

# POYA Beauty | HOME



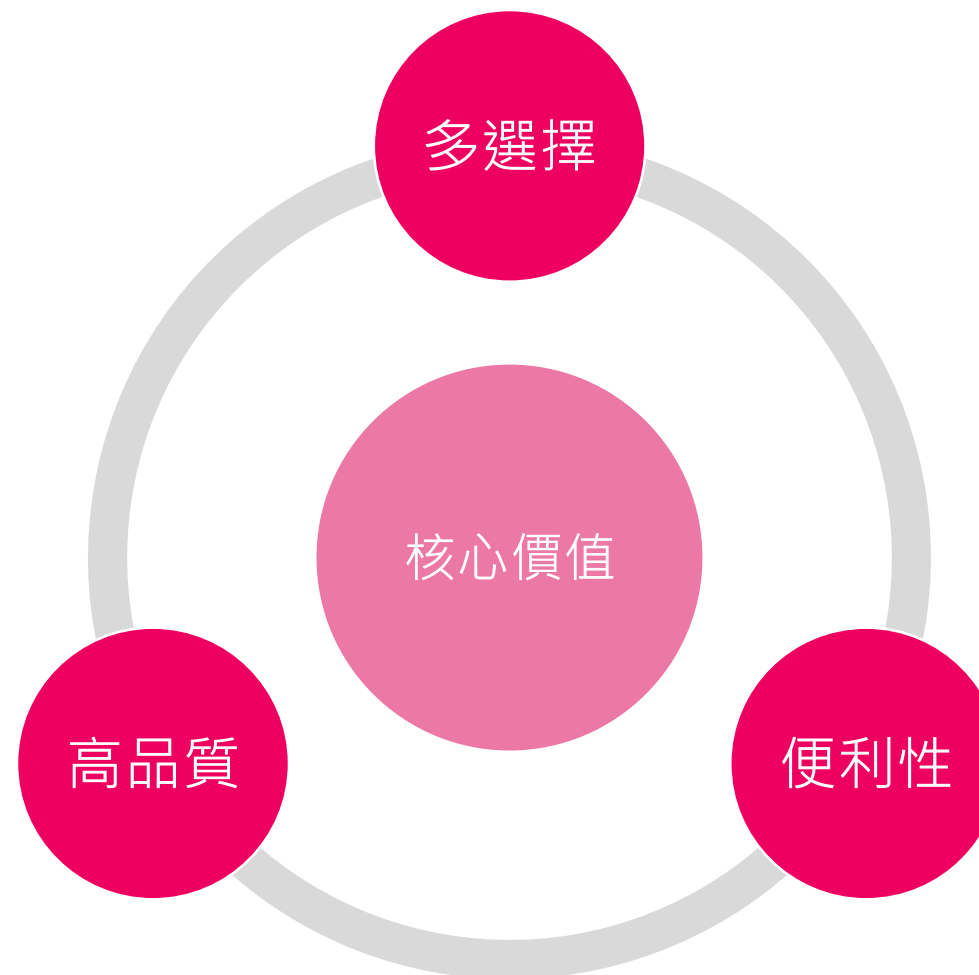
一.公司簡介

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：  
5106 (2025年4月)
- 分店數: (2025年4月)  
419寶雅+ 0寶家



# 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%   |
| <b>Ratio</b>           |       |       |       | 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

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

| 1Q25 Sales YOY<br>by products |    | Sales mix |      | 1Q25 Sales Trend                    |
|-------------------------------|----|-----------|------|-------------------------------------|
|                               |    | 1Q24      | 1Q25 |                                     |
| Beauty                        | ↑  | 8%        | 9%   | A solid demand for Beauty products. |
| Cosmetics                     | ↑  | 18%       | 19%  |                                     |
| Bath                          | ↑  | 12%       | 12%  |                                     |
| Skin Care                     | ↑  | 14%       | 14%  |                                     |
| Household                     | 🏷️ | 16%       | 16%  |                                     |
| Groceries                     | 🏷️ | 2%        | 2%   |                                     |
| Textile                       | 🏷️ | 4%        | 4%   |                                     |
| Hardware                      | 🏷️ | 10%       | 9%   |                                     |
| Others                        | 🏷️ | 5%        | 4%   |                                     |
| Food                          | 🏷️ | 7%        | 7%   |                                     |
| Accessories                   | 🏷️ | 3%        | 3%   |                                     |

