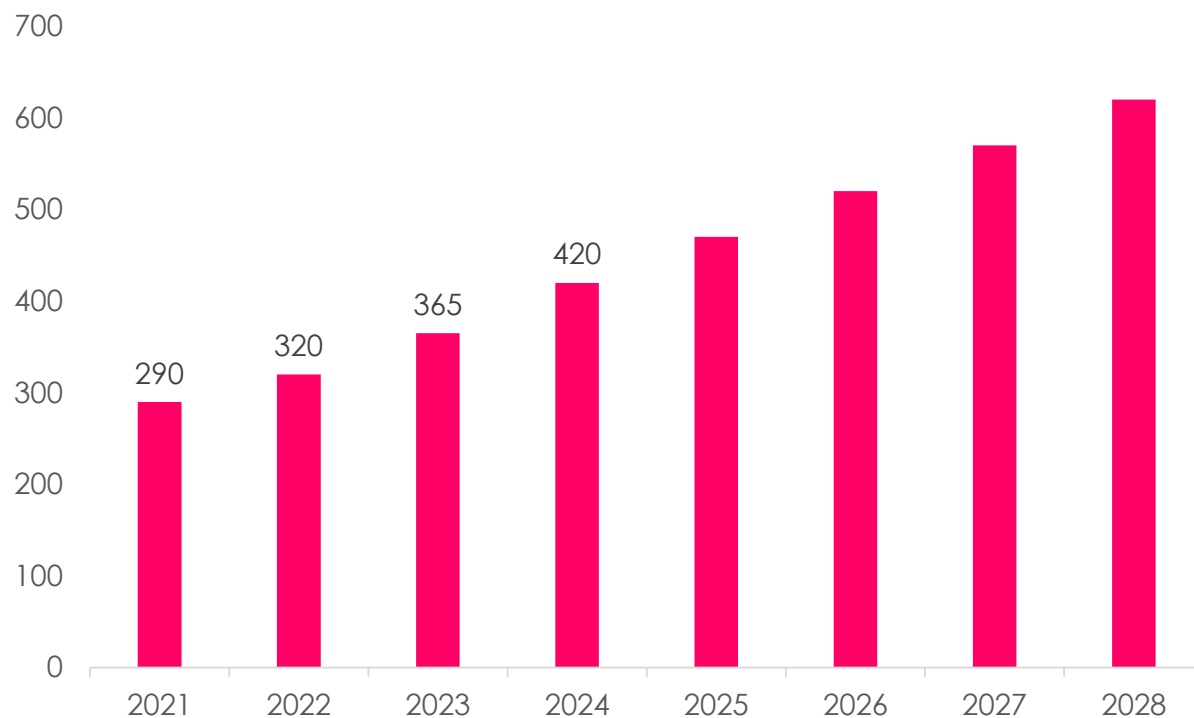
1-3Q25 Sales YOY by products		Sales mix		1-3Q25 Sales Trend
		1-3Q24	1-3Q25	
Beauty	↑	8%	9%	A solid demand for beauty products
Cosmetics	↑	18%	18%	
Bath	↑	12%	12%	
Skin Care	↗	16%	16%	
Hardware	↗	4%	4%	
Groceries	↗	2%	2%	
Household	↗	16%	16%	
Textile	↗	9%	9%	
Accessories	↗	3%	3%	
Food	↗	7%	7%	
Others	↗	5%	5%	

