

POYA Beauty | HOME



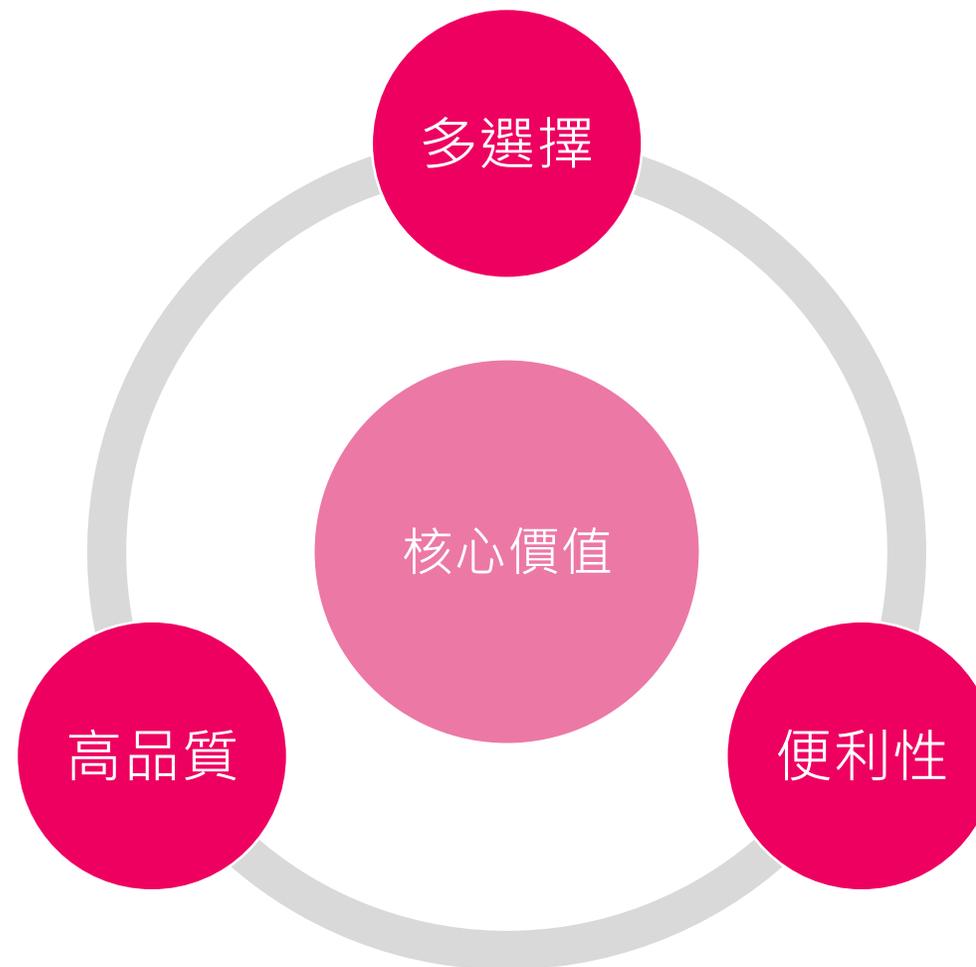
一. 公司簡介

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：
10.64億台幣
- 員工人數: (2026年2月)
5,034
- 分店數: (2026年02月)
471店



(NT\$ mn)	3Q25	4Q24	4Q25	QoQ	YoY
Net Sales	6,401	6,002	6,579	2.8%	9.6%
Cost of goods sold	3,463	3,223	3,446	-0.5%	6.9%
Gross profit	2,938	2,780	3,133	6.6%	12.7%
Promotion Expense	1,738	1,669	1,750	0.7%	4.9%
Administrative Expense	198	194	204	3.2%	5.3%
Operating profit	1,002	917	1,179	17.6%	28.5%
Non-operating items	8	22	17	103.2%	-24.8%
Profit before tax	1,001	939	1,195	18.3%	27.3%
Tax expenses	202	188	240	18.5%	27.5%
Net income	808	751	956	18.2%	27.2%
EPS (NT\$)	7.59	7.51	8.98	18.4%	19.6%
Ratio				DIF	
GPM	45.9%	46.3%	47.6%	1.7%	1.3%
OPEX	30.2%	31.0%	29.7%	-0.5%	-1.3%
OPM	15.7%	15.3%	17.9%	2.3%	2.6%
NPM	12.6%	12.5%	14.5%	1.9%	2.0%

