



POYA 寶雅



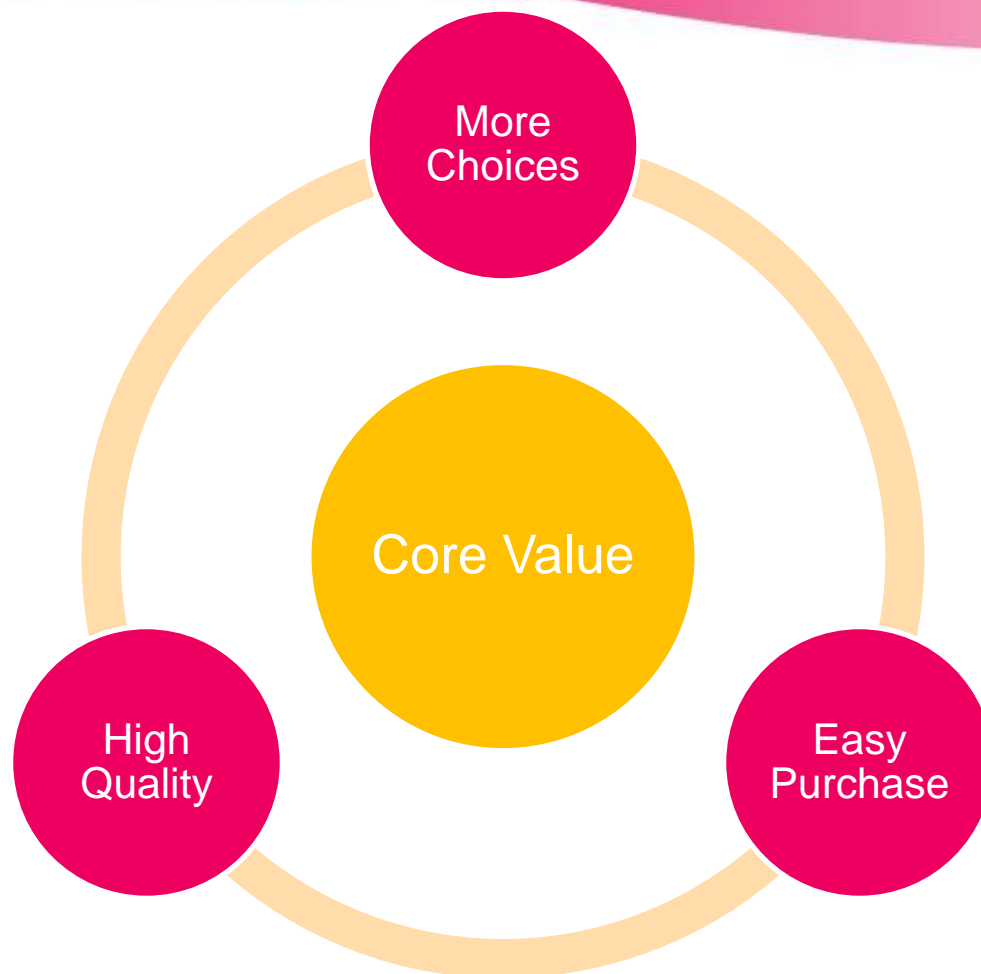
POYA

# Agenda

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

# About POYA

- ❑ **Chairman:**  
Chen, Jian-Zao
- ❑ **Listing date:**  
Sep. 6<sup>th</sup>, 2002
- ❑ **Capital:**  
977 NT\$ million
- ❑ **No. of staff:**  
4546(May. 31)
- ❑ **Stores counts: (June.30)**  
270poya/27 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  
贈  
送  
日  
份  
台北華南中心  
台北華南417號  
12樓

全館滿\$399  
APP登錄發票  
抽戰賽唯美  
精彩好禮100名  
(詳見G1)

10大品牌衛生棉  
滿\$299  
贈衛生紙乙串  
(詳見G1)

09/03-10/04  
專櫃滿千送百  
(詳見G2-G3)

寶雅獨家  
MIT ME  
反孔神膏  
粉底液 / 100g

週年慶  
35th  
Make Life Amazing!

POYA 5F  
寶雅

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.)  
► 2020/07/14 (Thu.)

全館消費 贈送美白  
乳霜  
3大品牌衛生棉  
滿\$299  
贈衛生紙乙串  
(詳見G1)

贈品 16大品牌  
滿\$1,800  
贈雙面乳霜  
(詳見G1)

非凡經典  
夏日換采肌對策  
肌膚乾乾之你 敷敷4敷厚底  
妝前乳霜 2020/08/11-2020/08/14

POYA  
寶雅

2020/08/17 (Thu.)  
► 2020/08/12 (Thu.)

