



POYA 寶雅



POYA

# Agenda

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

# 2Q22 Operating Results Review

POYA

(NT\$ mn)	1Q22	2Q21	2Q22	QoQ	YoY
Net Sales	4,713	3,794	4,372	-7.2%	15.3%
Cost of goods sold	2,684	2,161	2,609	-2.8%	20.7%
Gross profit	2,029	1,632	1,764	-13.1%	8.0%
Promotion Expense	1,226	1,148	1,242	1.3%	8.2%
Administrative Expense	154	143	153	-0.6%	7.3%
Operating profit	649	341	369	-43.2%	8.0%
Non-operating items	(18)	14	(13)	-28.5%	-187.5%
Profit before tax	631	356	356	-43.6%	0.1%
Tax expenses	126	71	69	-45.3%	-2.6%
Net income	505	285	287	-43.2%	0.8%
EPS (NT\$)	5.01	2.82	2.84	-43.3%	0.7%
<b>Ratio</b>					
GPM	43.1%	43.0%	40.3%	-2.7%	-2.7%
OPEX	29.3%	34.0%	31.9%	2.6%	-2.1%
OPM	13.8%	9.0%	8.4%	-5.3%	-0.6%
NPM	10.7%	7.5%	6.6%	-4.2%	-0.9%

## 2Q22 Financial highlights:

- Sales were NT\$4.37bn, up 15.3% YoY/ down 7.2% QoQ. By the end of June, our store numbers were 294/37 for Poya and Poya home.
- GPM was 40.3%, down 2.7% YoY or down 2.7% QoQ.
- OPM was 8.4%, down 0.6% YoY/ down 5.3% QoQ.
- NP came in of NT\$287mn with EPS of NT\$ 2.84, up 0.7% YoY.



1H22

POYA

# Operating Results Review

(NT\$ mn)	1H22	1H21	YoY
Net Sales	9,085	8,515	6.7%
Cost of goods sold	5,293	4,780	10.7%
Gross profit	3,793	3,735	1.5%
Promotion Expense	2,468	2,323	6.2%
Administrative Expense	307	296	3.8%
Operating profit	1,018	1,116	-8.8%
Non-operating items	(30)	(2)	1429.0%
Profit before tax	988	1,114	-11.3%
Tax expenses	196	223	-12.2%
Net income	792	891	-11.1%
EPS (NT\$)	7.84	8.84	-11.3%

## Ratio

GPM	41.7%	43.9%	-2.1%
OPEX	30.5%	30.8%	-0.2%
OPM	11.2%	13.1%	-1.9%
NPM	8.7%	10.5%	-1.7%

## 1H22 Financial highlights:

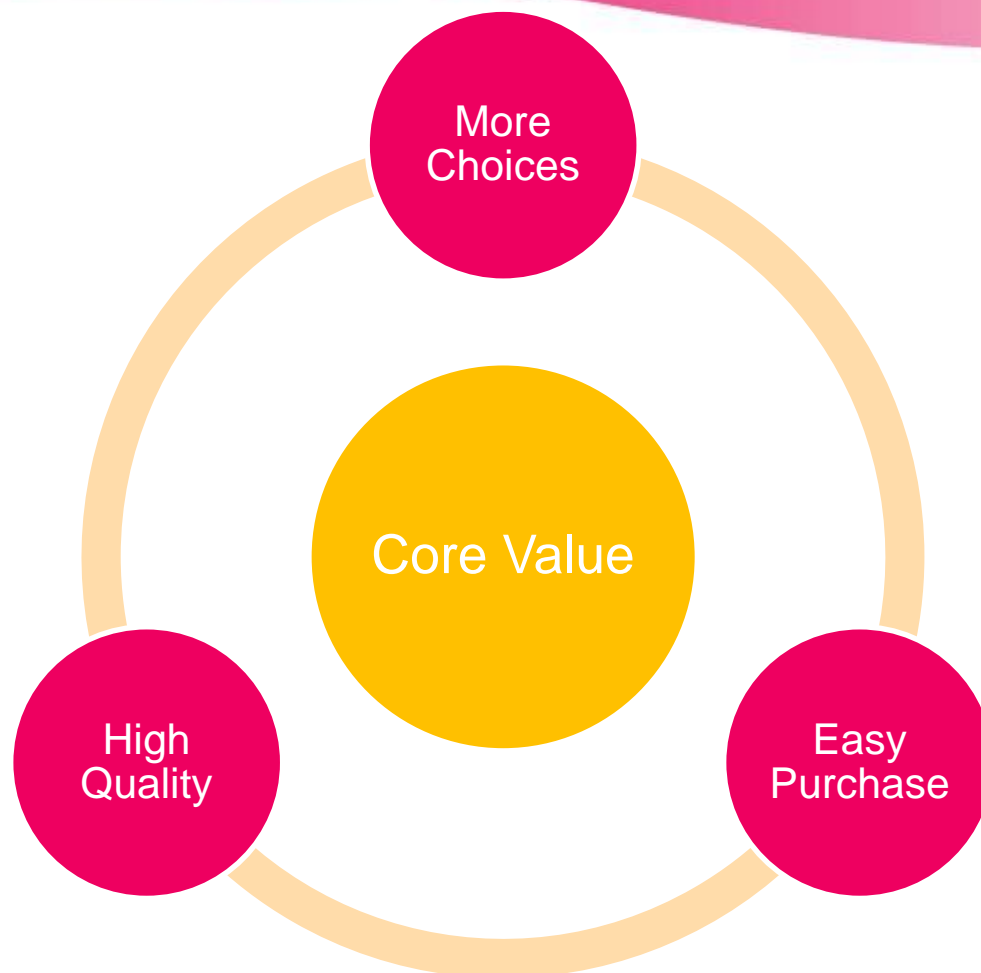
- Sales were NT\$9.09bn, up 6.7% YoY.
- GPM was 41.7%, down 2.1% YoY.
- OPM was 11.2%, down 1.9% YoY.
- 1H22 EPS was NT\$7.84, down 11.3% YoY.





