

POYA Beauty | HOME



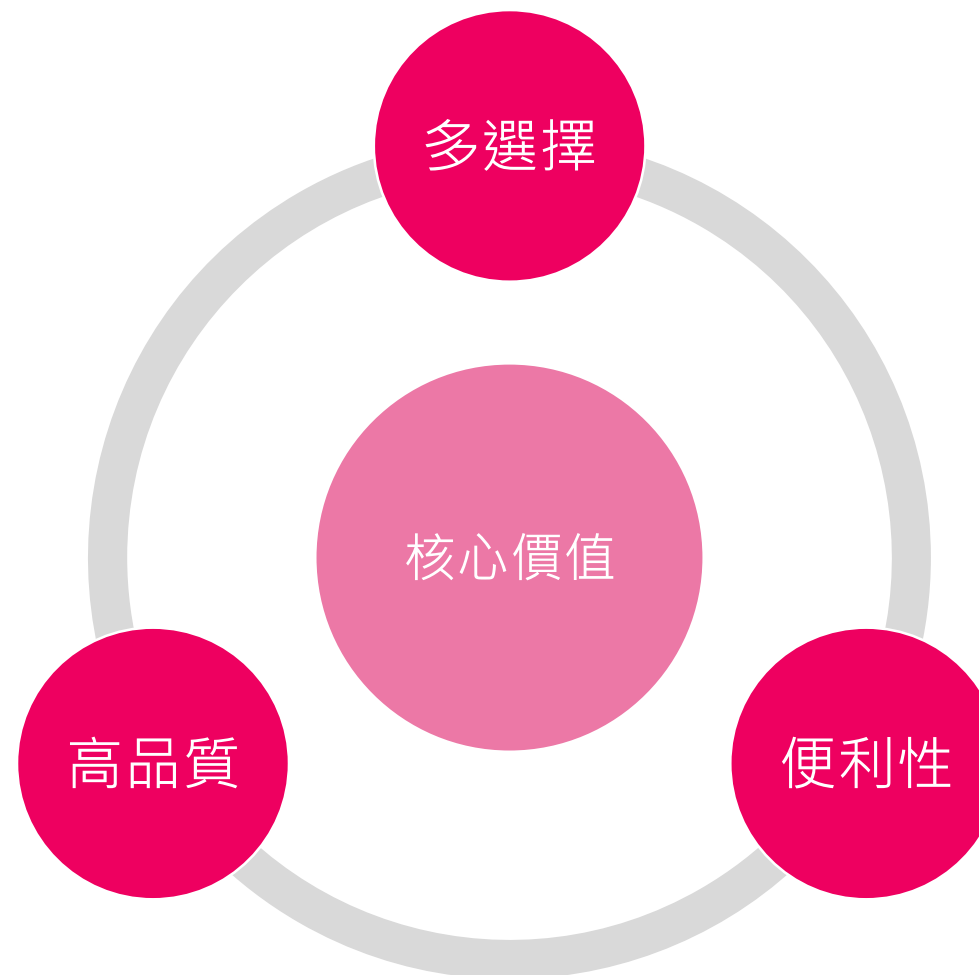
一.公司簡介

二.經營績效

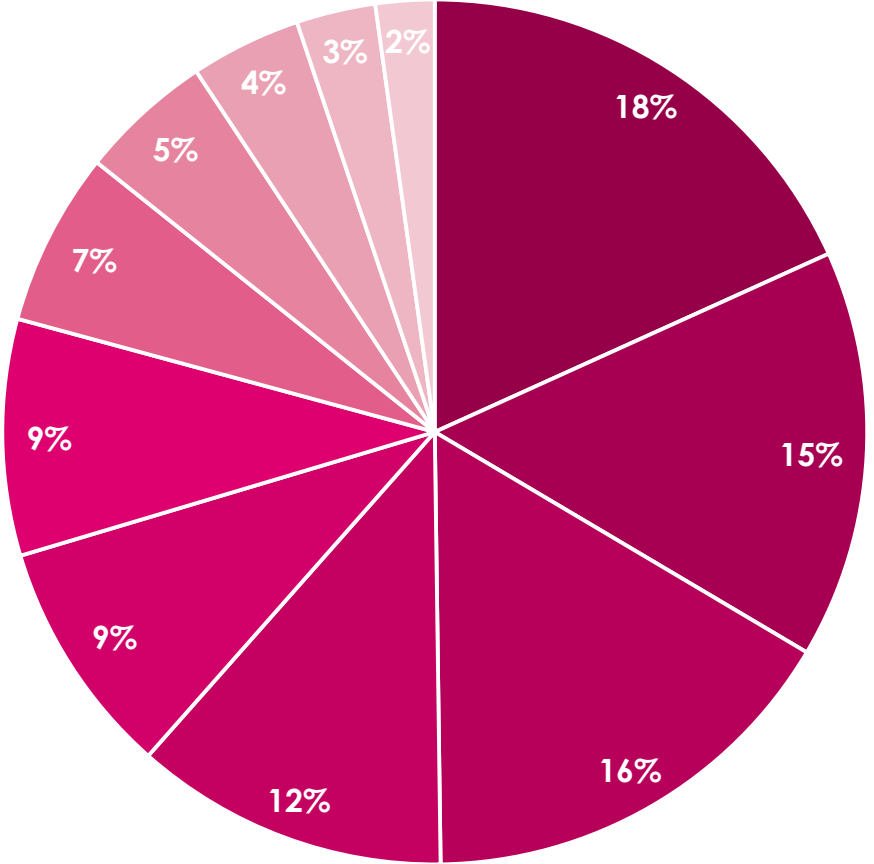
三.展店計畫

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：
5008 (2025年6月)
- 分店數: (2025年4月)
424寶雅+ 0寶家