樂遊漫旅 精彩隨行  
Delightful Trip

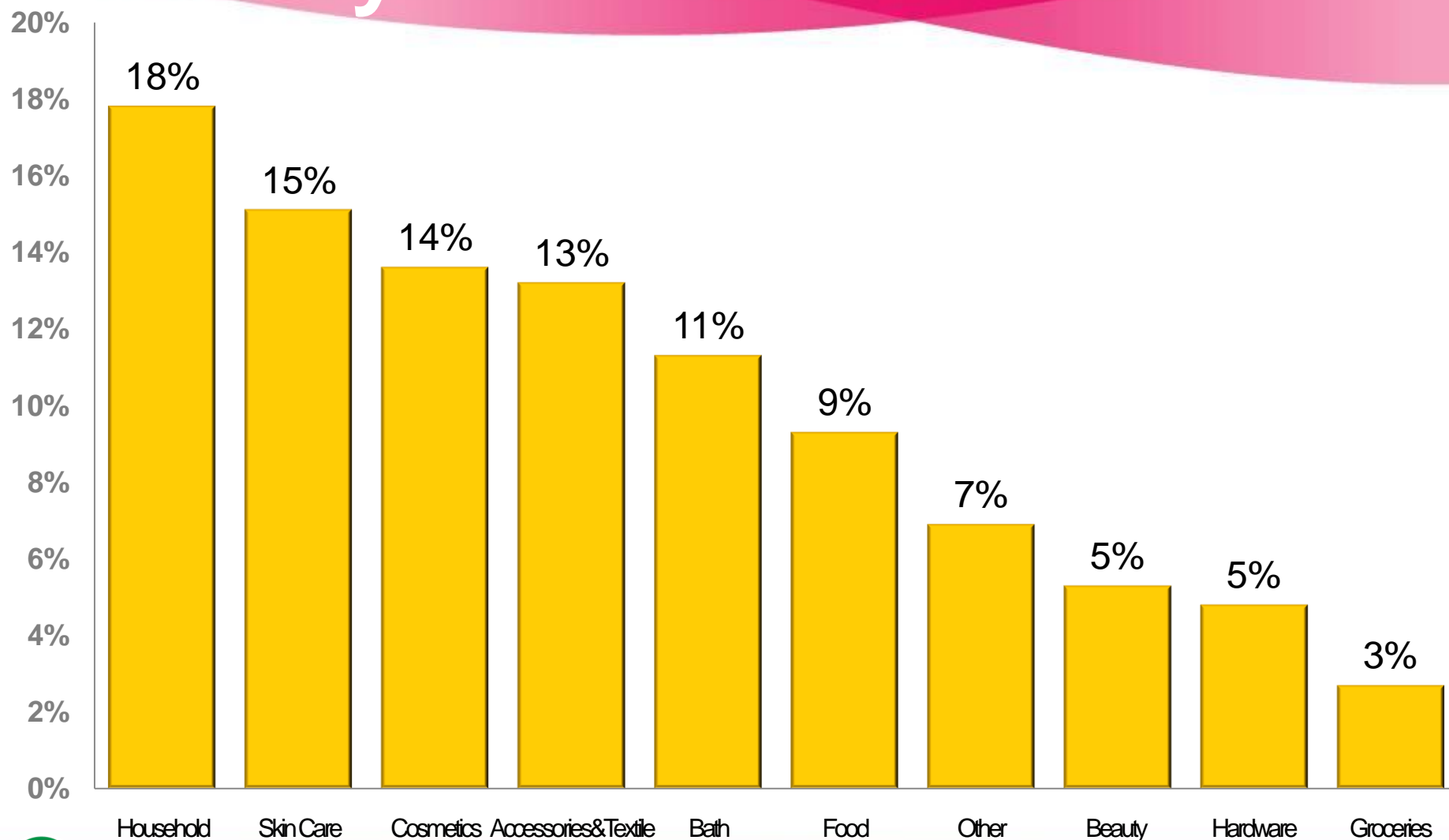
贈送夏日神精補  
潤乳霜 100g  
(詳見G1)

3大品牌 衛生棉  
滿\$299  
贈衛生紙乙串  
(詳見G1)