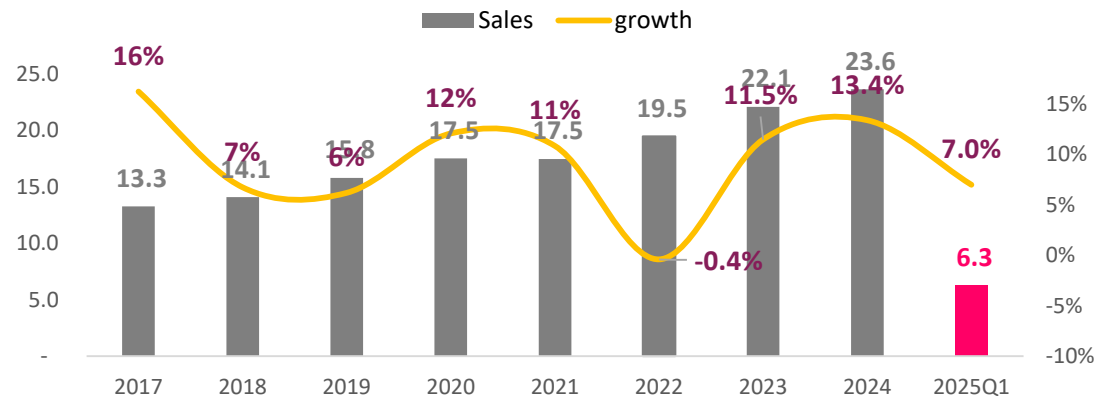
# 2024 Sales trend

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

| 2024 Sales YOY by products |   | Sales mix |      | 2024 Sales Trend                    |
|----------------------------|---|-----------|------|-------------------------------------|
|                            |   | 2023      | 2024 |                                     |
| Beauty                     | ↑ | 7%        | 8%   | A solid demand for beauty products. |
| Cosmetics                  | ↑ | 16%       | 18%  |                                     |
| Skin Care                  | ↑ | 15%       | 16%  |                                     |
| Bath                       | ↑ | 12%       | 12%  |                                     |
| Textile                    | ↗ | 10%       | 9%   |                                     |
| Others                     | ↗ | 6%        | 5%   |                                     |
| Household                  | ↗ | 16%       | 16%  |                                     |
| Accessories                | ↗ | 3%        | 3%   |                                     |
| Food                       | ↓ | 8%        | 7%   |                                     |
| Groceries                  | ↓ | 3%        | 2%   |                                     |
| Hardware                   | ↓ | 5%        | 5%   |                                     |

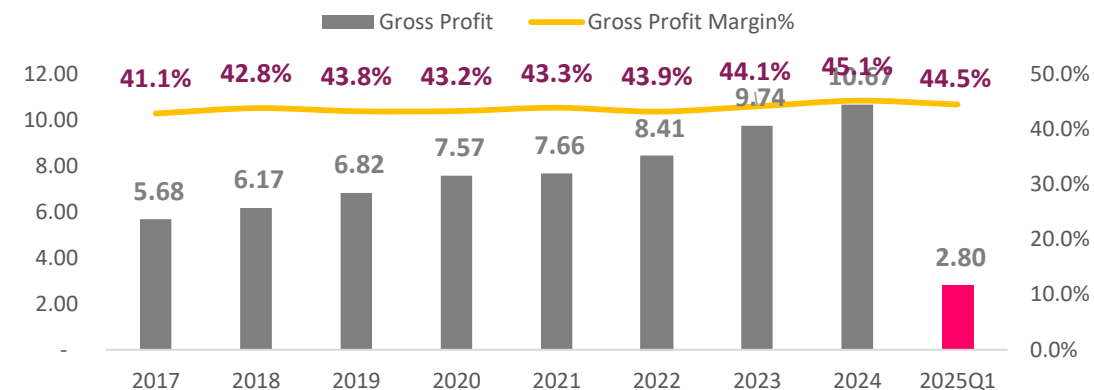
## Sales

(Unit: NT\$ billion)