4Q25 Financial highlights:

- Sales were NT\$6.579bn, up 9.6% YoY, driven by beauty product categories and our remodeling efforts.
- GPM was 47.6%, up 1.3% YoY / up 1.7% QoQ.
- OPM was 17.9%, up 2.6% YoY/ up 2.3% QoQ.
- NI came in of NT\$956 mn with EPS of NT\$8.98, up 19.6% YoY.

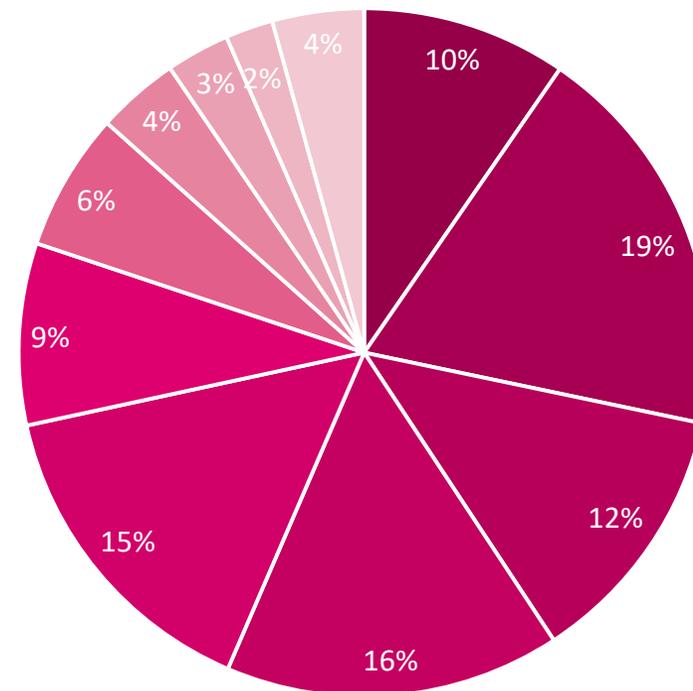
(NT\$ mn)	2024	2025	YoY
Net Sales	23,628	25,320	7.2%
Cost of goods sold	12,962	13,873	7.0%
Gross profit	10,666	11,477	7.3%
Promotion Expense	6,480	6,805	5.0%
Administrative Expense	739	767	3.8%
Operating profit	3,448	3,875	12.4%
Non-operating items	58	48	-17.1%
Profit before tax	3,506	3,923	11.9%
Tax expenses	702	781	11.2%
Net income	2,804	3,143	12.1%
EPS (NT\$)	26.48	29.54	11.6%

Ratio

GPM	45.1%	45.2%	0.1%
OPEX	30.6%	29.9%	-0.6%
OPM	14.6%	15.3%	0.7%
NPM	11.9%	12.4%	0.5%

2025 Financial highlights:

- Sales were NT\$25.3bn, up 7.2% YoY.
- GPM was 45.2%, up 0.1% YoY.
- OPM was 15.3%, comparable to 2024.
- EPS was NT\$29.54, up 11.6% YoY.