10大品牌 衛生棉  
滿\$299  
贈衛生紙乙串  
(詳見G1)

# Sales Breakdown by Products 2020FY

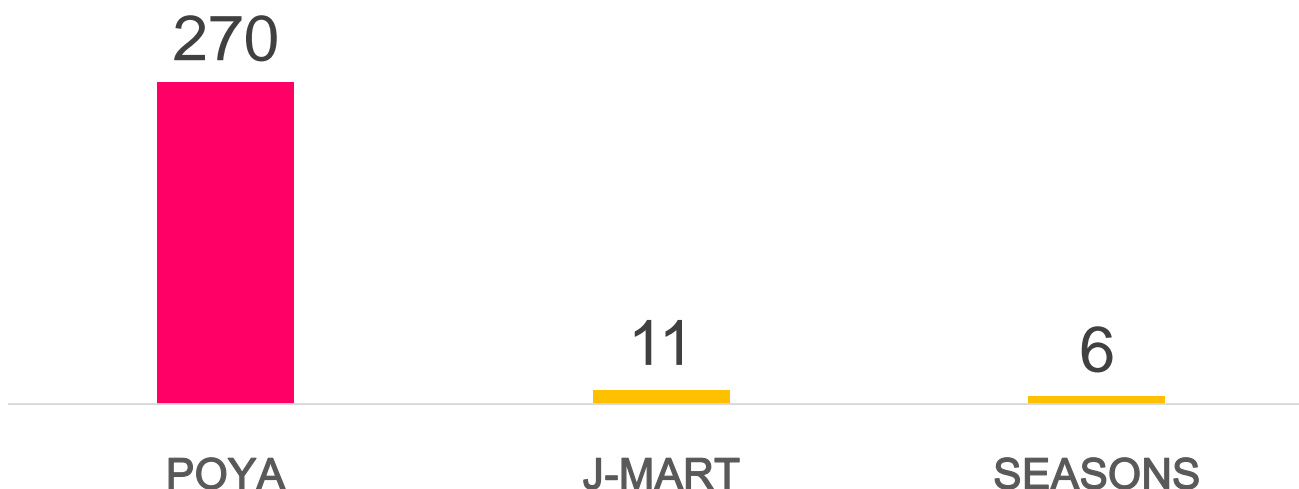
POYA



# POYA as market leader

## Store Counts

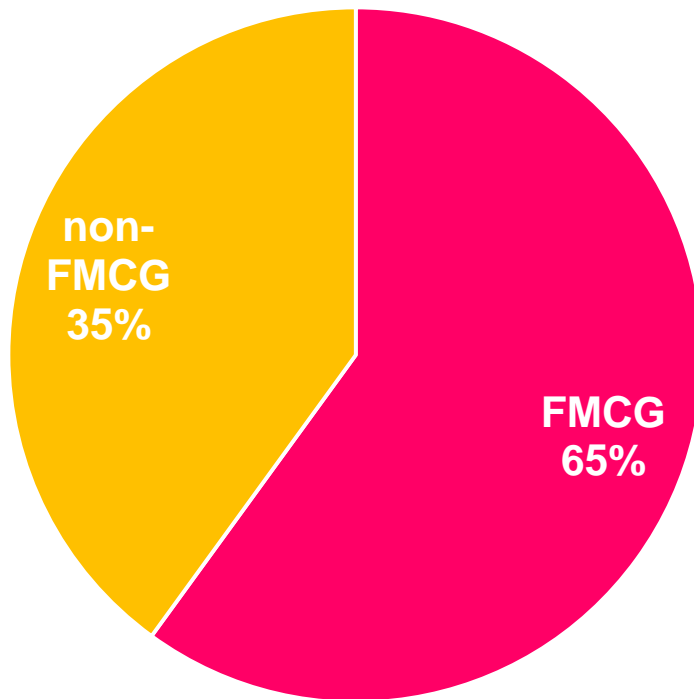
Store numbers/year	2015	2016	2017	2018	2019	2020	2021.6
<b>POYA</b>	<b>131</b>	<b>157</b>	<b>177</b>	<b>201</b>	<b>230</b>	<b>260</b>	<b>270</b>
MIRADA	27	30	29	26	25	0	0
A+1	5	5	5	0	0	0	0
J-MART	8	8	9	11	10	11	11
SEASONS	11	9	9	8	7	6	6
Total	182	209	229	246	272	277	287
POYA market share%	72%	75%	77%	82%	85%	94%	94%