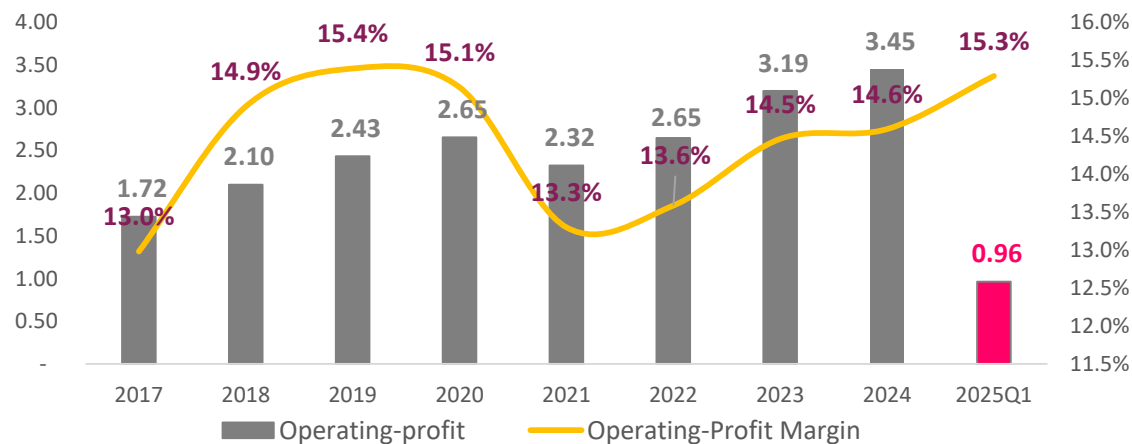
## Gross Profit

(Unit: NT\$ billion)



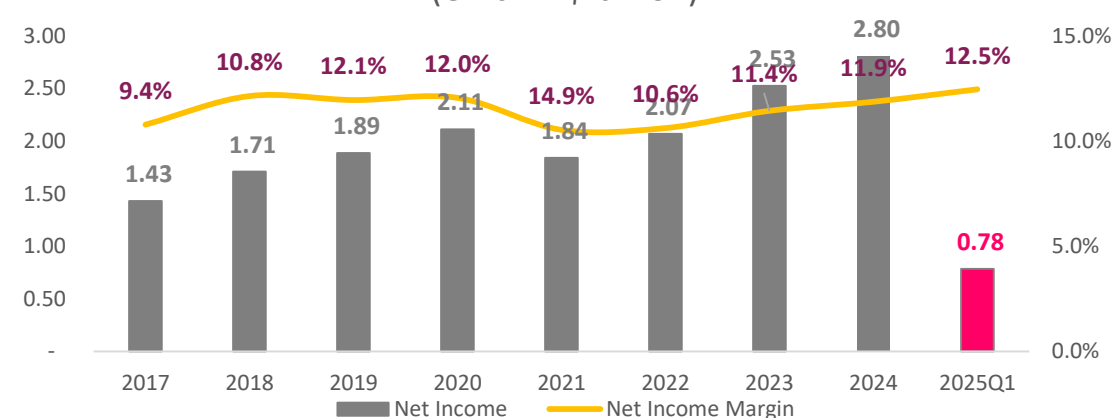
## Operating Profit

(Unit: NT\$ billion)



