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

Chairman :

Chen, Chien-Chao

☐ General Manager:

Chen, Zong-Cheng

OTC Date :

6th Sep.2002

□ capital :

1.03 billion NTD

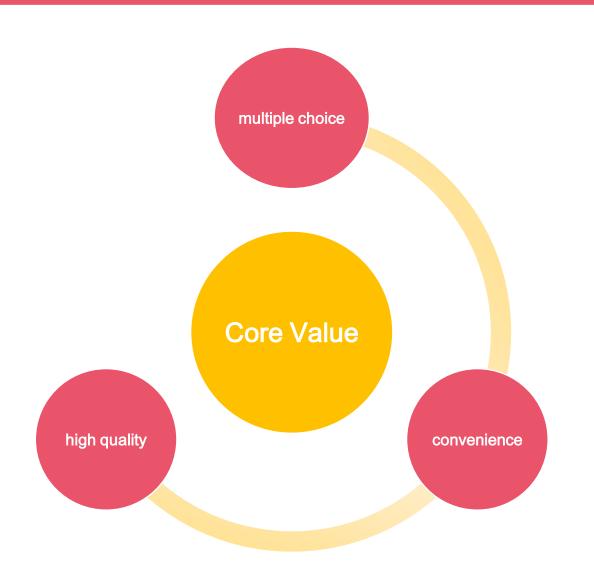
□ number of employees :

5749 (Sep. 2024)

□ Number of stores :

403 Poya

4 Poya Home(Sep. 2024)



3Q24 Operating Results Review

(NT\$ mn)	<u>2Q24</u>	3Q23	<u>3Q24</u>	QoQ	<u>YoY</u>
Net Sales	5,628	5,870	6125	8.8%	4.3%
Cost of goods sold	3,159	3,258	3307	4.7%	1.5%
Gross profit	2,469	2,611	2818	14.1%	7.9%
Promotion Expense	1,592	1,516	1672	5.1%	10.3%
Administrative Expense	182	186	194	6.5%	4.3%
Operating profit	695	910	951	36.8%	4.6%
Non-operating items	41	-18	2	-94.0%	-113.5%
Profit before tax	736	891	954	29.5%	7.0%
Tax expenses	147	178	191	29.6%	7.0%
Net income	589	713	763	29.5%	7.0%
EPS (NT\$)	5.61	6.82	7.27	29.5%	6.6%
Ratio				DIF	DIF
GPM	43.9%	44.5%	46.0%	2.1%	1.5%
OPEX	31.5%	29.0%	30.5%	-1.0%	1.5%
OPM	12.4%	15.5%	15.5%	3.2%	0.0%
NPM	10.5%	12.1%	12.5%	2.0%	0.3%

3Q24 Financial highlights:

- Sales were NT\$6.13bn, up 4.3% YoY, on continuing post pandemic recovery.
- GPM was 46.0%, up 1.5% YoY / up 2.1% QoQ.
- OPM was 15.5%, up 0.0% YoY/ up 3.2% QoQ.
- NP came in of NT\$763mn with EPS of NT\$7.27, up 7% YoY.

1-3Q24 Operating Results Review

(NT\$ mn)	1-3Q23	1-3Q24	YoY
Net Sales	16444	17626	7.2%
Cost of goods sold	9278	9740	5.0%
Gross profit	7166	7887	10.1%
Promotion Expense	4305	4811	11.8%
Administrative Expense	521	545	4.5%
Operating profit	2339	2531	8.2%
Non-operating items	-37	37	-200.2%
Profit before tax	2303	2567	11.5%
Tax expenses	457	514	12.4%
Net income	1846	2054	11.3%
EPS (NT\$)	17.67	19.59	10.9%
Ratio			
GPM	43.6%	44.7%	1.2%
OPEX	29.4%	30.4%	1.0%
OPM	14.2%	14.4%	0.1%
NPM	11.2%	11.7%	0.4%

1-3Q24 Financial highlights:

- ●Sales were NT\$17.6bn, up 7.2% YoY.
- ●GPM was 44.7%, up 1.2% YoY.
- ●OPM was 14.4%, up 0.1% YoY.
- ●1-3Q24 EPS was NT\$19.6., up 11% YoY.