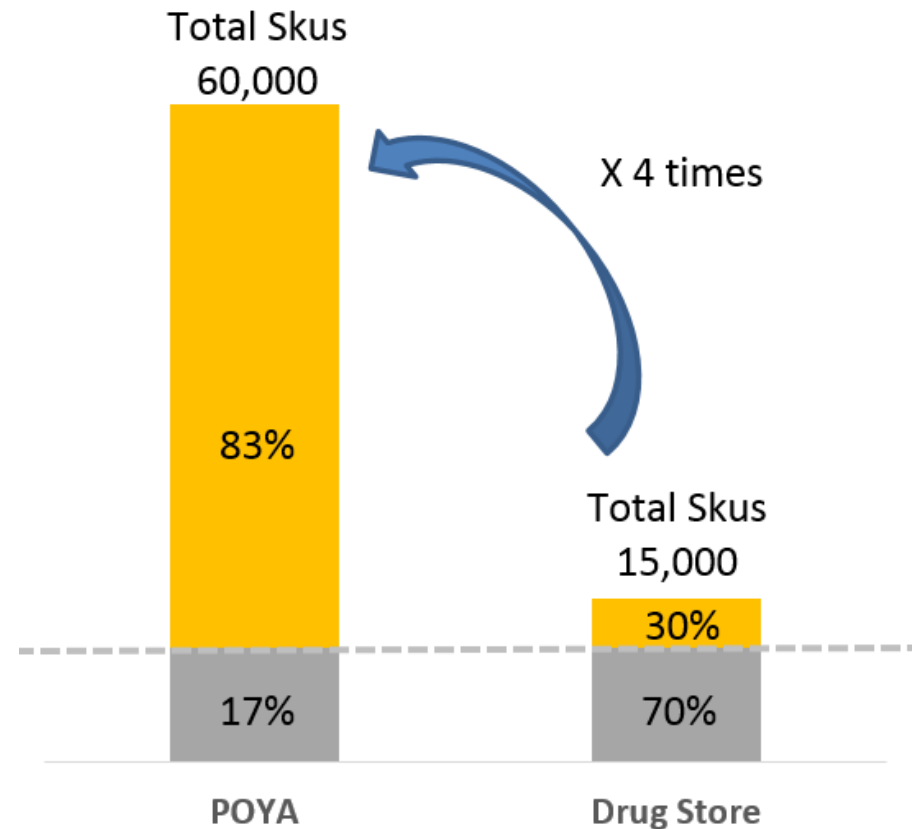
# Our preemptive edge over peers

POYA

POYA Sales by Products



SKUs





# Business Strategy

- ❑ Upgrade to new Gen stores: create make-up and hotspot display zone.
- ❑ Product Optimization
- ❑ Store Expansion Plan
- ❑ Logistic Center
- ❑ 2<sup>nd</sup> growth driver—Poya Home
- ❑ OMO Strategy



# Upgrade to new Gen stores

## create make-up zone





# Upgrade to new Gen stores

## create hotspot display zone



# Total Addressable market

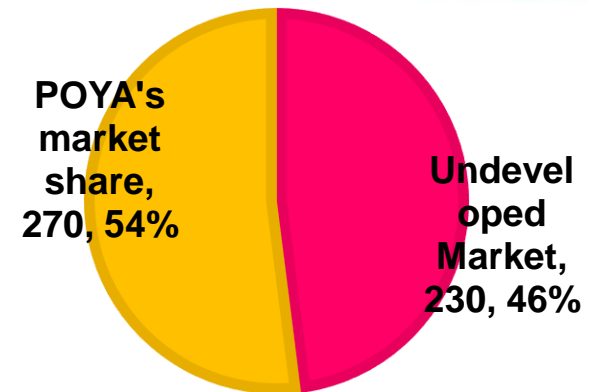
## Poya

POYA

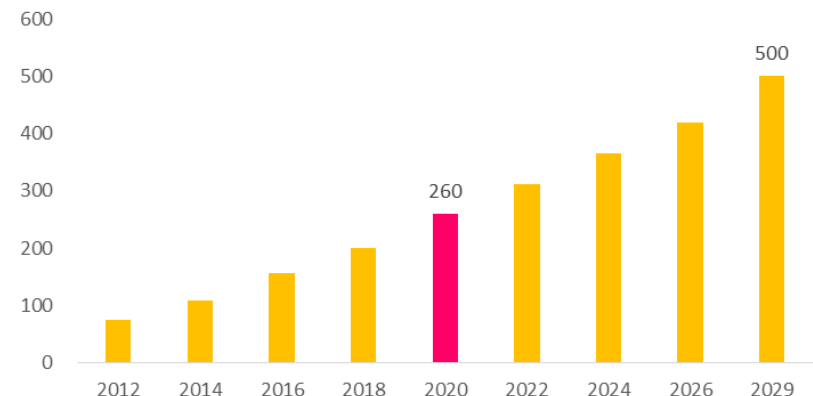
We estimate the potential market size based on total population:

- 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 Expansion Plan (stores)





# POYA HOME



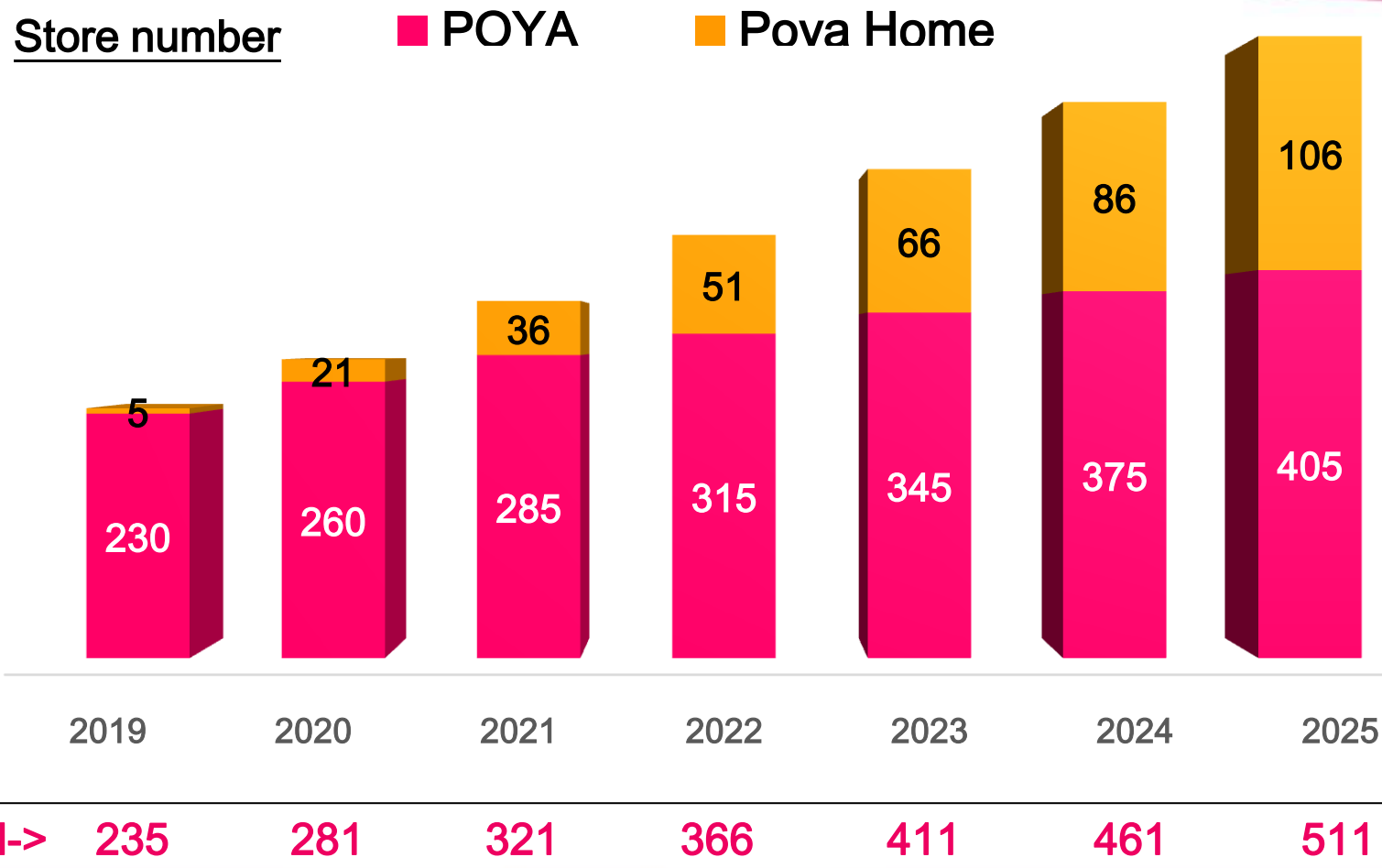




# POYA HOME



# Store Expansion Plan



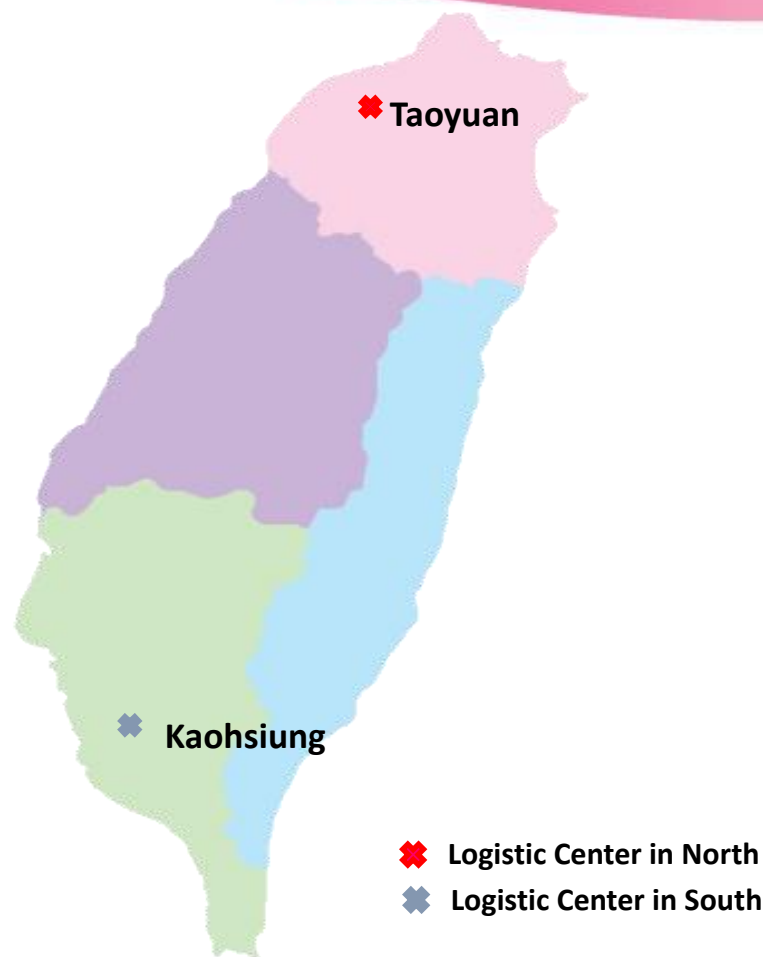