2025Q2年產品銷售分析



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

2Q25 Operating Results Review

(NT\$ mn)	1Q25	2Q24	2Q25	QoQ	YoY
Net Sales	6,296	5,628	6,044	-4.0%	7.4%
Cost of goods sold	3,497	3,159	3,467	-0.9%	9.8%
Gross profit	2,799	2,469	2,577	-7.9%	4.4%
Promotion Expense	1,657	1,592	1,661	0.2%	4.3%
Administrative Expense	179	182	186	3.6%	1.9%
Operating profit	963	695	731	-24.1%	5.1%
Non-operating items	18	41	6	-68.7%	-86.2%
Profit before tax	981	736	736	-24.9%	0.0%
Tax expenses	196	147	142	-27.4%	-3.3%
Net income	785	589	594	-24.3%	0.8%
EPS (NT\$)	7.48	5.56	5.58	-25.4%	0.4%
Ratio				DIF	
GPM	44.5%	49.9%	42.6%	-1.8%	-1.2%
OPEX	29.2%	31.5%	30.5%	1.4%	-1.0%
OPM	15.3%	12.4%	12.1%	-3.2%	-0.3%
NPM	12.5%	10.5%	9.8%	-2.6%	-0.6%

2Q25 Financial highlights:

- Sales were NT\$6.044bn, up 7.4% YoY, driven by beauty product categories and our remodeling efforts.
- GPM was 42.6%, down 1.2% YoY / down 1.8% QoQ.
- OPM was 12.1%, down 0.3% YoY/ down 3.2% QoQ.
- NI came in of NT\$594mn with EPS of NT\$5.58, up 0.4% YoY.

1H25 Operating Results Review

POYA Beauty | HOME

(NT\$ mn)	1H24	1H25	YoY
Net Sales	11,502	12,340	7.3%
Cost of goods sold	6,433	6,964	8.3%
Gross profit	5,069	5,376	6.1%
Promotion Expense	3,139	3,318	5.7%
Administrative Expense	351	365	3.9%
Operating profit	1,579	1,694	7.2%
Non-operating items	34	24	-30.7%
Profit before tax	1,613	1,717	6.4%
Tax expenses	323	339	4.9%
Net income	1,291	1,379	6.8%
EPS (NT\$)	12.19	12.97	6.4%

Ratio

GPM	44.1%	43.6%	-0.5%
OPEX	30.3%	29.8%	-0.5%
OPM	13.7%	13.7%	0.0%
NPM	11.2%	11.2%	0.0%

1H25 Financial highlights:

- Sales were NT\$12.3bn, up 7.3% YoY.
- GPM was 43.6%, down 0.5% YoY.
- OPM was 13.7%, comparable to 1H24.
- EPS was NT\$12.97, up 6.4% YoY.

2Q25 Sales Trend

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

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

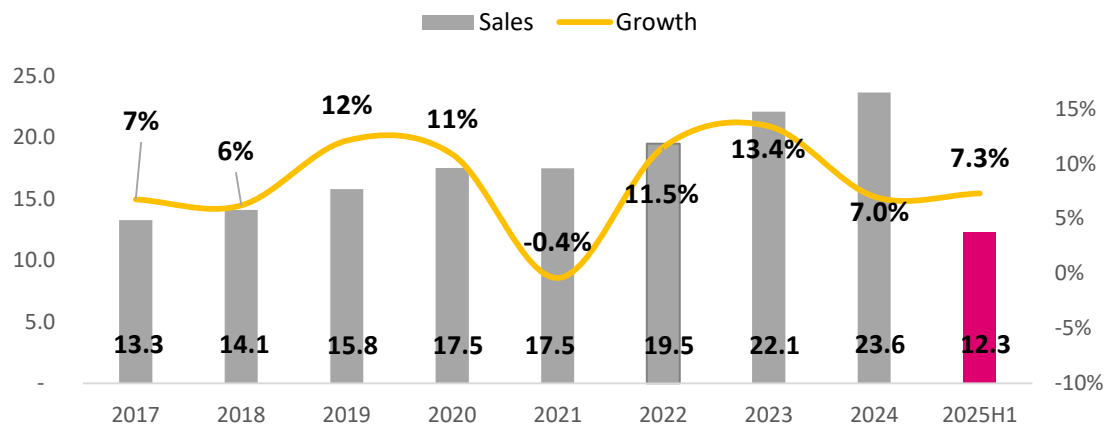
1H25 Sales Trend

 Double-digit growth
  Single-digit growth
  Decrease

1H25 Sales YOY by products		Sales mix		1H25 Sales Trend
		1H24	1H25	
Beauty		8%	9%	A solid demand for beauty products
Cosmetics		18%	18%	
Skin Care		16%	15%	
Bath		12%	12%	
Textile		9%	9%	
Others		5%	5%	
Household		16%	16%	
Accessories		3%	3%	
Food		7%	7%	
Groceries		2%	2%	
Hardware		4%	4%	