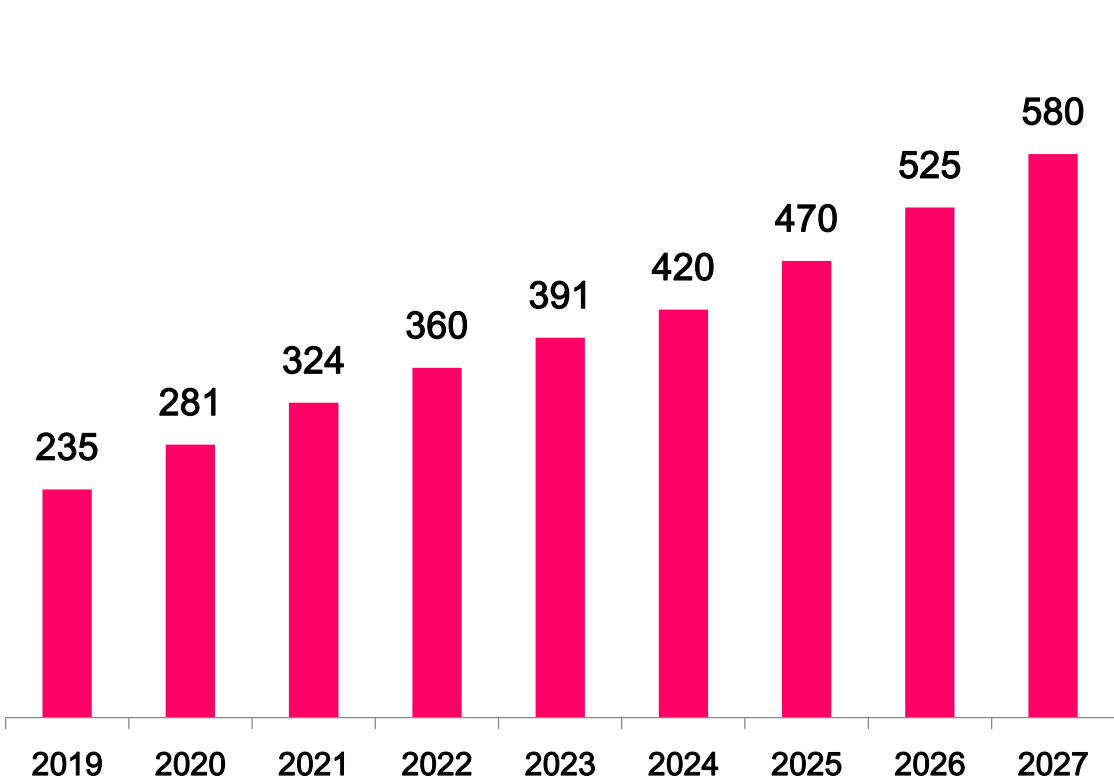
## Net Profit

(Unit: NT\$ billion)