# About POYA

- ❑ **Chairman:**  
**Chen, Jian-Zao**
- ❑ **Listing date:**  
**Sep. 6<sup>th</sup>, 2002**
- ❑ **Capital:**  
**1.01NT\$ billion**
- ❑ **No. of staff:**  
**4765 (Jan. 22)**
- ❑ **Stores counts: (Sep.31)**  
**297 poya/37 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  
台北總店地址  
台北市南京東路417號  
【可】郵品

全館滿\$399  
APP登錄發票  
抽輕奢唯美  
精彩好禮100名  
(詳見Q1)

10大品牌衛生棉  
滿\$299  
贈衛生紙乙串  
(詳見Q1)

09/03-10/04  
專櫃滿千送百  
(詳見Q1-Q2)

買贈禮券  
買1送1  
MIT ME  
反孔神膏  
粉底液 / 100g

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.)  
► 2020/08/14 (Sun.)

全館消費 贈送美白  
乳霜100g  
5大品牌衛生棉  
滿\$299  
贈送衛生紙  
100g

贈品16大品牌  
滿\$1,800  
贈送乳霜100g

非凡經典  
夏日換采肌對策  
全線輕之你無敵4週年紀念  
活動期間: 2020/08/11-2020/08/14

POYA 寶雅

2020/08/17 (Thu.)  
► 2020/08/19 (Sat.)