財務概況

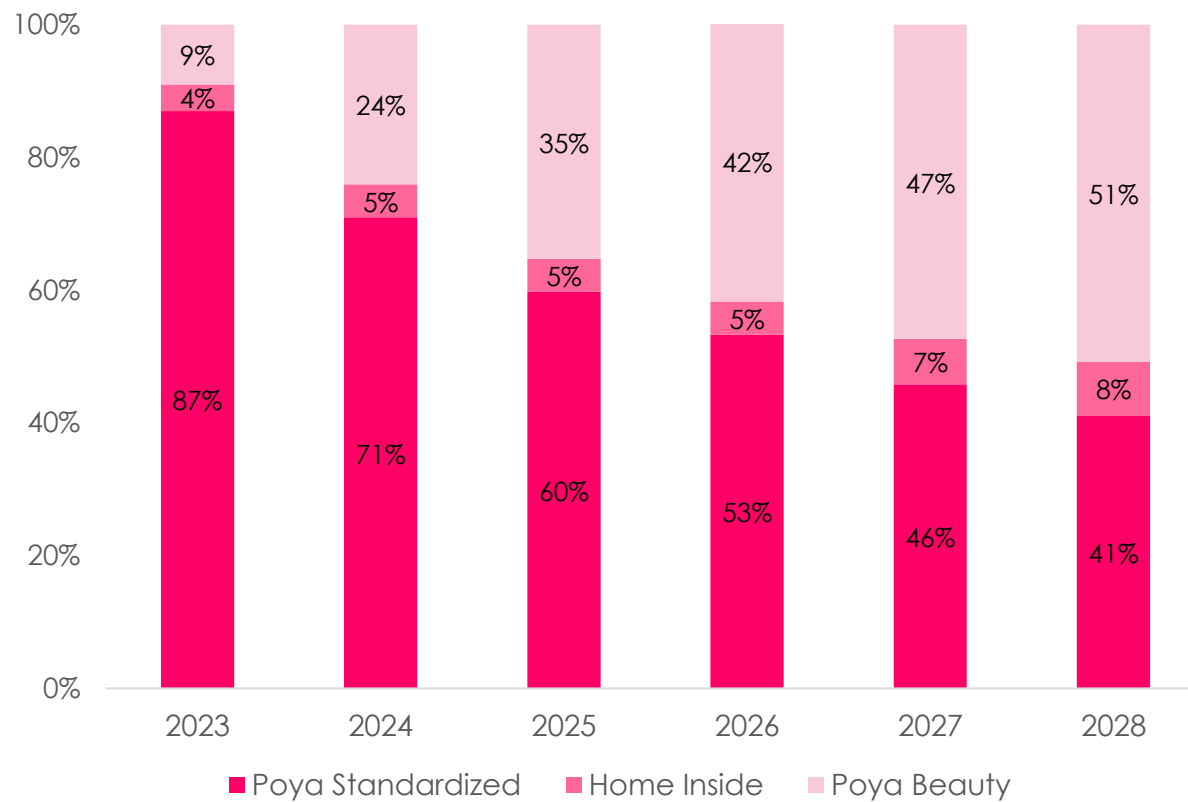
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Store numbers



Composition



店面型態