# Logistic Centers

## □ Northern Logistic Center:

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

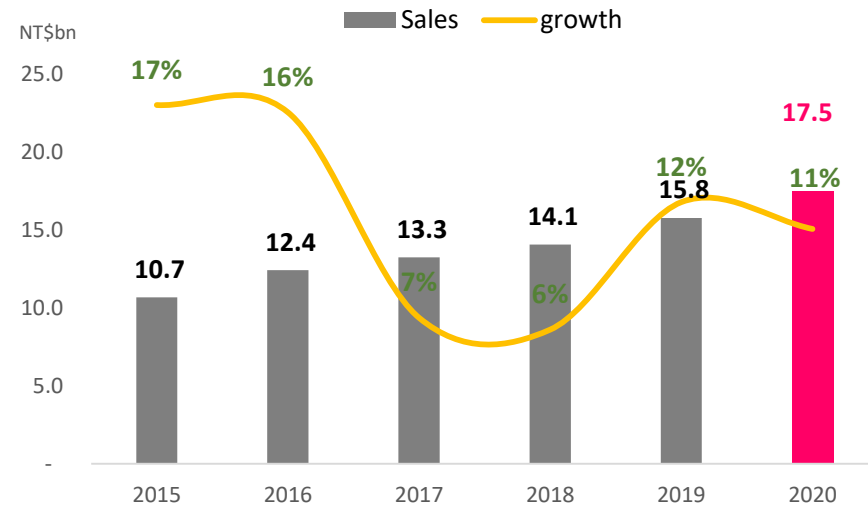
## □ Southern Logistic Center:

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

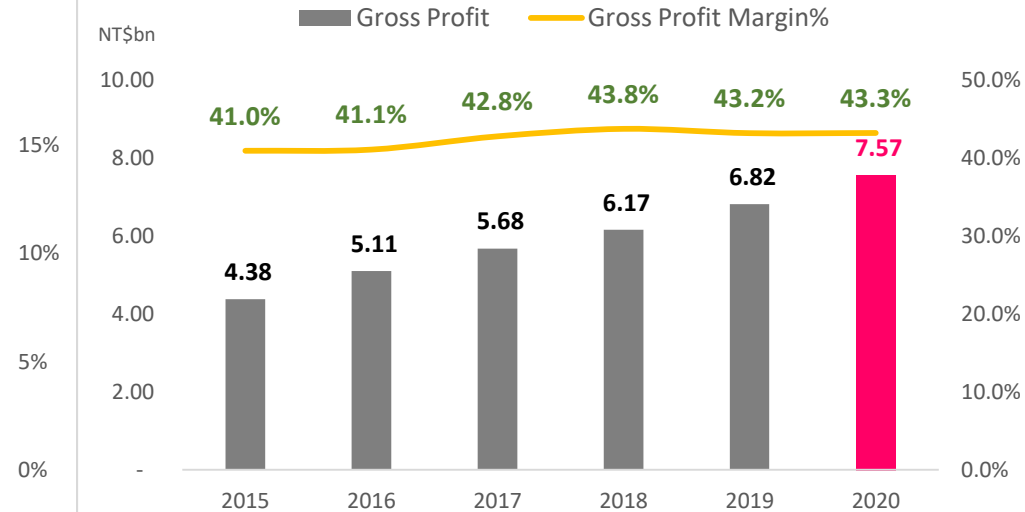


# Financial Highlights

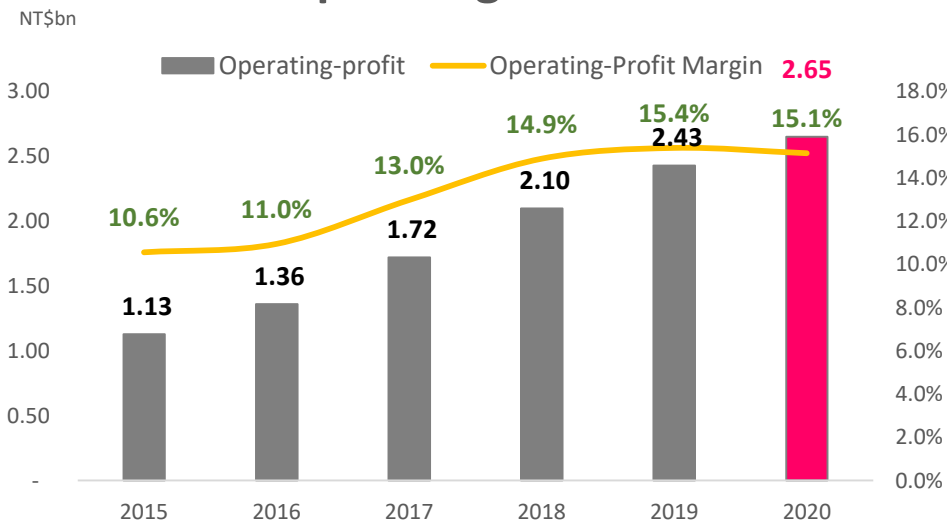