樂遊漫旅 精彩隨行  
Delightful Trip

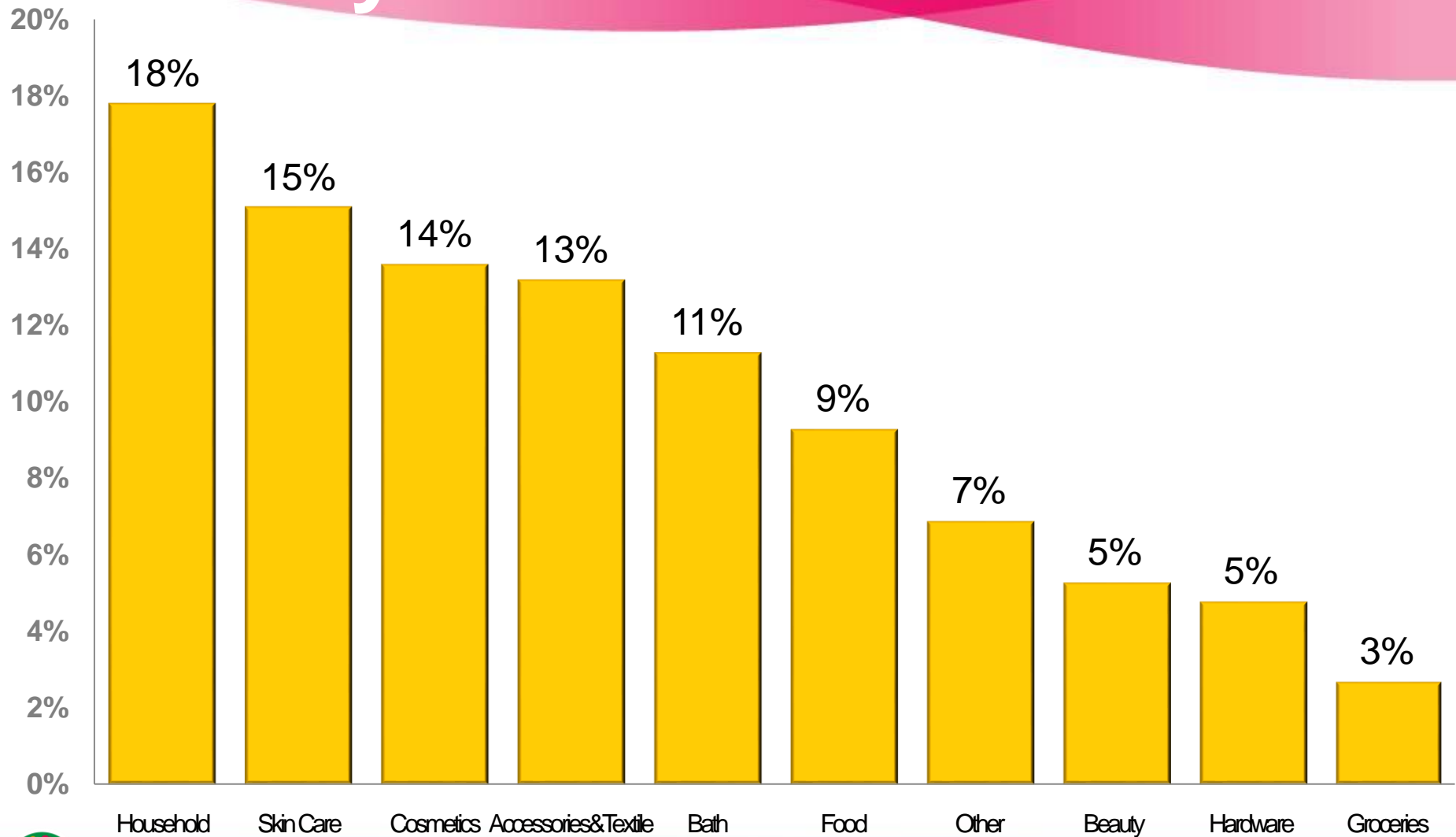
贈送夏日輕便  
旅行包100g

5大品牌衛生棉  
滿\$299  
贈送衛生紙  
100g

贈品16大品牌  
滿\$1,800  
贈送乳霜100g

# Sales Breakdown by Products 2020FY

POYA

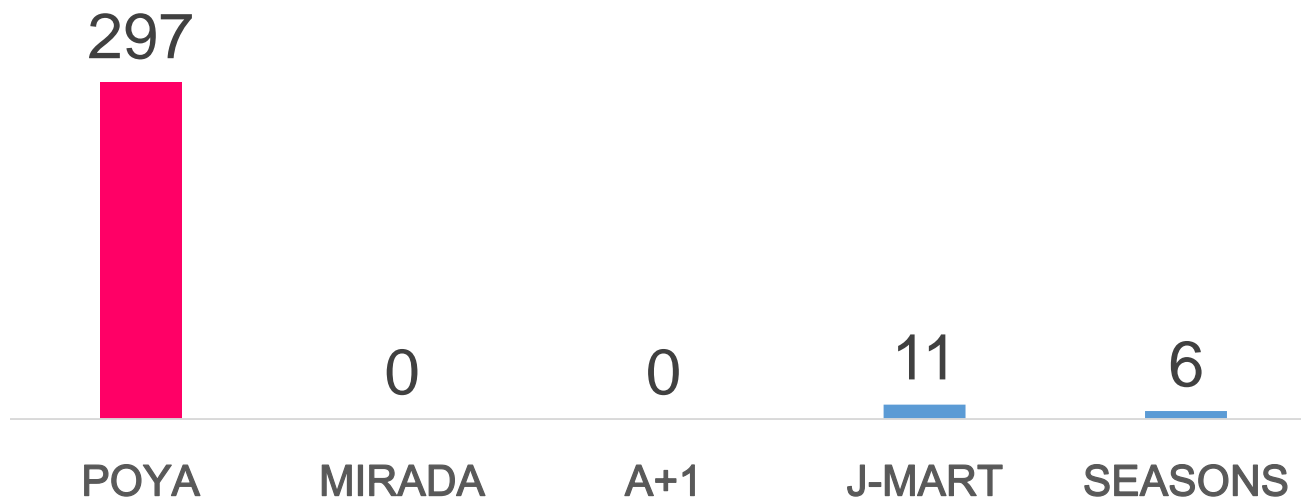




# POYA as market leader

## Store Counts

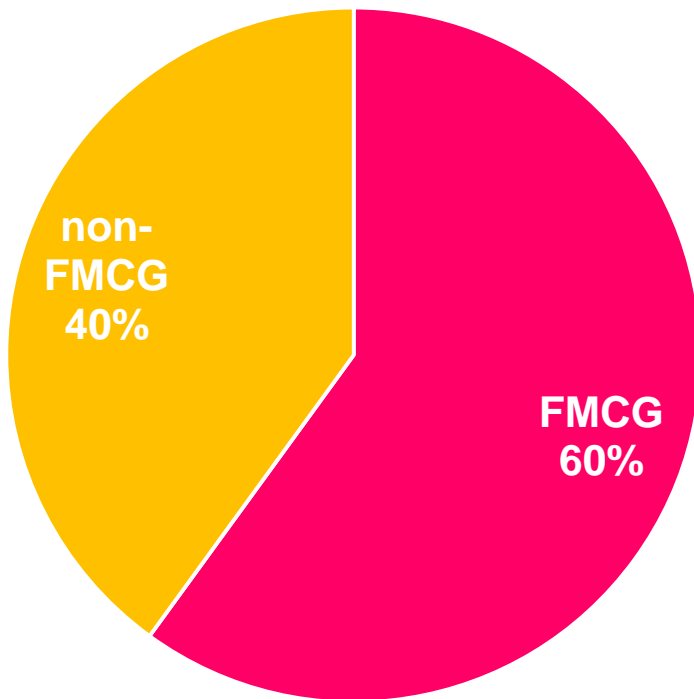
Store numbers/year	2015	2016	2017	2018	2019	2020	2021	2022YTD
<b>POYA</b>	<b>131</b>	<b>157</b>	<b>177</b>	<b>201</b>	<b>230</b>	<b>260</b>	<b>290</b>	<b>297</b>
MIRADA	27	30	29	26	25	0	0	0
A+1	5	5	5	0	0	0	0	0
J-MART	8	8	9	11	10	11	11	11
SEASONS	11	9	9	8	7	6	6	6
<b>Total</b>	<b>182</b>	<b>209</b>	<b>229</b>	<b>246</b>	<b>272</b>	<b>277</b>	<b>307</b>	<b>314</b>
POYA market share%	72%	75%	77%	82%	85%	94%	94%	95%