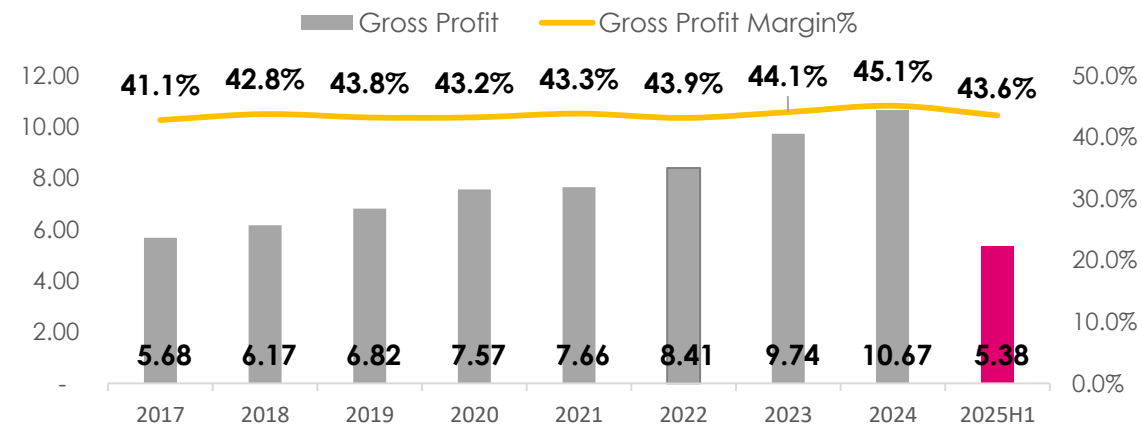
Sales

(Unit: NT\$ billion)



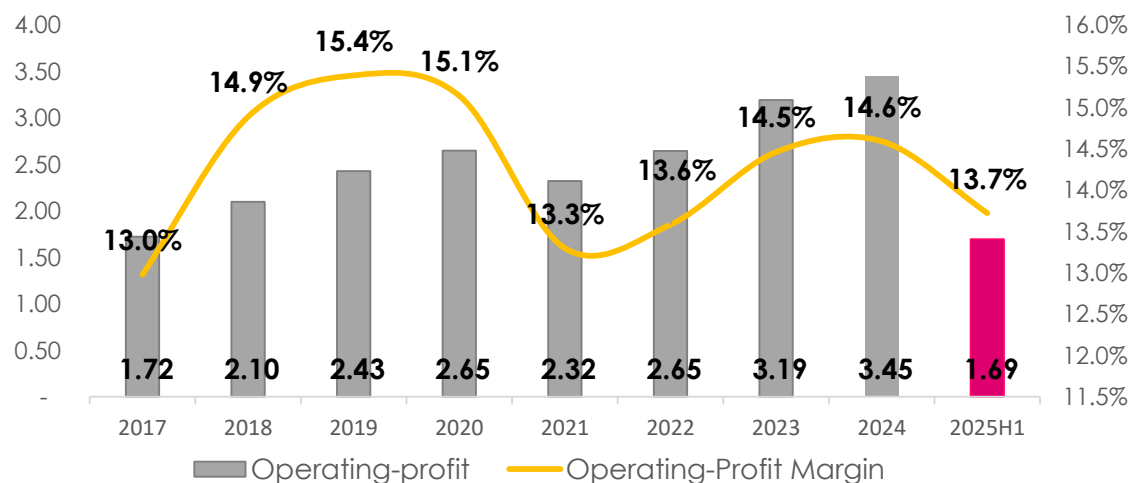
Gross Profit

(Unit: NT\$ billion)