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

4Q25產品銷售表現

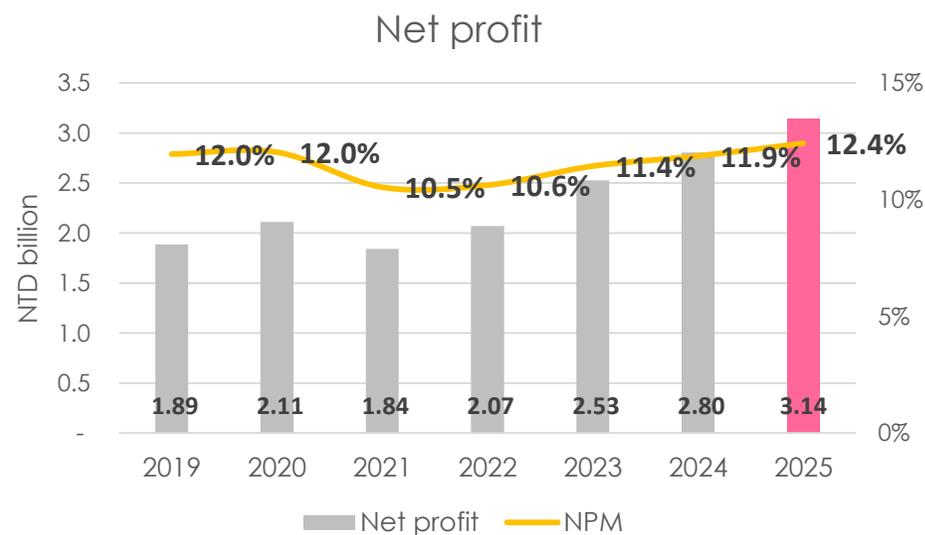
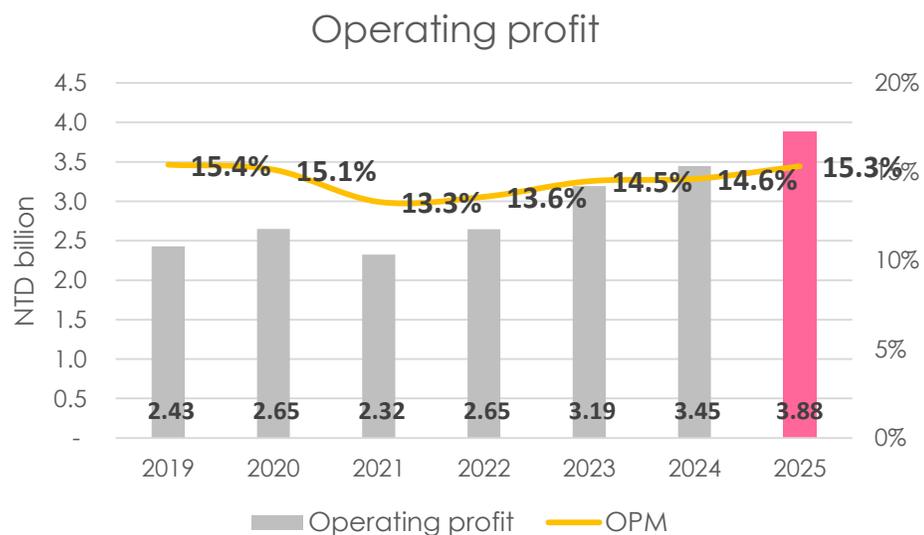