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百貨/購物中心美妝店



美妝街邊店

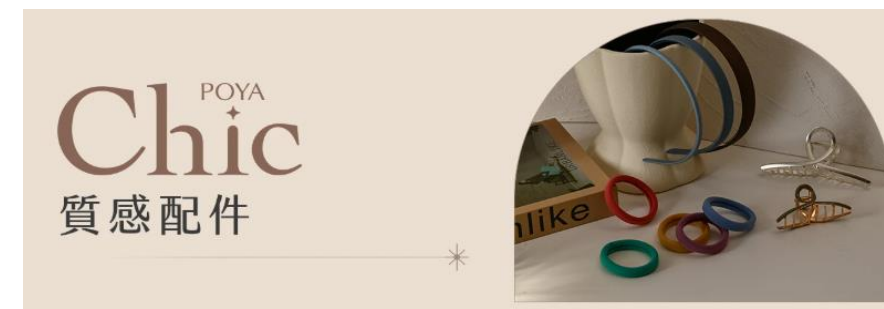
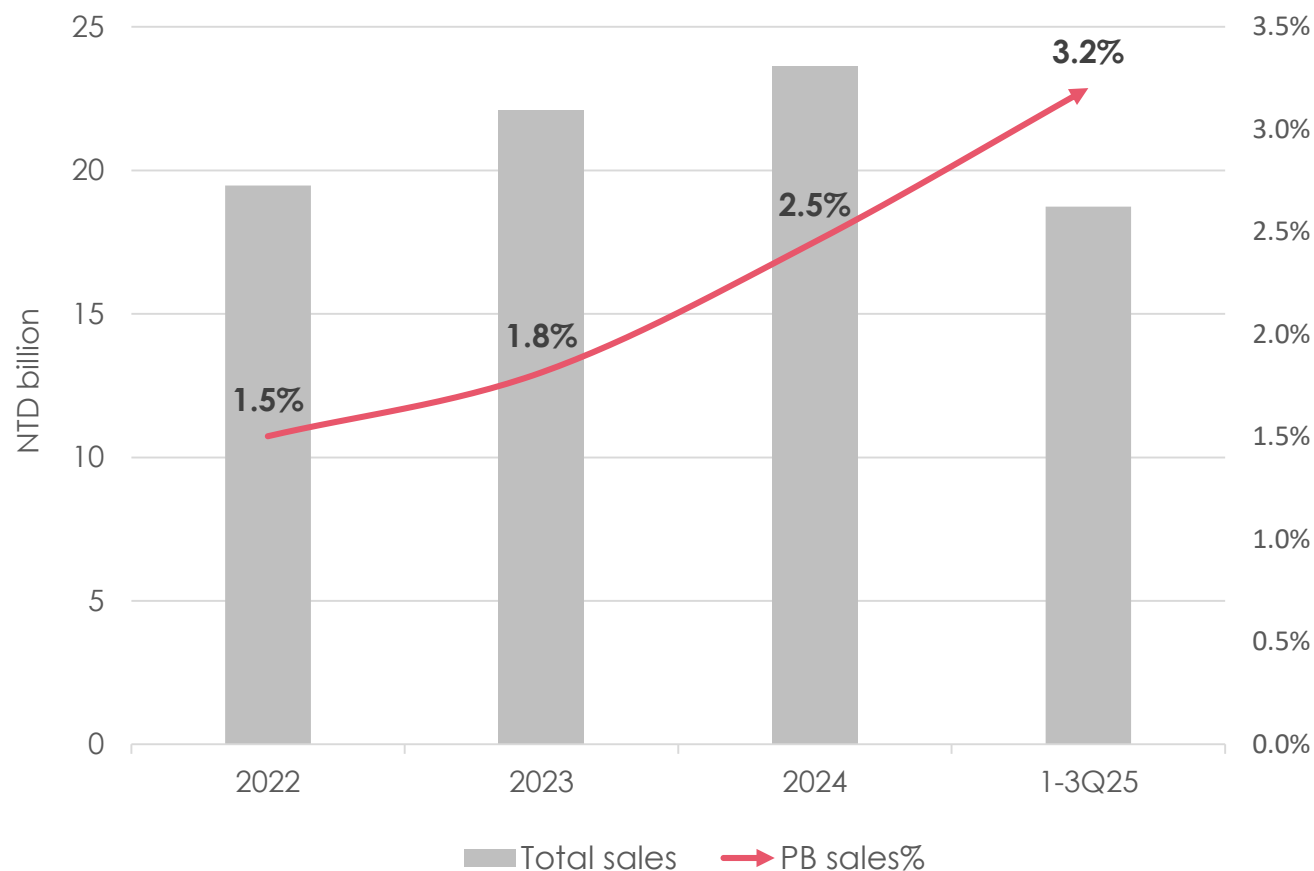