## Sales



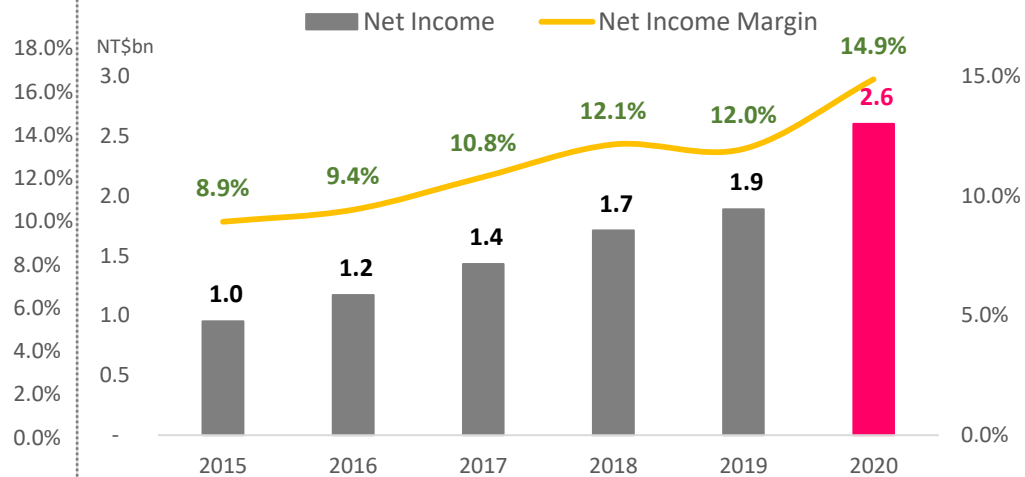
## Gross Profit



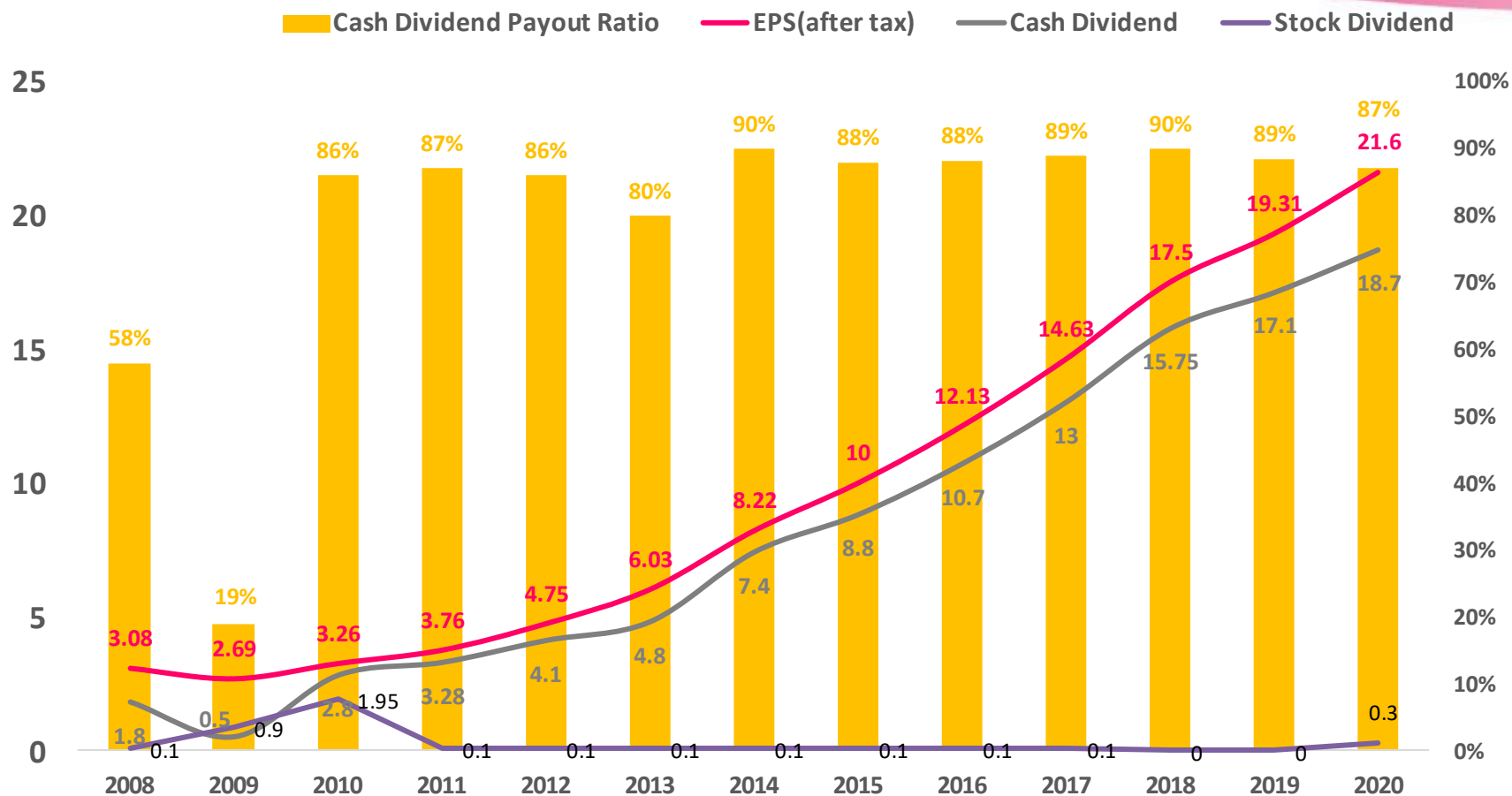
## Operating Profit



## Net Profit



# Sustainable Cash Dividend





**THANK YOU**