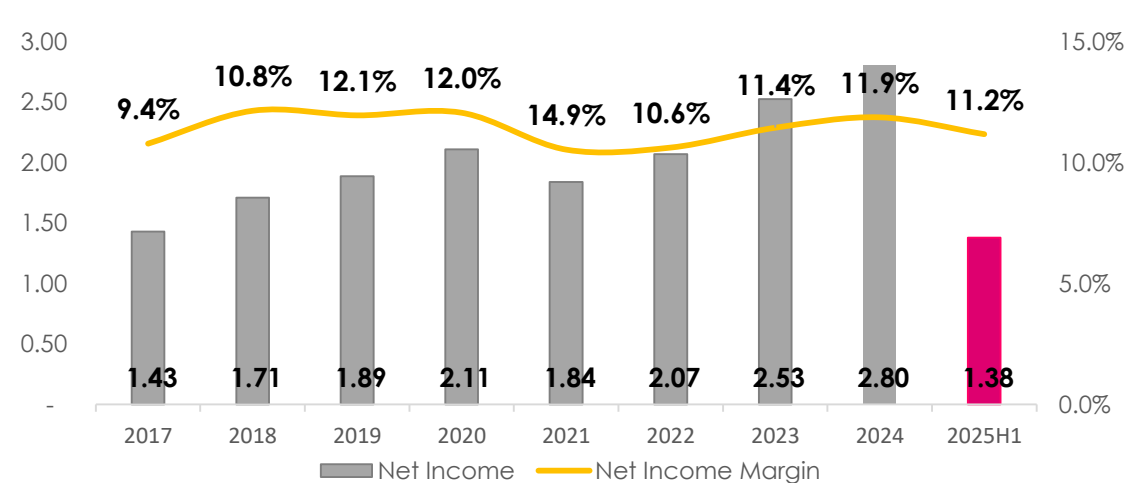
Operating Profit

(Unit: NT\$ billion)