寶雅家居店

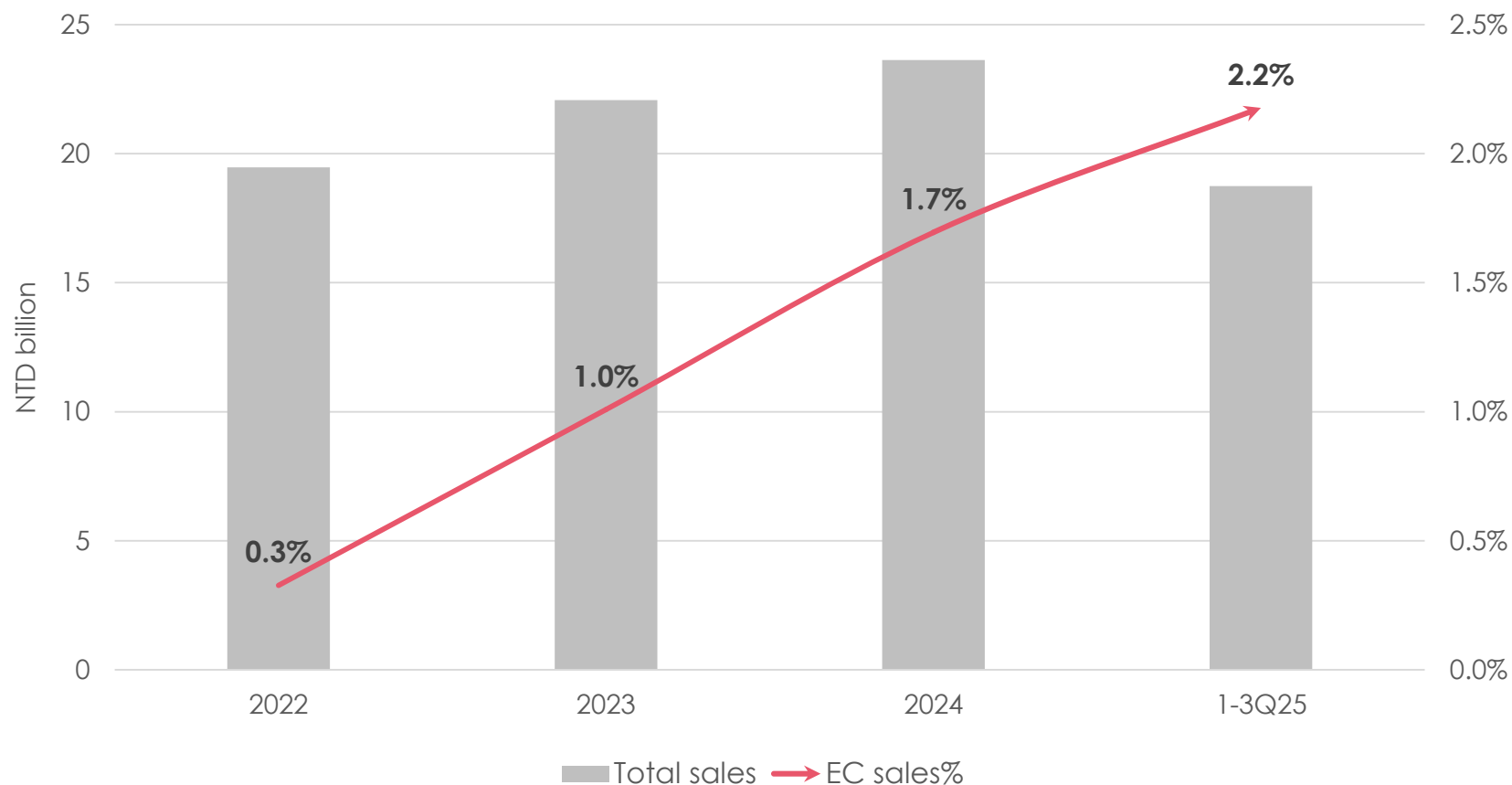


寶雅社區店

- Private label products accounted for 3.2% of total sales in 1-3Q25.
- We plan to introduce more Poya private brands to enhance our brand value.



- EC accounted for 2.2% of total sales in 1-3Q25 with accelerating growth and improving profitability.



線上線下整合(OMO)計畫

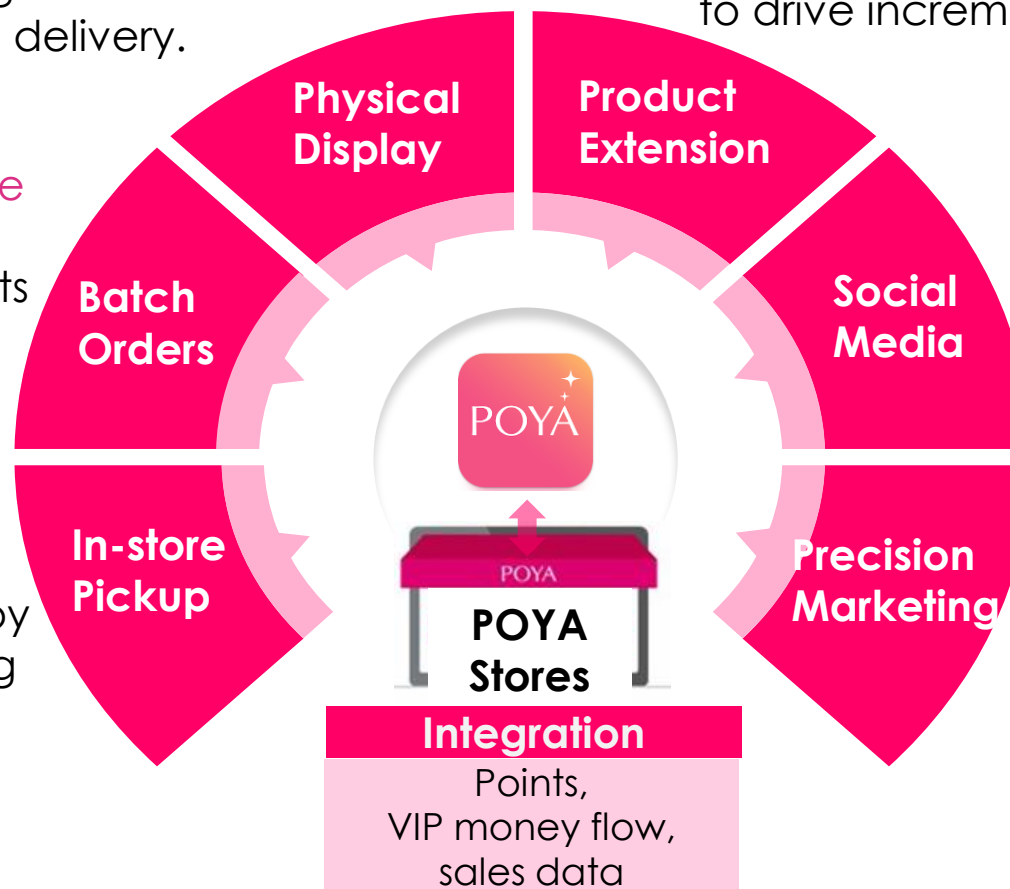
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Customers could have the **try-on experience** at POYA stores and place the order through POYA BUY for home delivery.