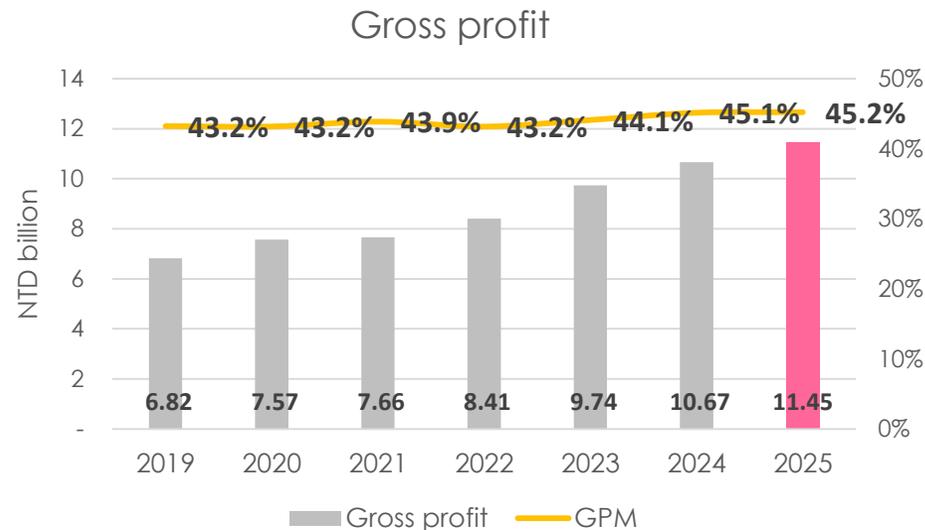
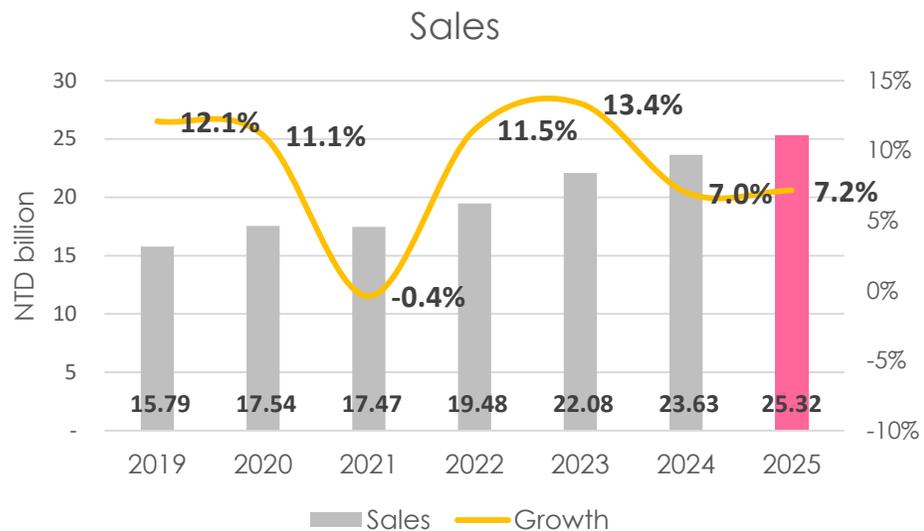
↑ Double-digit growth
 ↗ Single-digit growth
 ↓ Decrease