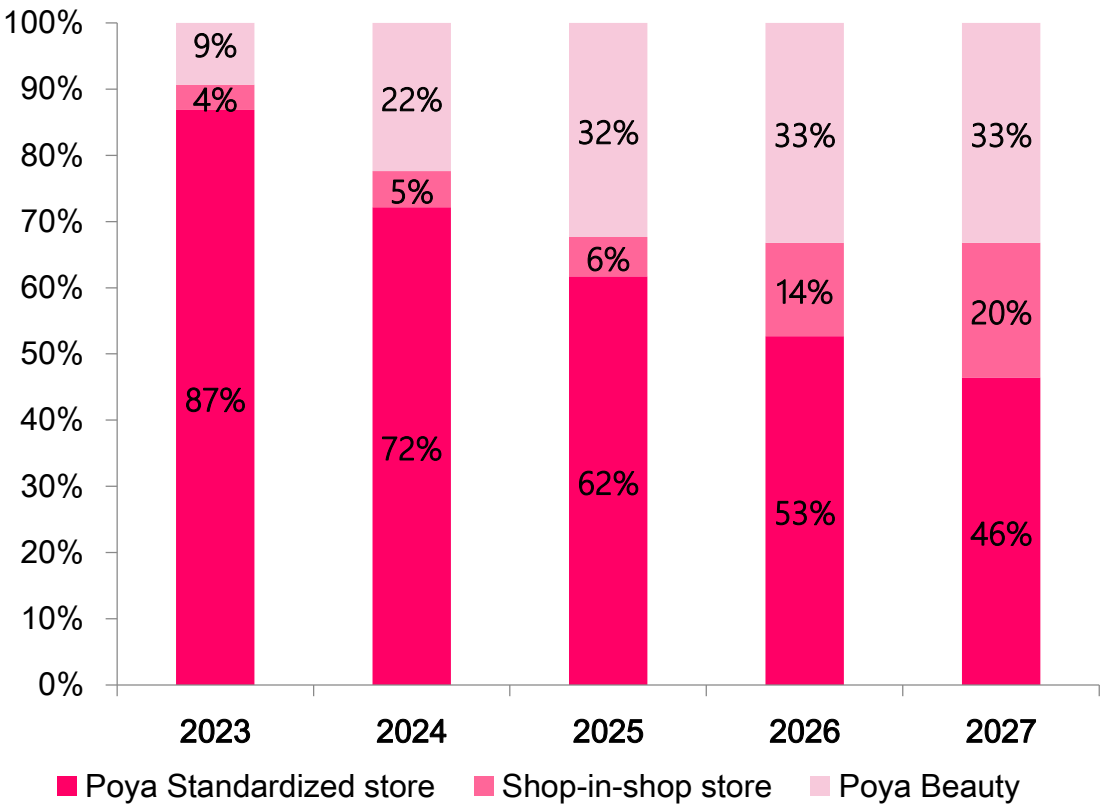




Store numbers



Composition



# 四種型態店面-寶雅

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Poya Community Shop



Poya Beauty Street Shop



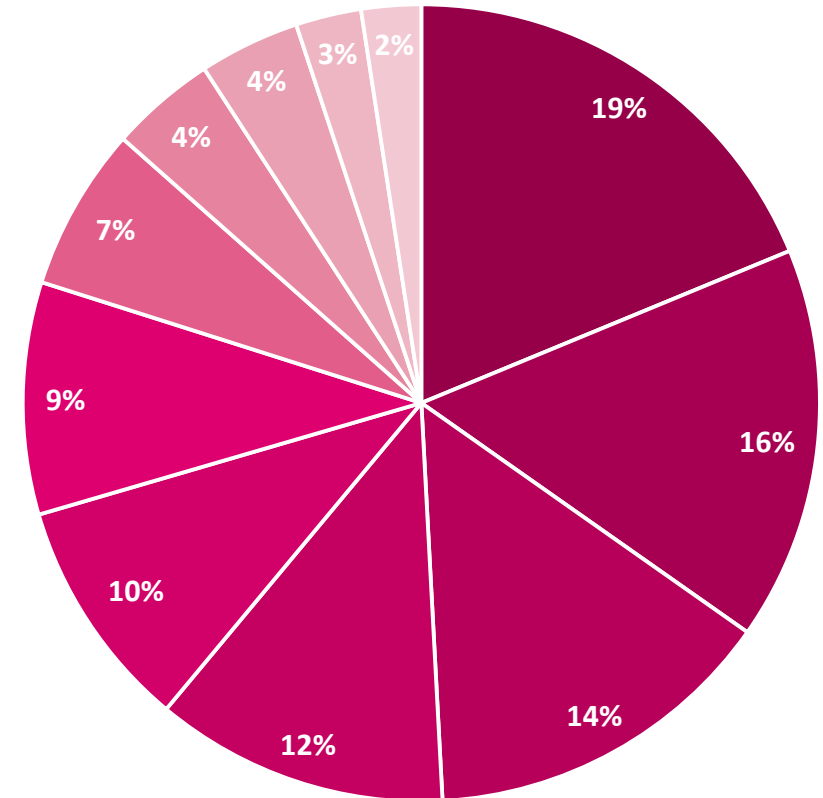
Poya Beauty Shop at Shopping mall