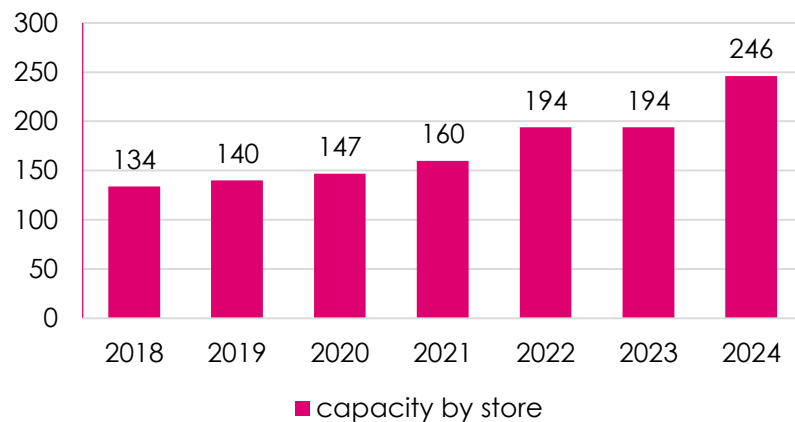
Extend product **SKUS on EC** platform, such as seasonal goods and pre order products to drive incremental sales.

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

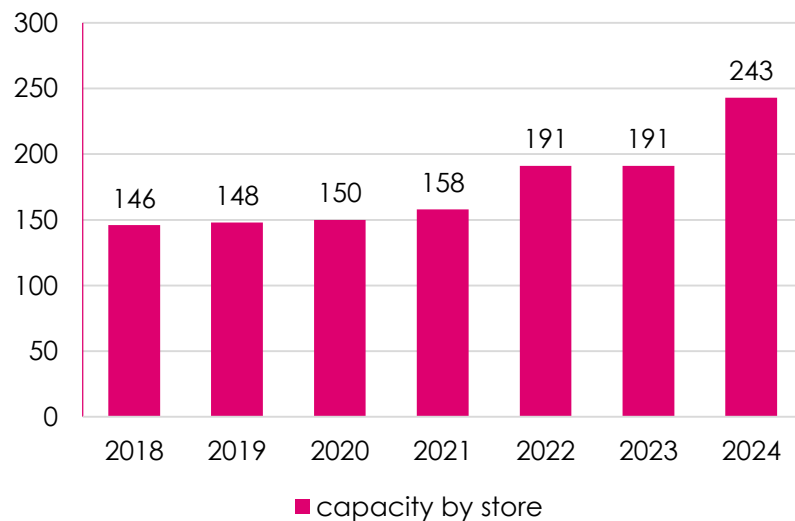
Unveil **in-store pick up** services for POYA will reach 470 stores by 2025 indicating better shopping experience, lowering delivery cost and higher traffic.



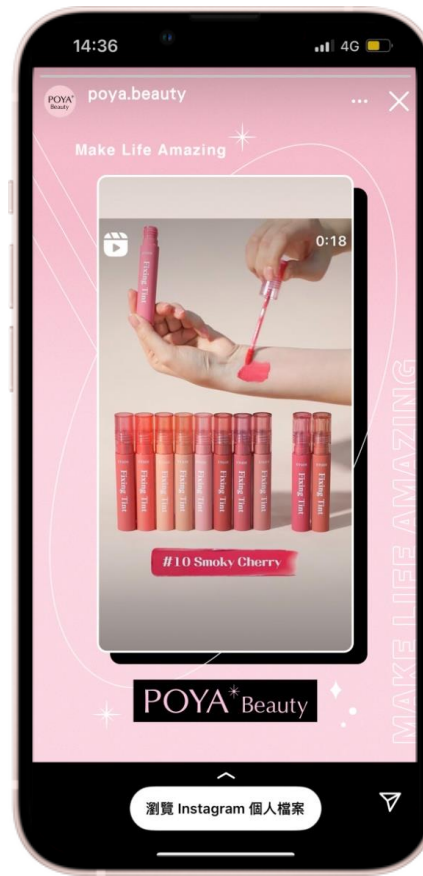
Logistic Center in the North



Logistic Center in the South



- ✕ Logistic Center in the North
- ✕ Logistic Center in the Central
- ✕ Logistic Center in the South



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Thank you!