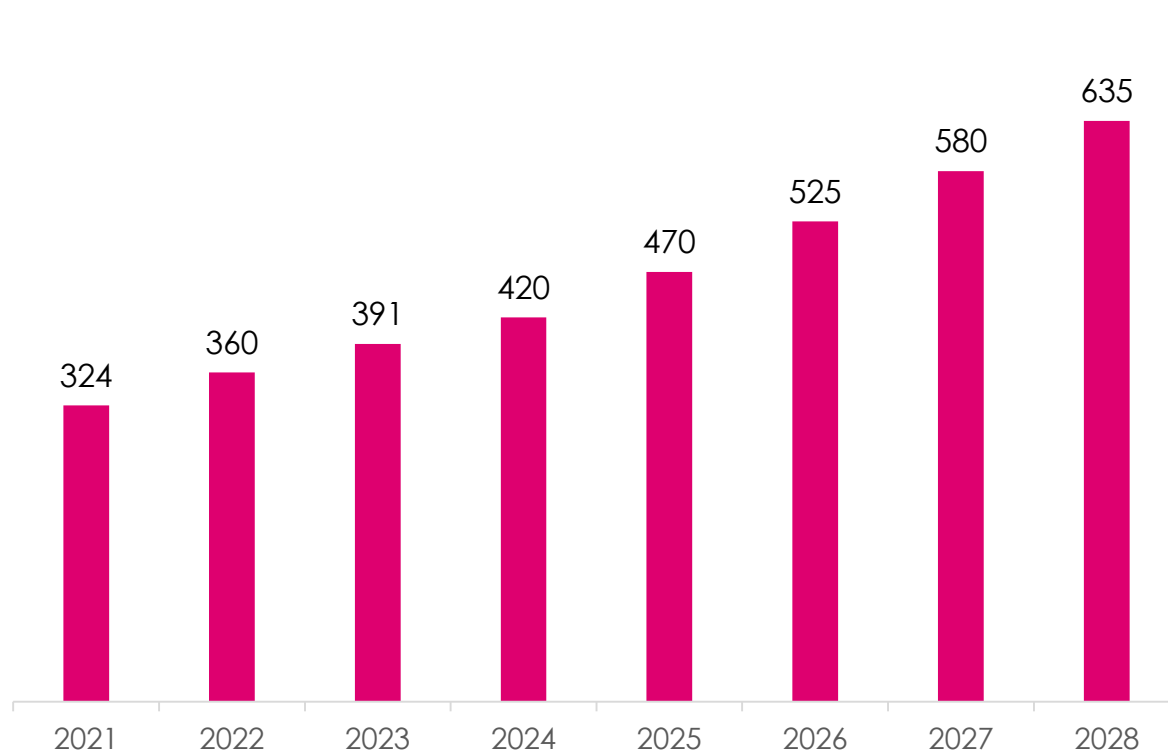


Net Profit

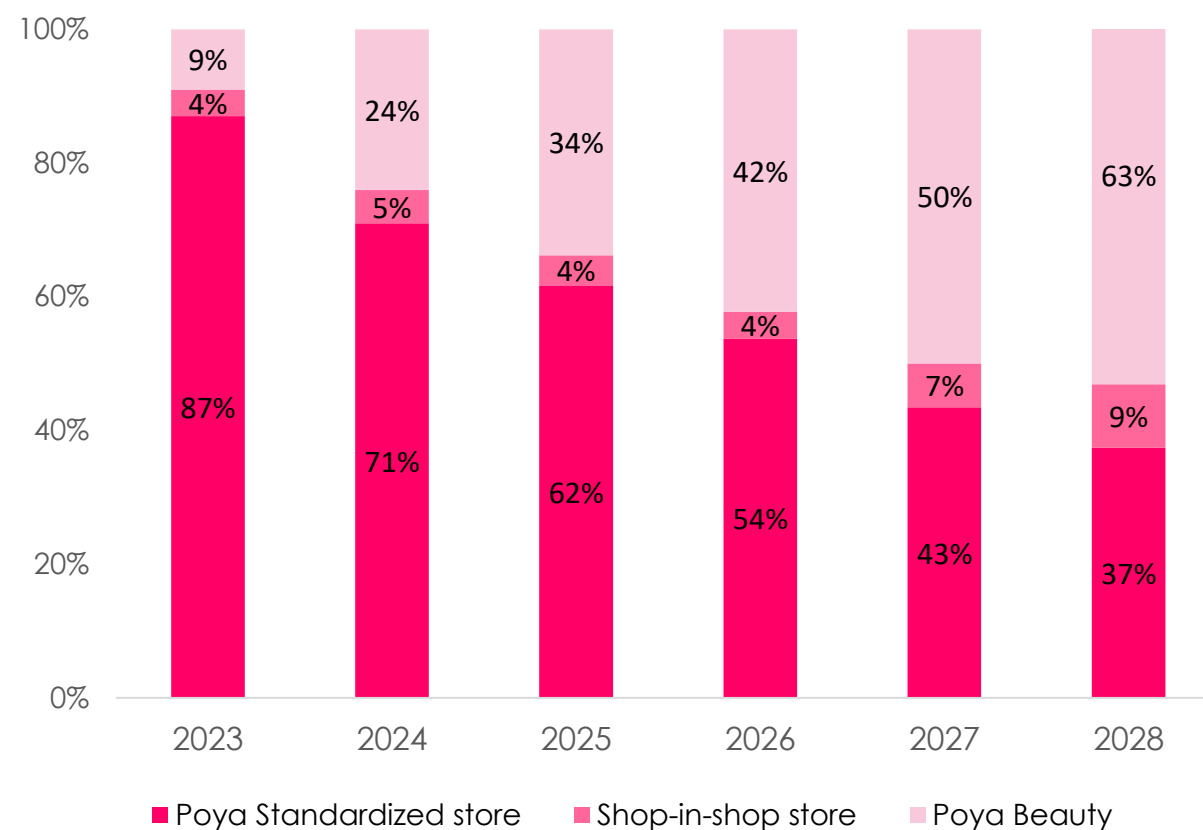
(Unit: NT\$ billion)



Store numbers



Composition



四種型態店面-寶雅

POYA Beauty | HOME



Poya Community Shop



Poya Beauty Street Shop



Poya Beauty Shop at Shopping mall

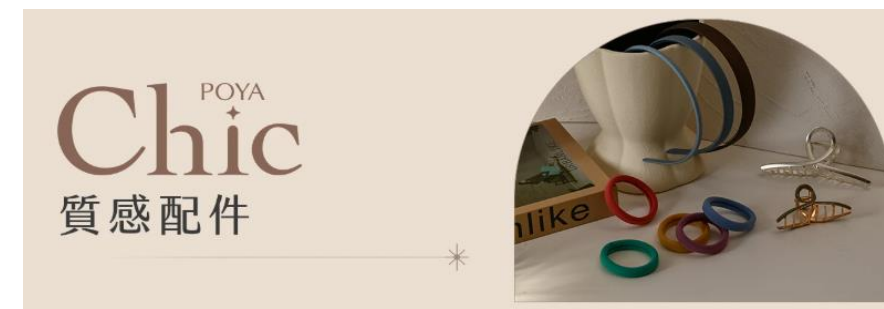
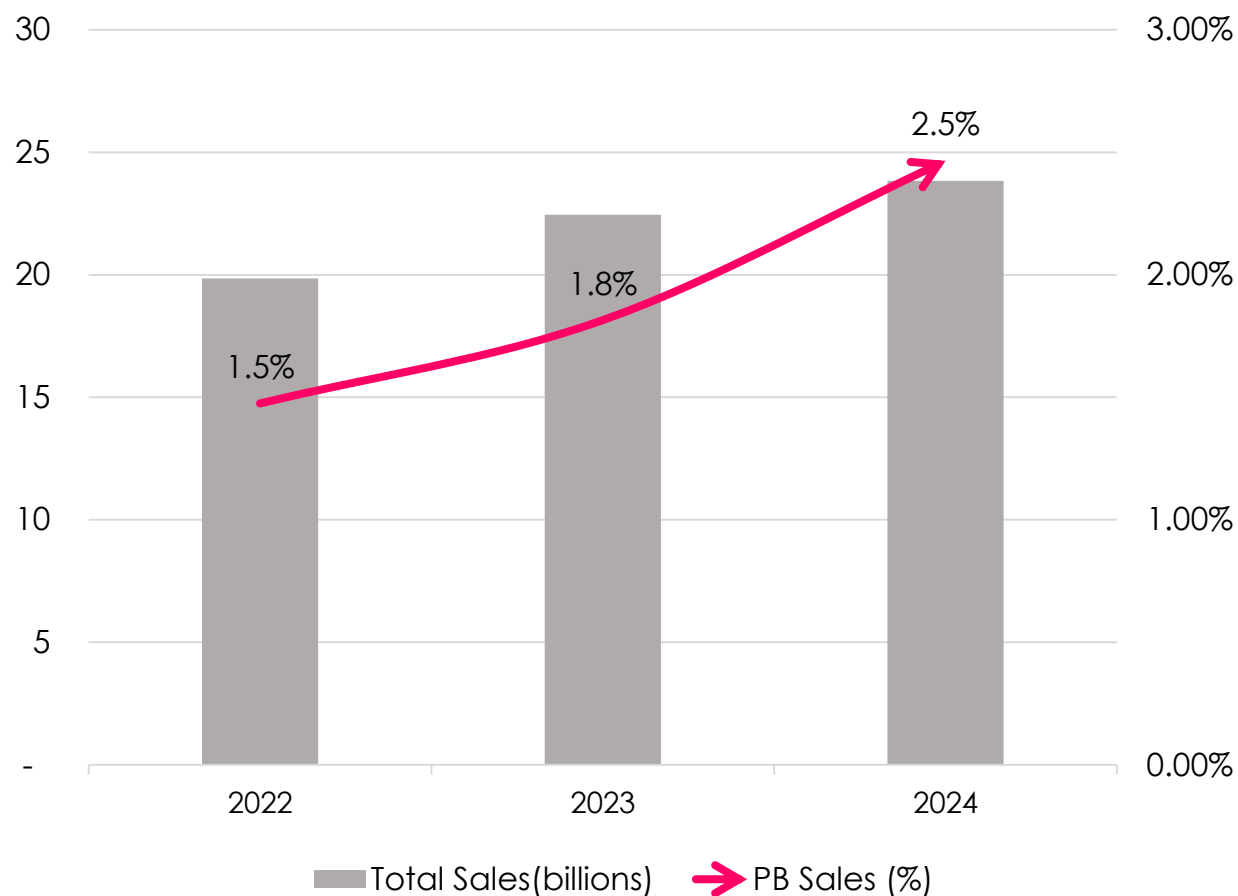