3Q24 Sales trend

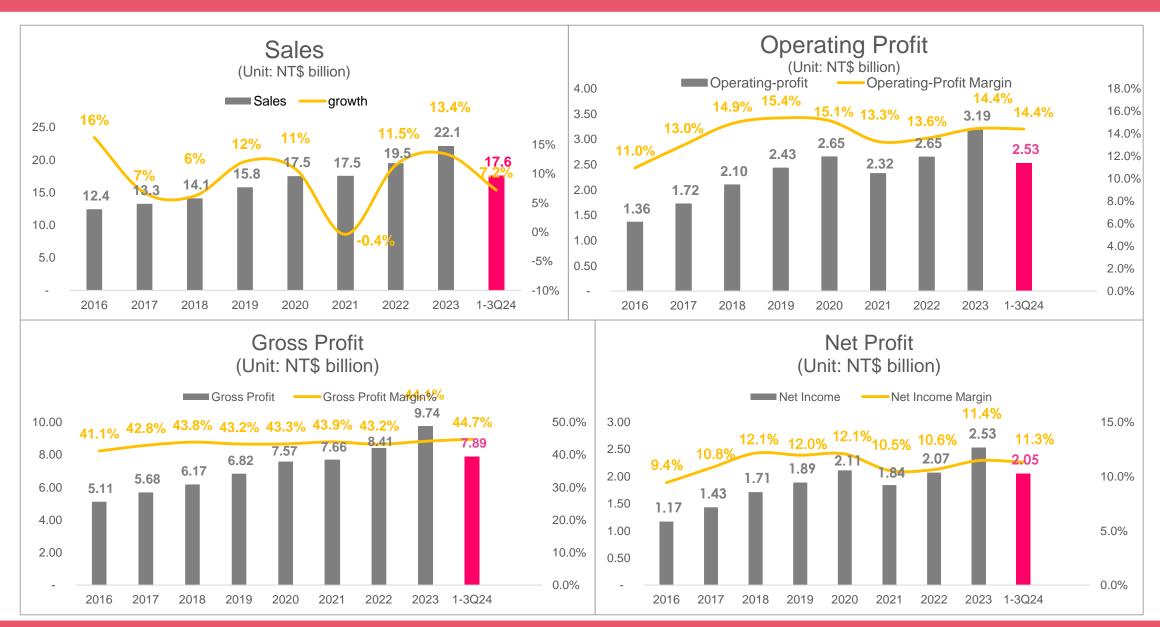
3Q24 Sales YO by products	Υ	Sales	s mix	3Q24 Sales Trend
		3Q23	3Q24	
Cosmetics	1	16%	18%	
Beauty	1	7%	8%	
Others	1	6%	5%	
Skin Care	1	16%	17%	Solid demand for beauty related products:
Bath	1	11%	11%	Cosmetics and traveling related products led the growth.
Household.	— —	16%	16%	· · · · · · · · · · · · · · · · · · ·
Textile	ك ان	9%	9%	
Hardware	$\overline{\lambda}$	5%	4%	
Food	Zi	7%	7%	
Groceries	+	3%	2%	
Accessories	+	3%	3%	