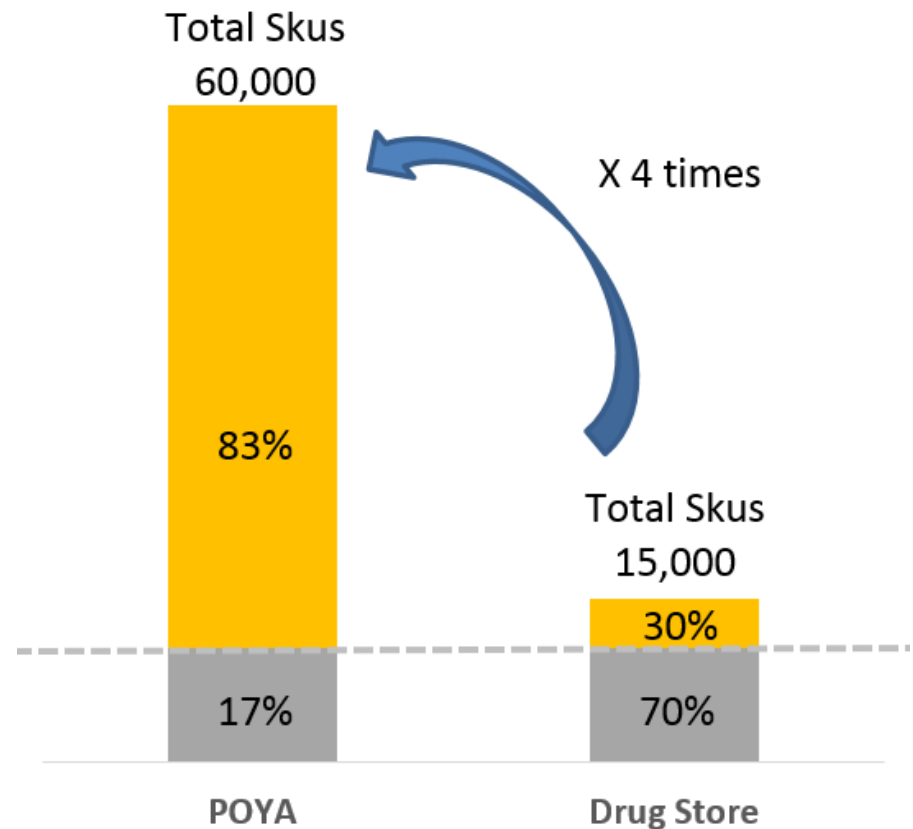
# Our preemptive edge over peers

POYA

POYA Sales by Products



SKUs



# Business Strategy

- ❑ Optimization of product assortment & new format store
- ❑ Expansion with POYA & POYA HOME Brands, supported by established logistics centers
- ❑ OMO strategy



# Upgrade to new Gen stores

## create make-up zone







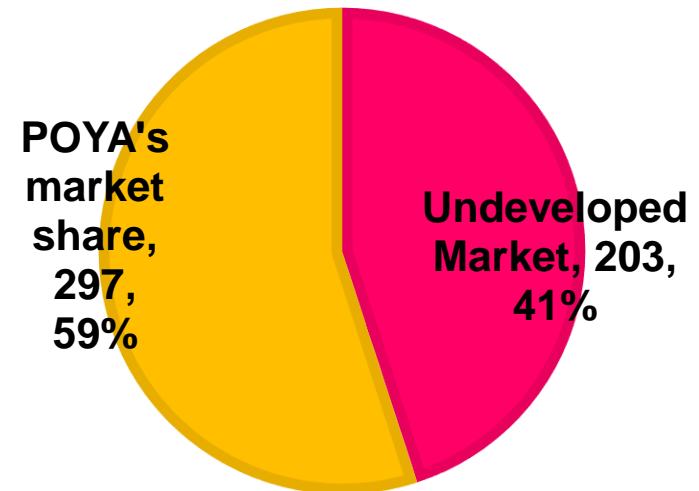
# Total Addressable market

## 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.



\* Numbers exclude POYA HOME.