Poya Home inside

# 2025Q1年產品銷售分析

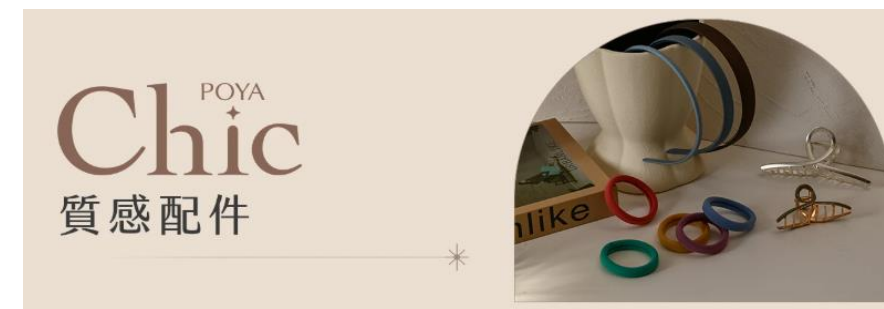
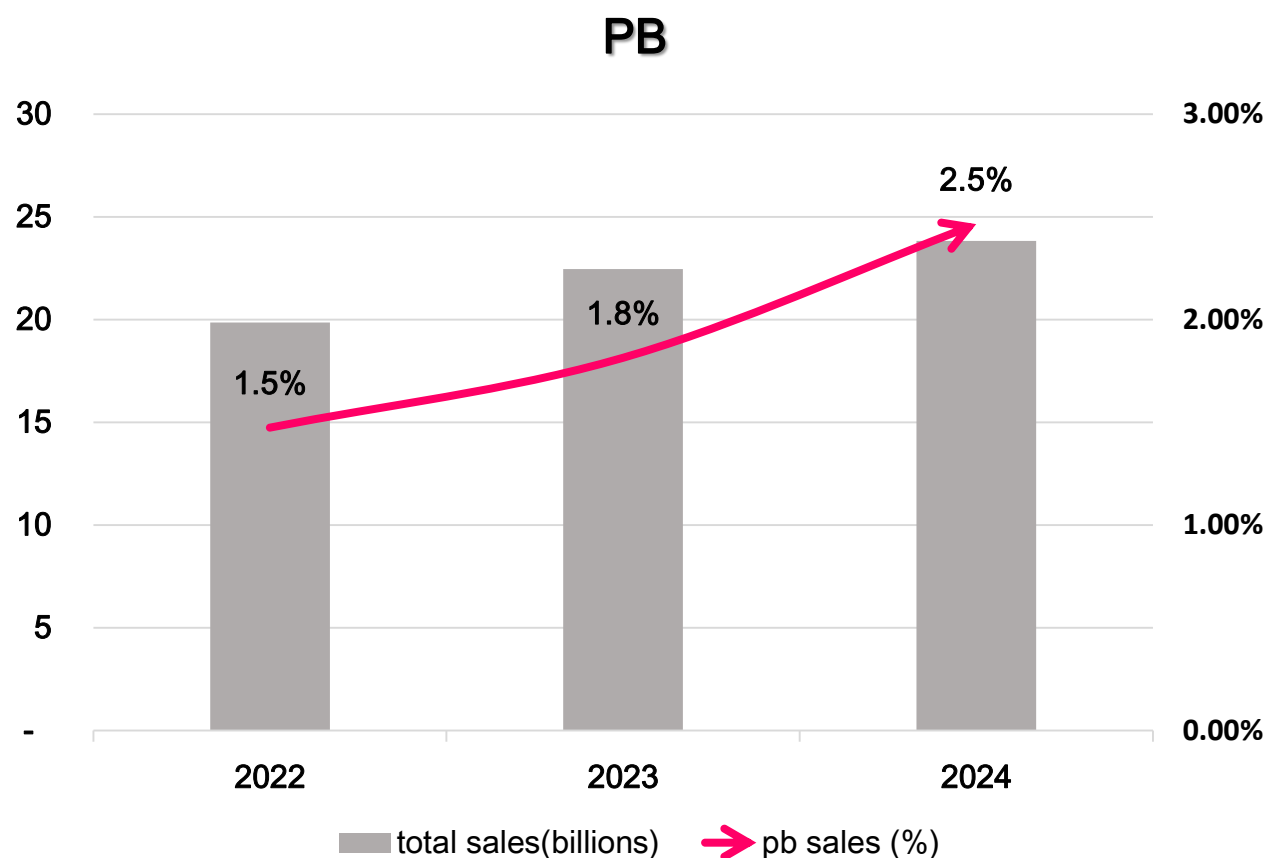
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- Cosmetics
- Household
- Skin Care
- Bath
- Beauty
- Textile
- Food
- Others
- Hardware
- Accessories
- Groceries