1-3Q24 Sales trend

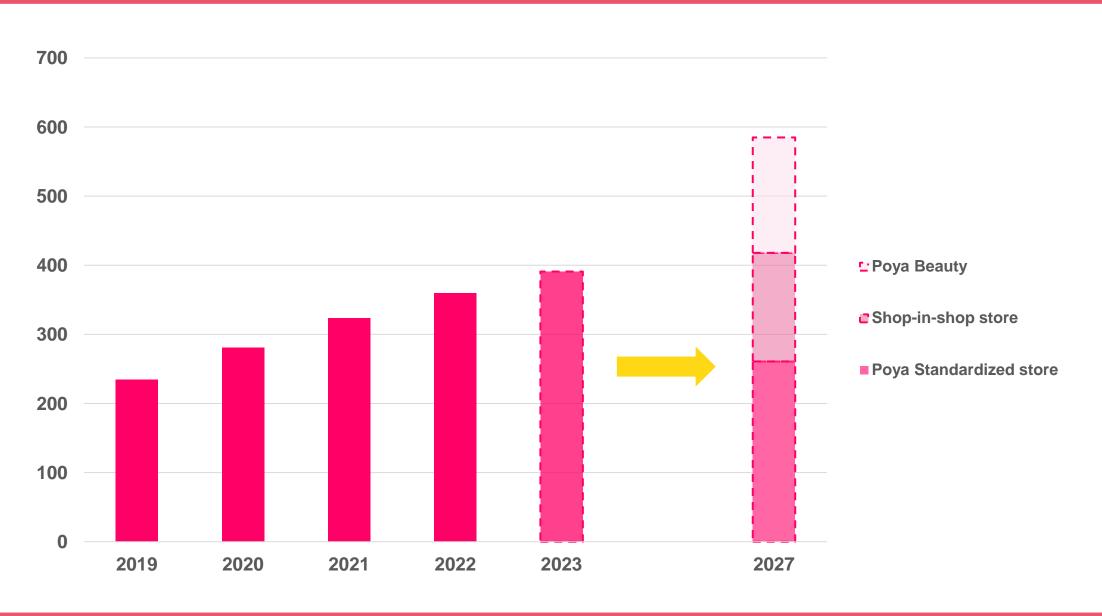
♠ Double-digit growth Single-digit growth Decrease

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Financials



Store Expansion Plan



Poya's different Store Format



Poya Community Shop



Poya Beauty Shop at Shopping mall



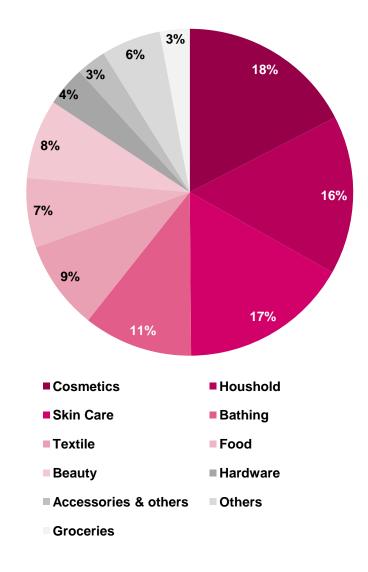
Poya Beauty Street Shop



Poya+Home insde

Sales Breakdown by Products 1-3Q24

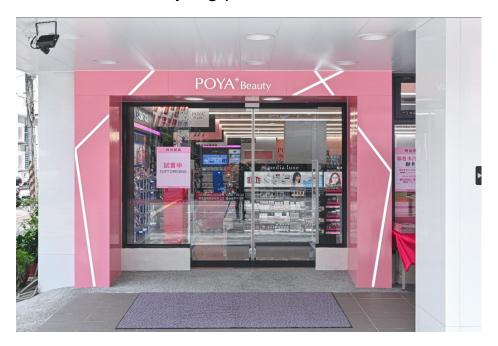




2025 Product Assortment Strategy

FMCG

- 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

- Introducing trending accessories such as clips/necklace
- Introducing functional sports socks/ underwear, and trending/colorful home products





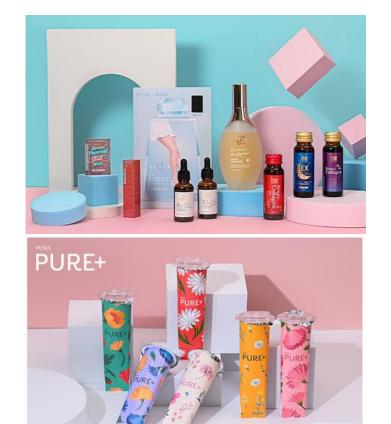








- Private label products accounted for 2.4% of total sales in 2024.
- We plan to introduce more NFMCG perennial seller products to enhance our brand value.





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 475 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**

> Integration Points, VIP Money flow, sales data

Stores

POYA

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

Poya's Social Media Upgrade



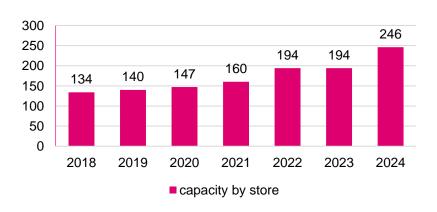






Centralized Logistic Center





Logistic Center in the South





POYA Beauty I HOME

Thank you!