Shop-in-Shop

Private Brand Plan

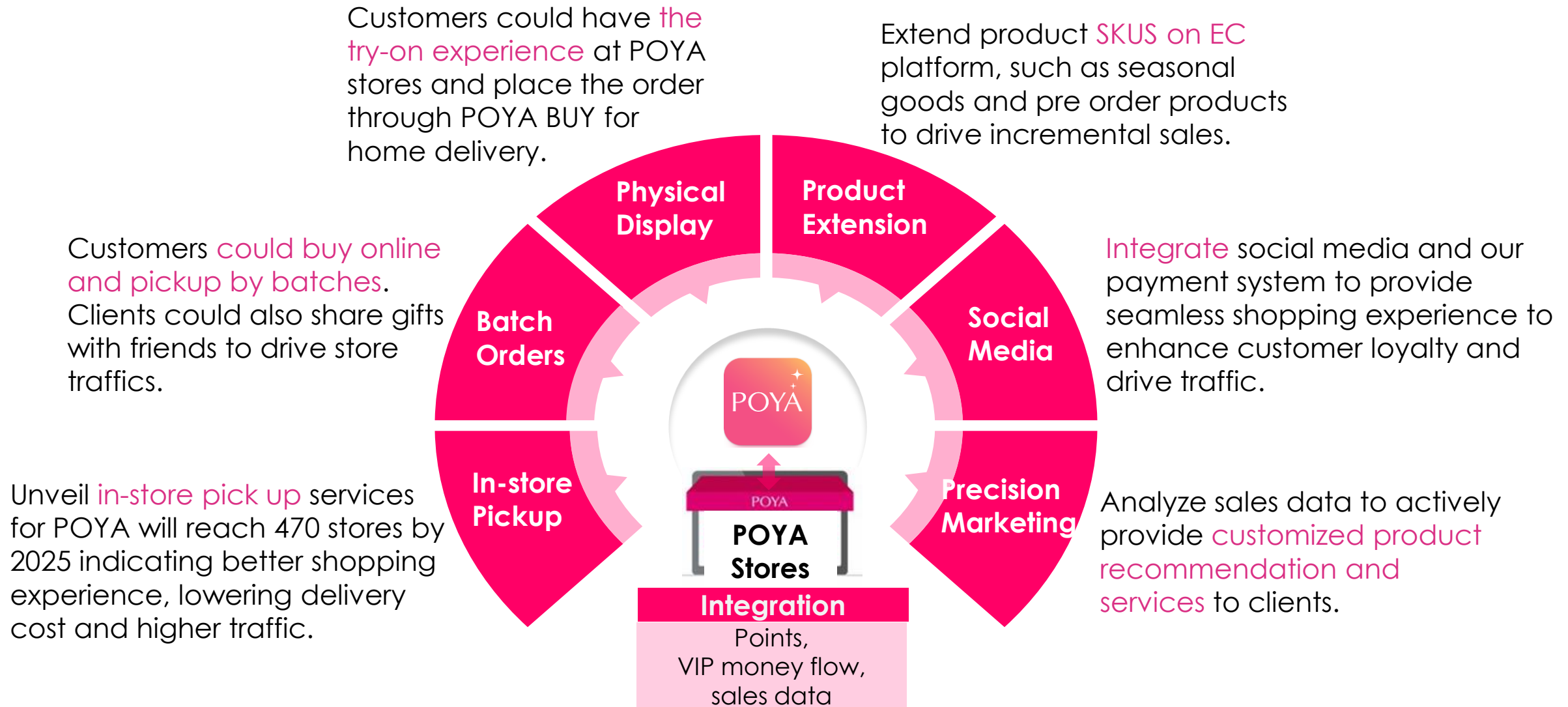
POYA Beauty | HOME

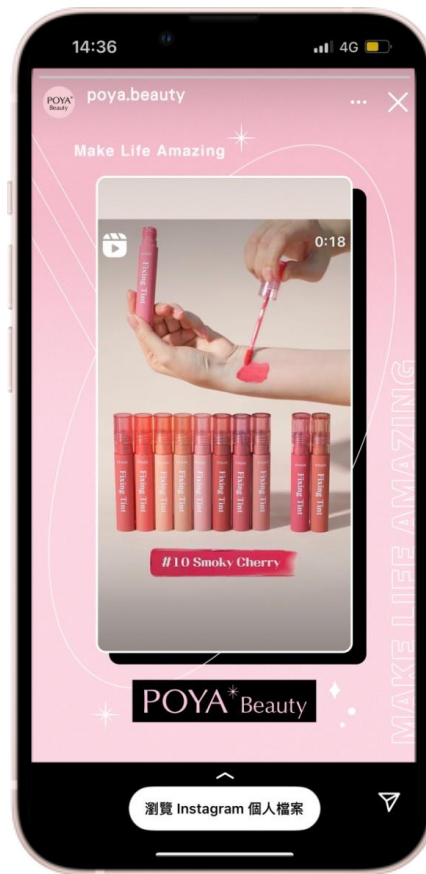
- Private label products accounted for 3.1% of total sales in 1H25.