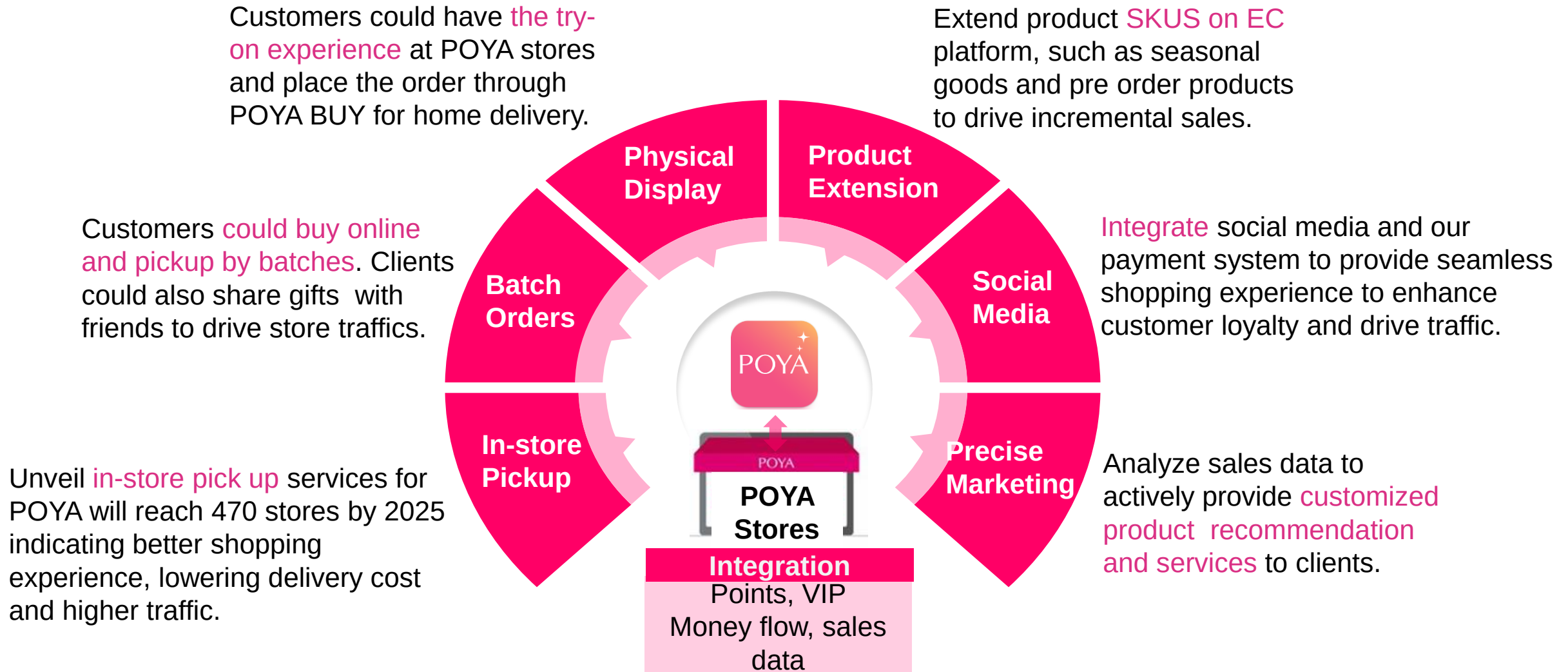


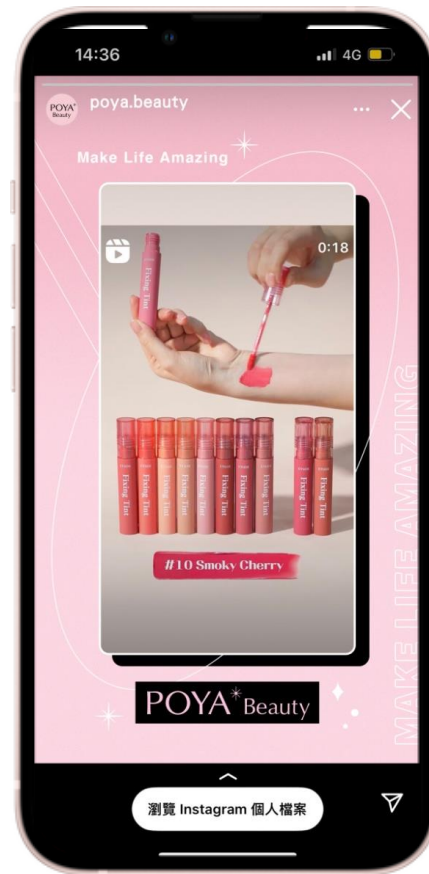
- Private label products accounted for 3.3% of total sales in 1Q25.
- We plan to introduce more Poya private brands to enhance our brand value.