# POYA HOME





# POYA HOME



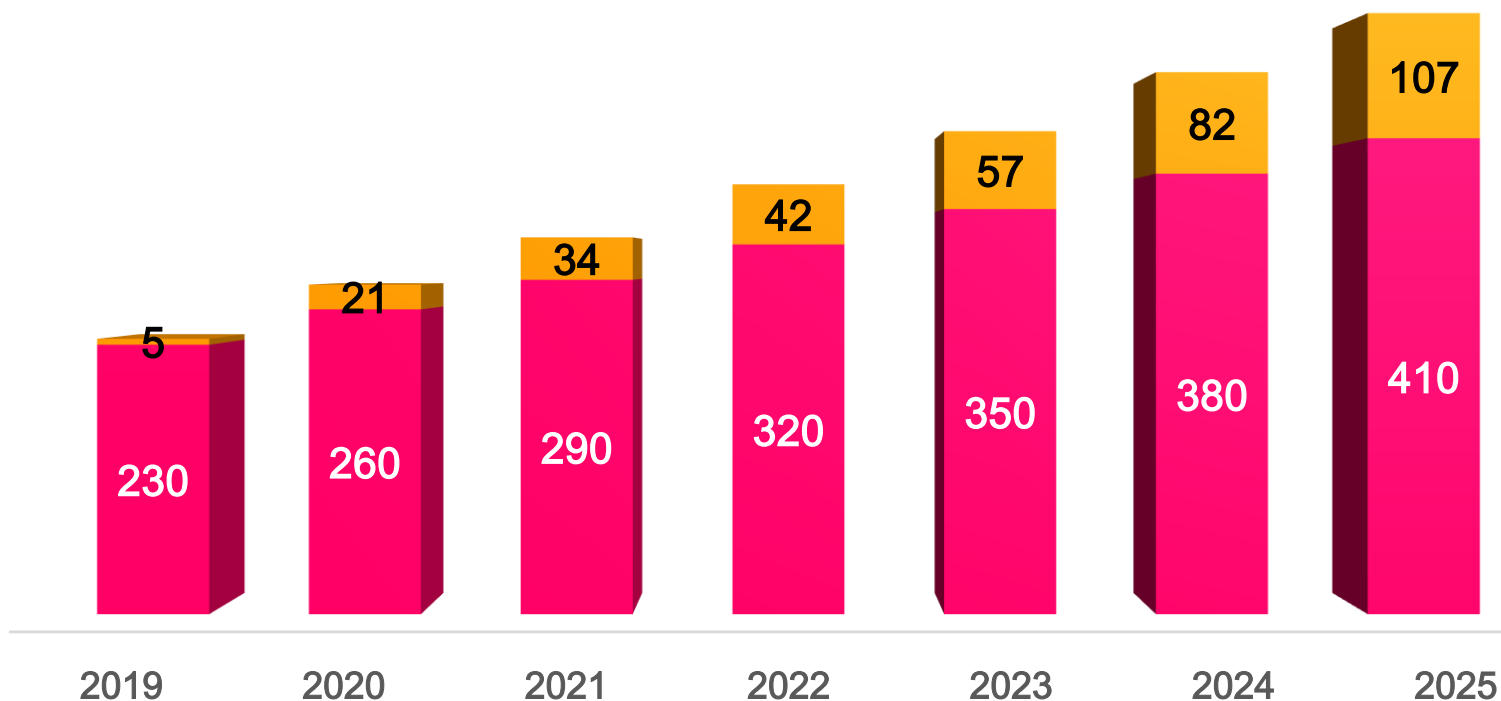


# Store Expansion Plan

Store number

■ POYA

■ Poya Home



Total->

235

281

324

362

407

462

517

# Logistic Centers

## ❑ Northern Logistic Center:

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

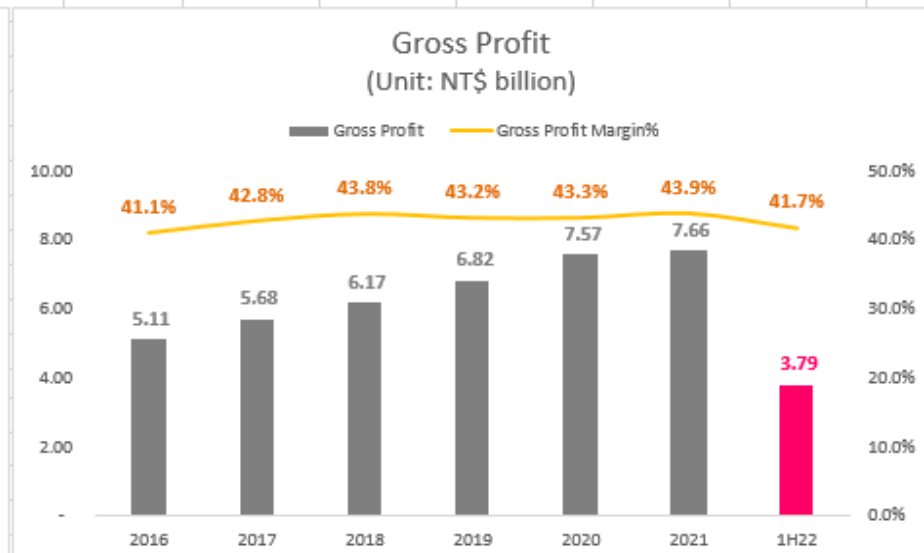
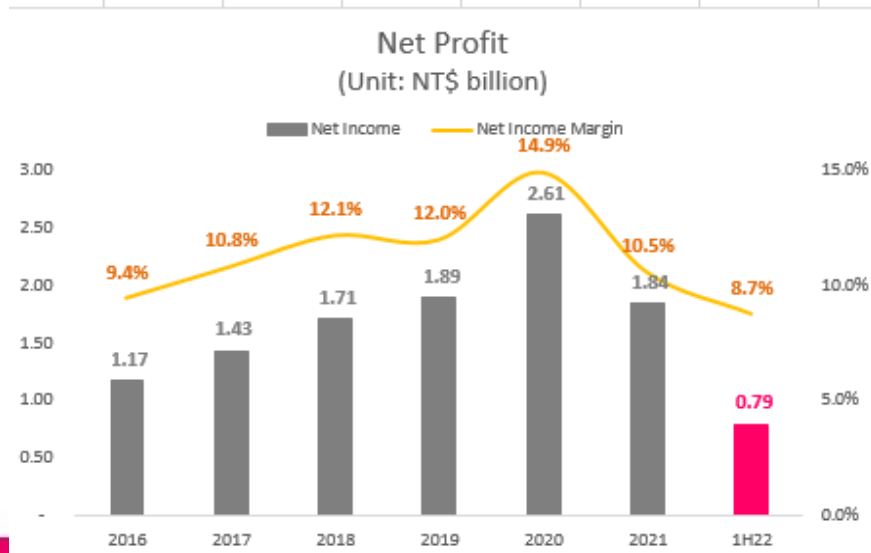
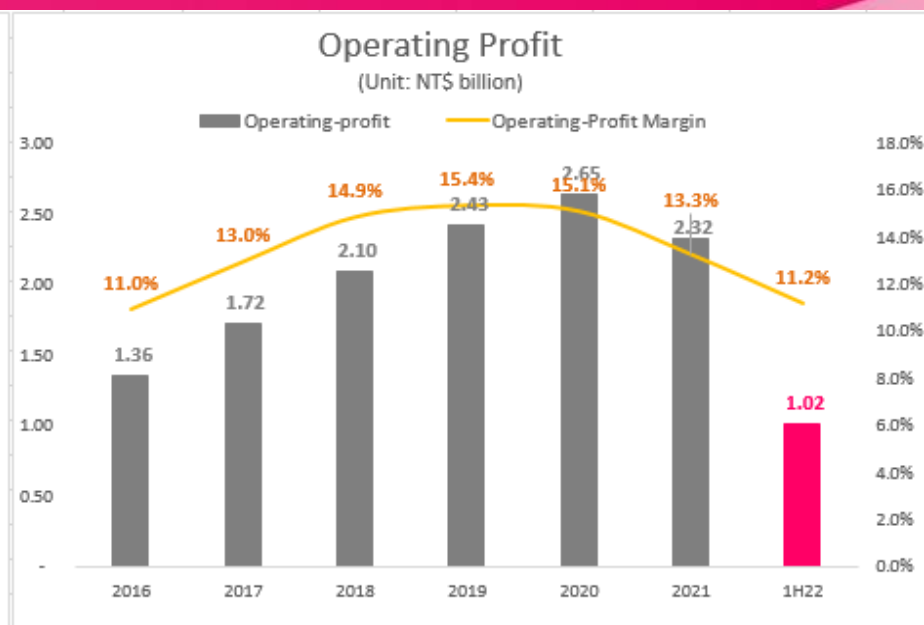
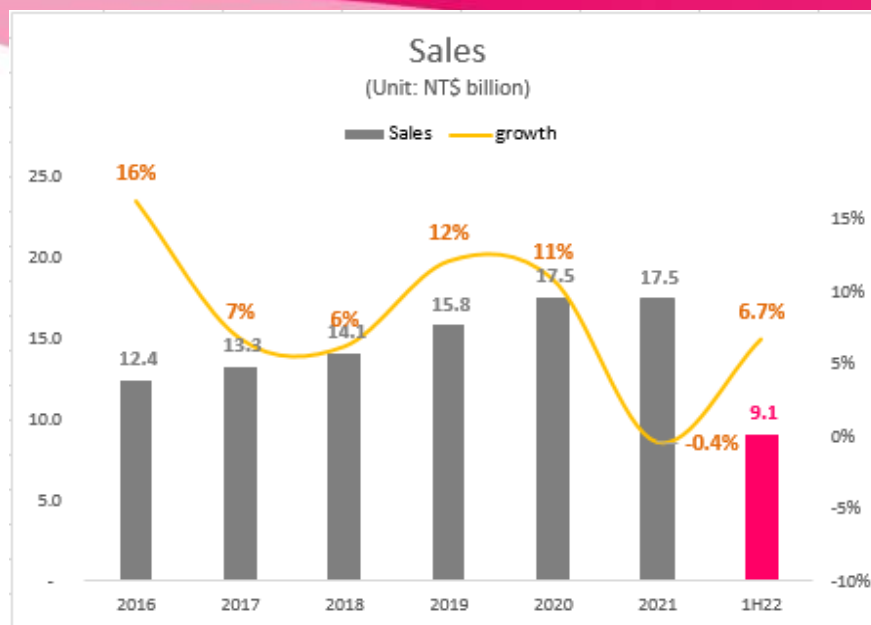
## ❑ Southern Logistic Center:

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

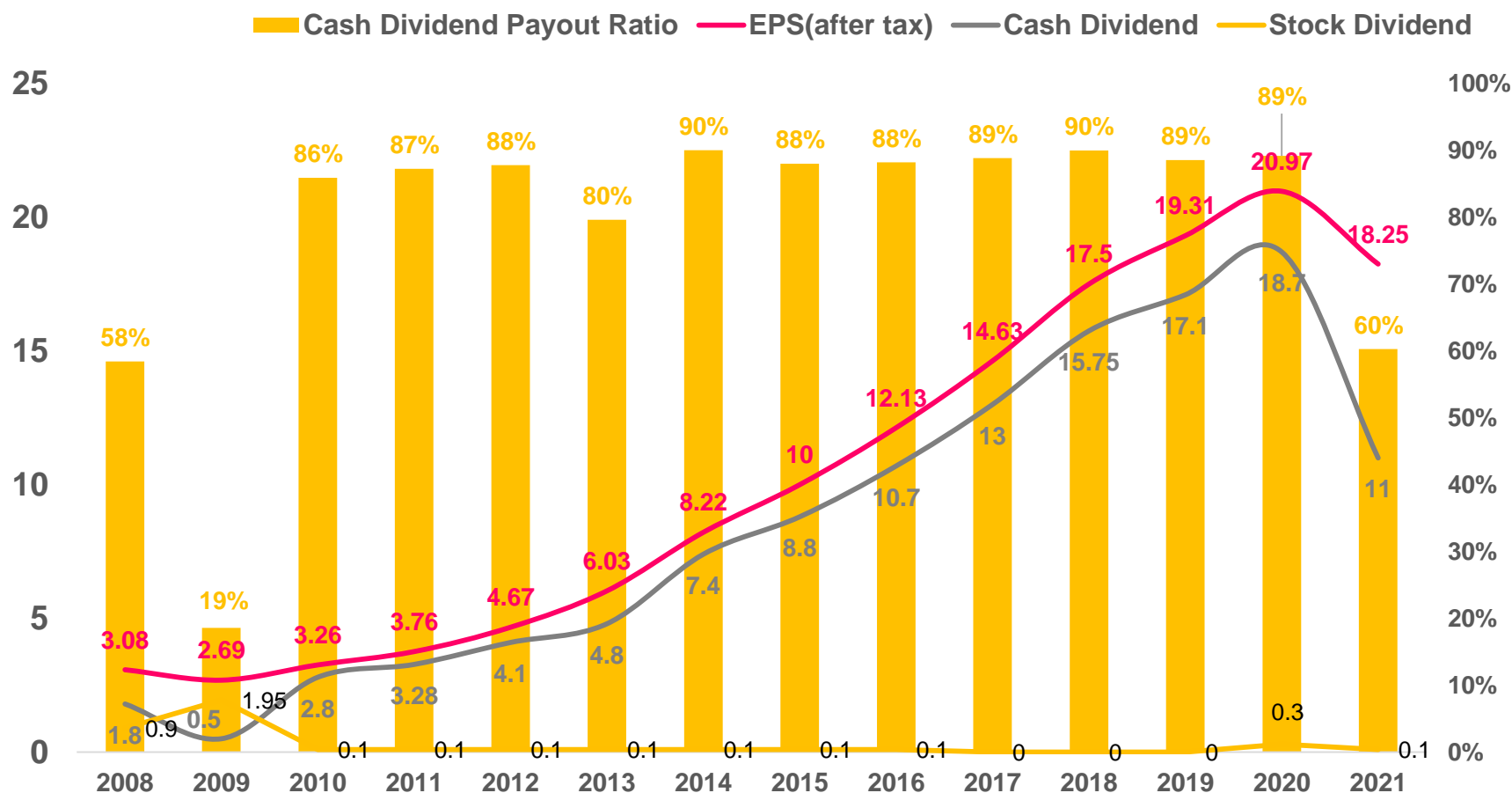


# Financials

Unit: NT\$ billion



# Sustainable Cash Dividend





**THANK YOU**