4Q25 Sales YOY by products	Sales mix		4Q25 Sales Trend
	4Q24	4Q25	
Beauty ↑	8%	10%	A solid demand for beauty products
Bath ↑	12%	12%	
Cosmetics ↗	18%	19%	
Skin Care ↗	15%	16%	
Hardware ↗	4%	4%	
Groceries ↗	2%	2%	
Household ↓	16%	15%	
Accessories ↗	3%	3%	
Textile ↓	10%	9%	
Food ↓	8%	6%	
Others ↓	5%	4%	

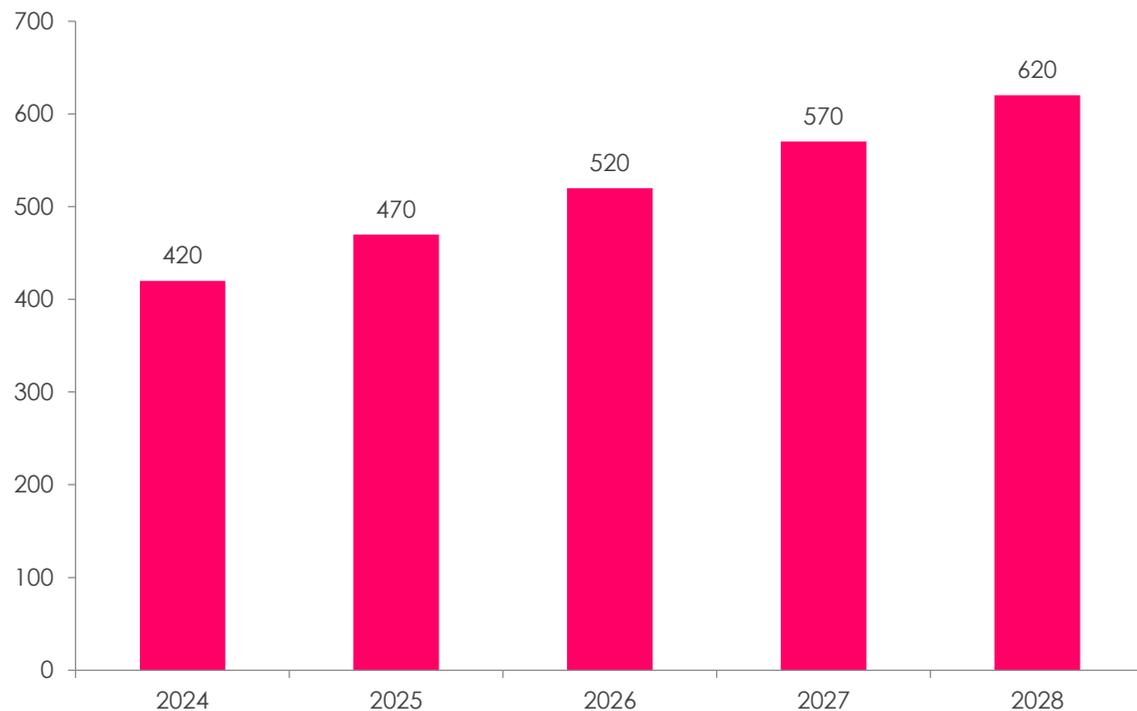
2025產品銷售表現

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

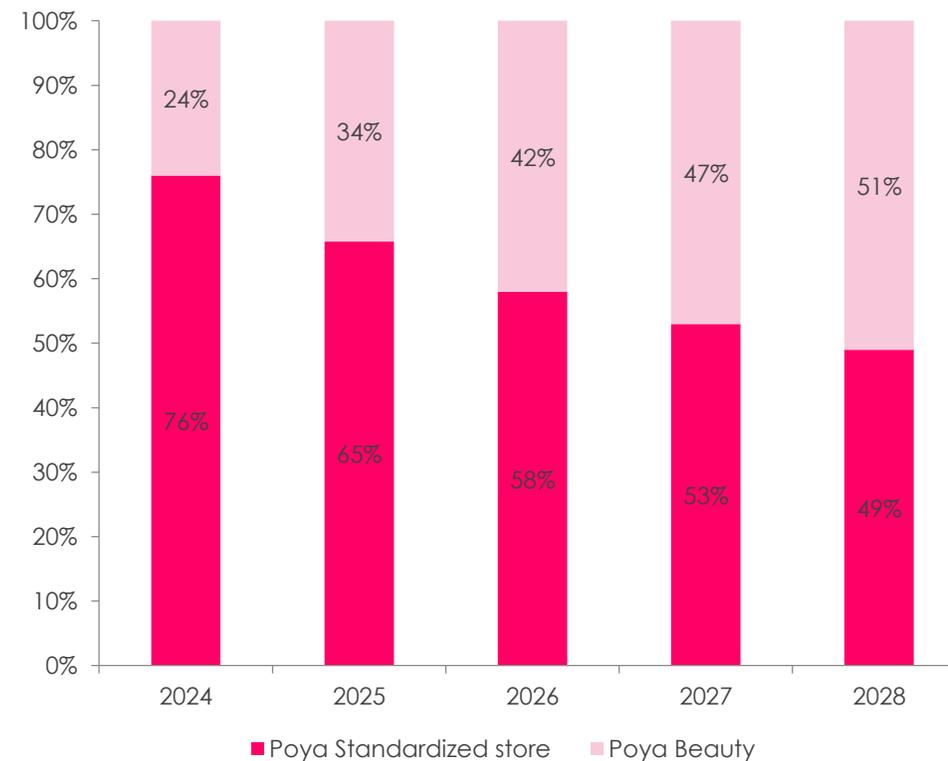
2025 Sales YOY by products	Sales mix		2025 Sales Trend
	2024	2025	
Beauty	8%	9%	A solid demand for beauty products
Bath	12%	12%	
Cosmetics	18%	18%	
Skin Care	16%	16%	
Hardware	4%	4%	
Groceries	2%	2%	
Household	16%	15%	
Accessories	3%	3%	
Textile	9%	9%	
Food	7%	7%	
Others	5%	5%	