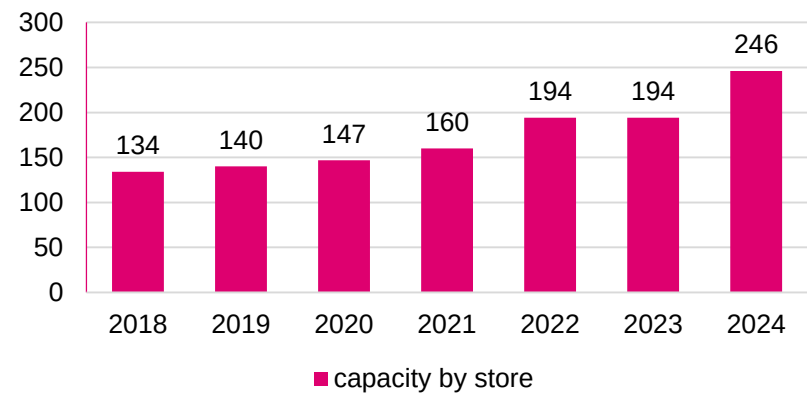
# POYA's OMO Strategy

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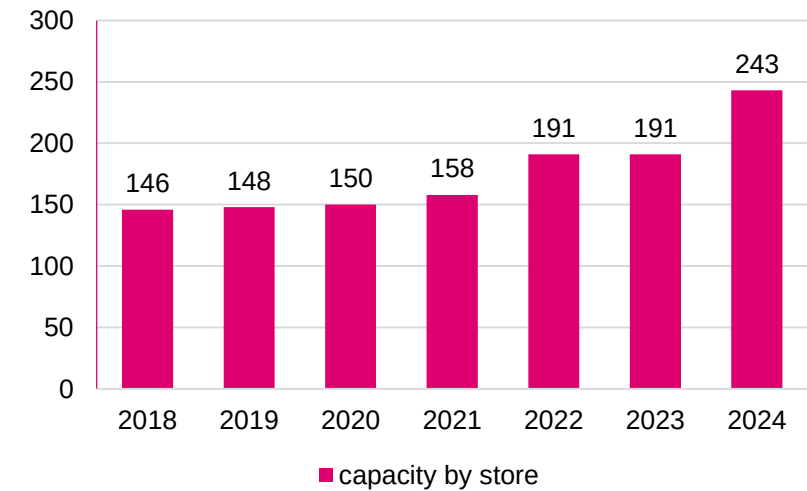




桃園物流中心



高雄物流中心



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Thank you!