- We plan to introduce more Poya private brands to enhance our brand value.



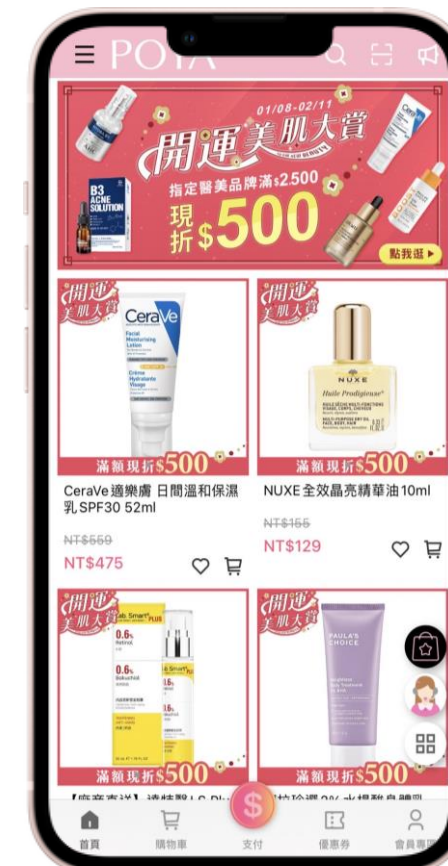
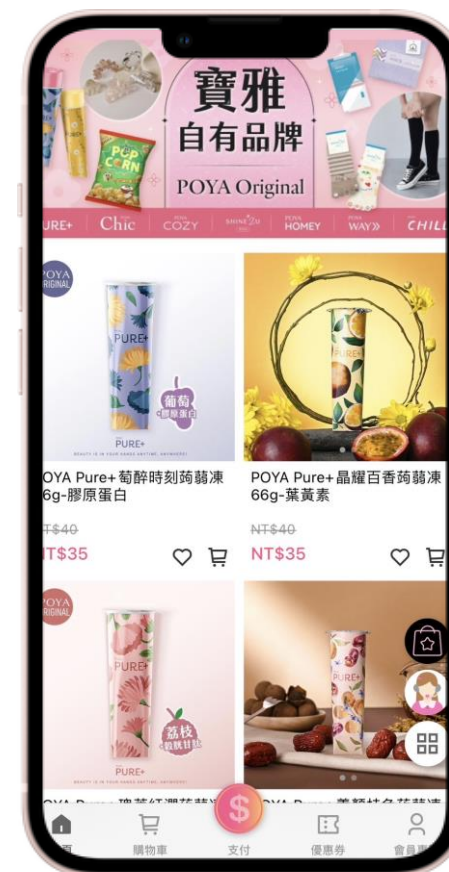
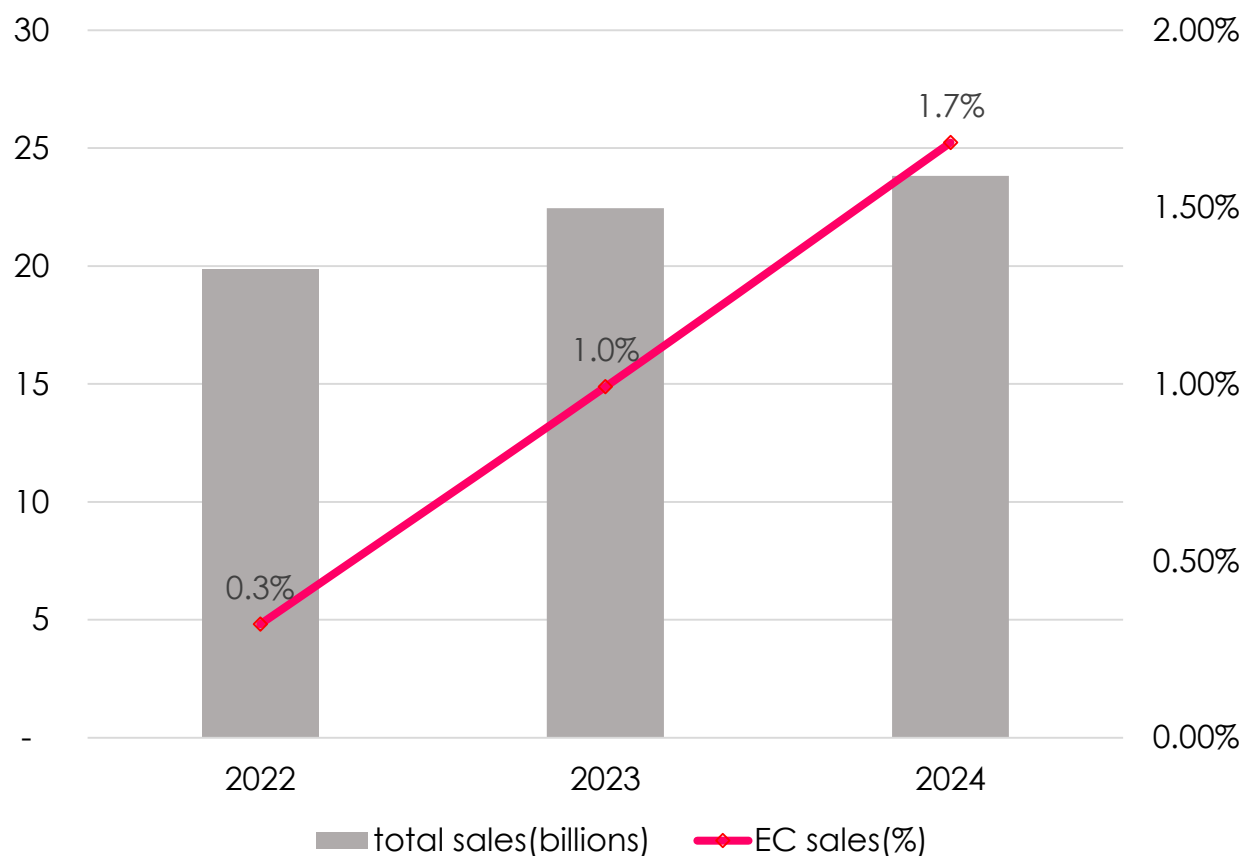
Poya's OMO Strategy