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

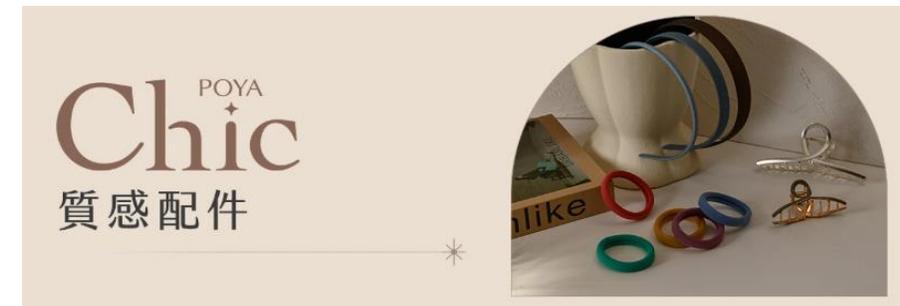
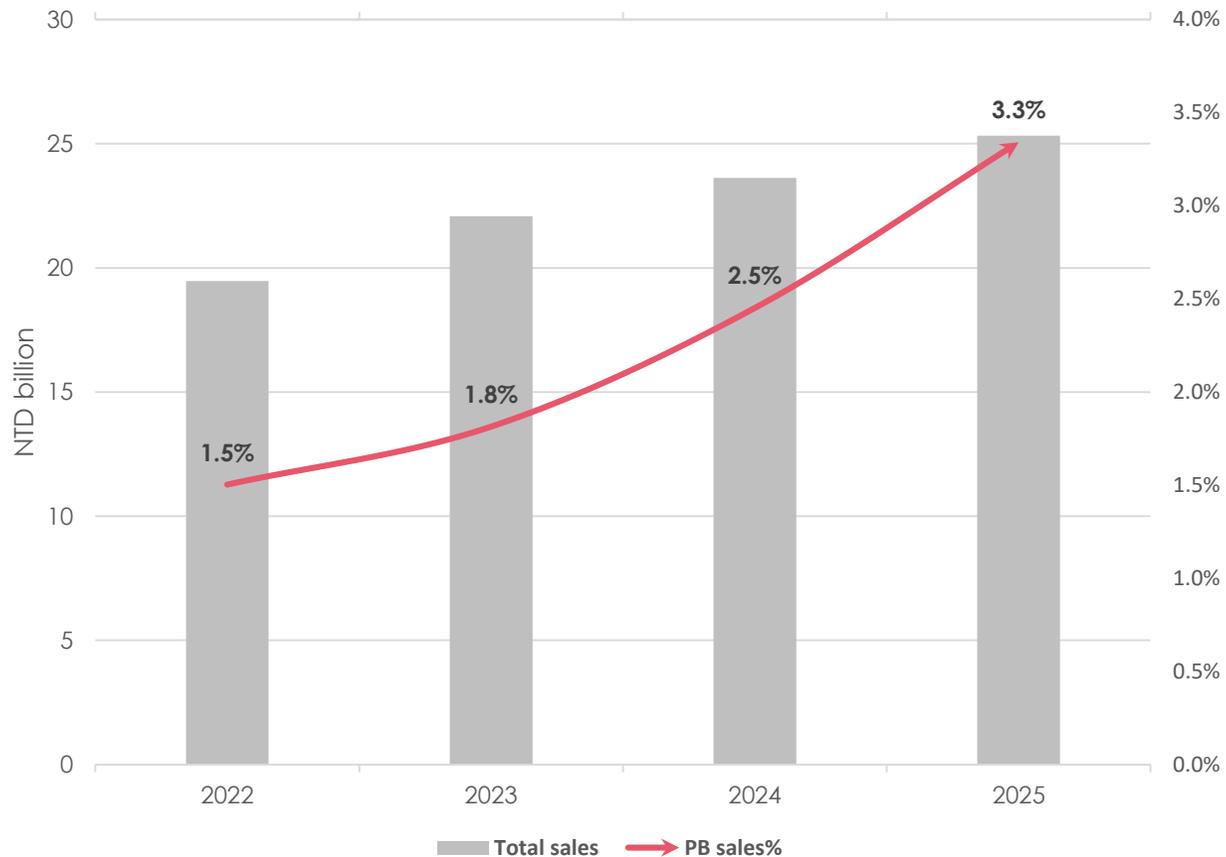


寶雅家居店

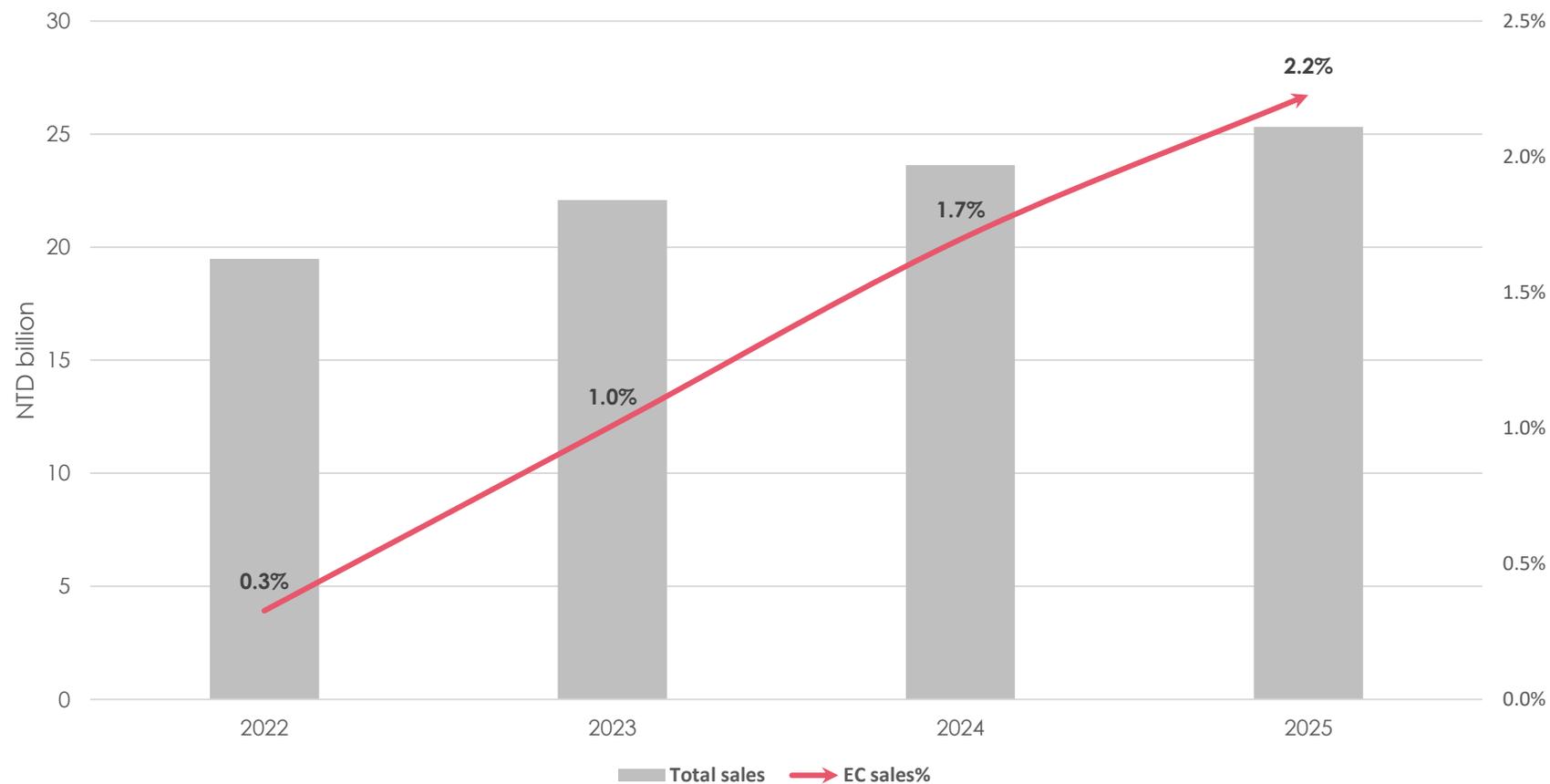


寶雅社區店

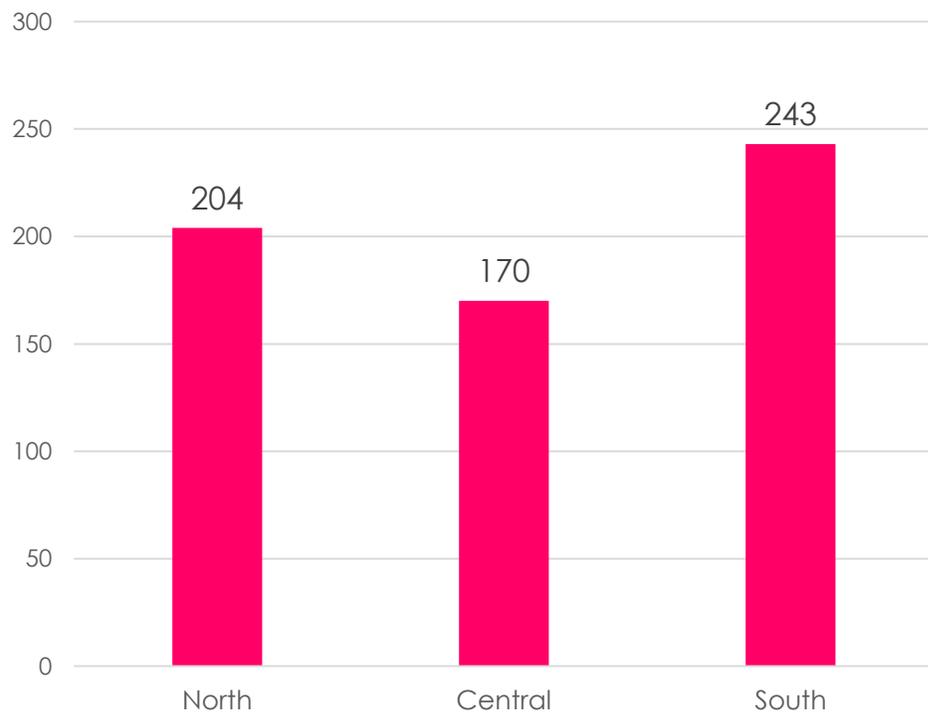
- Private label products accounted for 3.2% of total sales in 2025.
- We plan to introduce more Poya private brands to enhance our brand value.



- EC accounted for 2.2% of total sales in 2025 with accelerating growth and improving profitability.



Capacity by store



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Thank you!