POYA Beauty | HOME

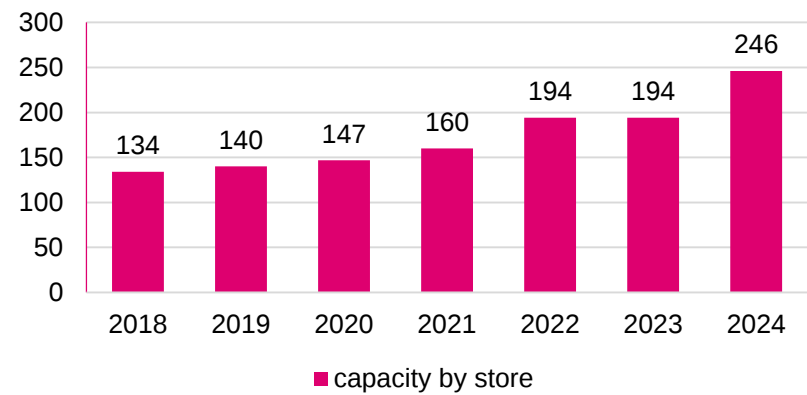




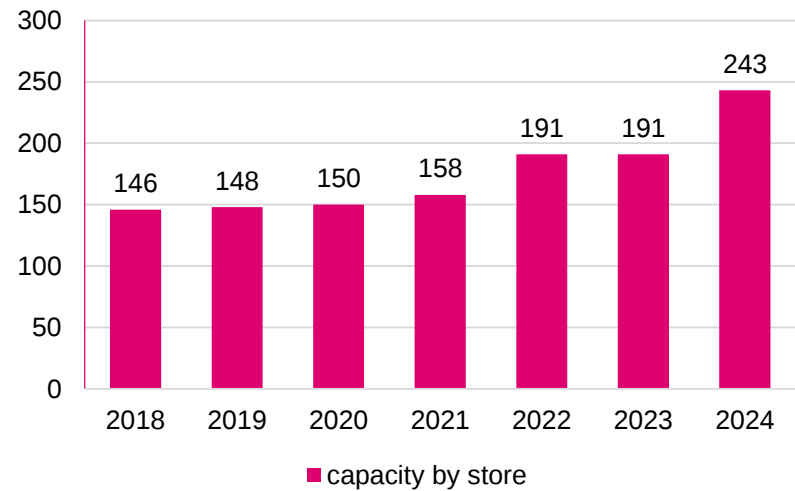
- EC accounted for 2.1% of total sales in 1H25 with accelerating growth and improving profitability.



桃園物流中心



高雄物流中心



POYA Beauty | HOME

Thank you!