

POYA Beauty | HOME



- ❑ **Financial Analysis**
- ❑ **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

❑ Chairman :
Chen, Chien-Chao

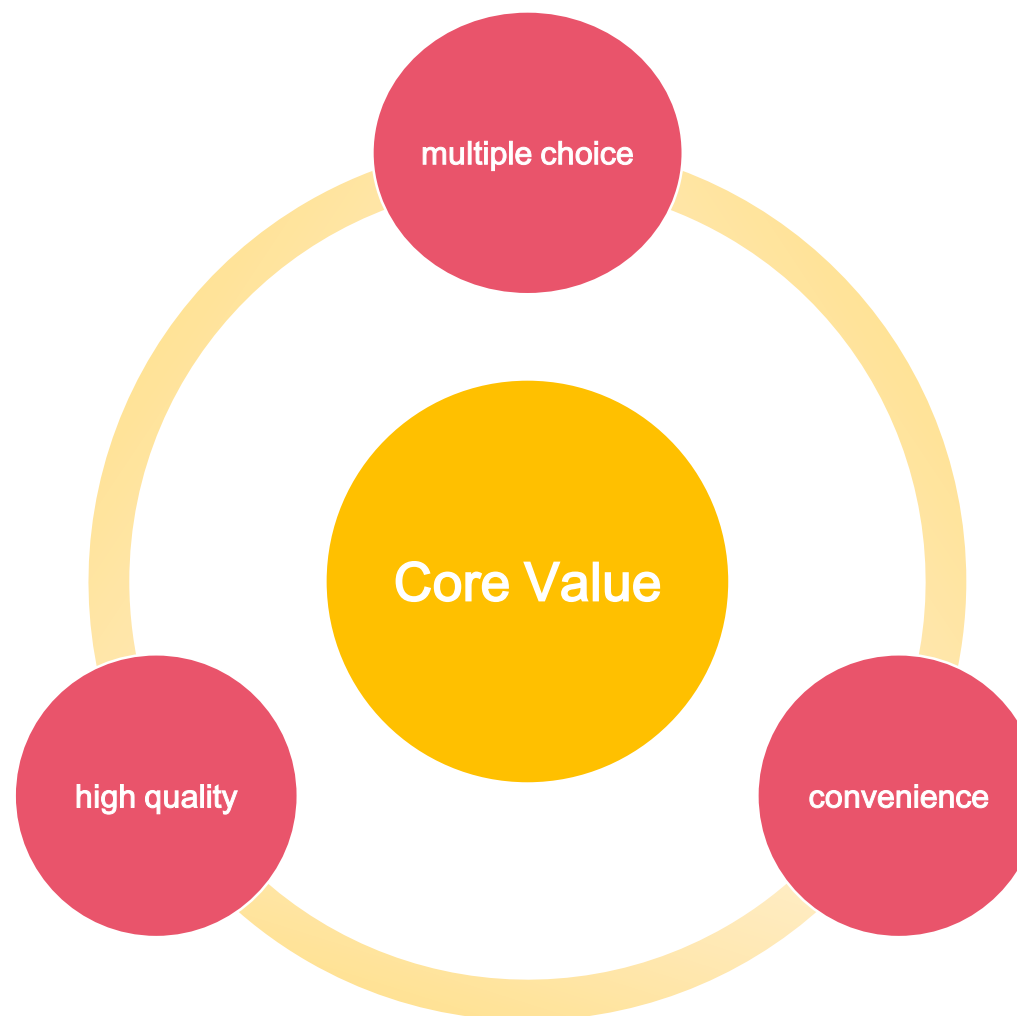
❑ General Manager:
Chen, Zong-Cheng

❑ OTC Date :
6th Sep.2002

❑ capital :
1.049 billion NTD

❑ number of employees :
5106 (Apr. 2025)

❑ Number of stores :
419 Poya
0 Poya Home (Apr. 2025)



1Q25 Operating Results Review

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(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%

Ratio				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 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%	

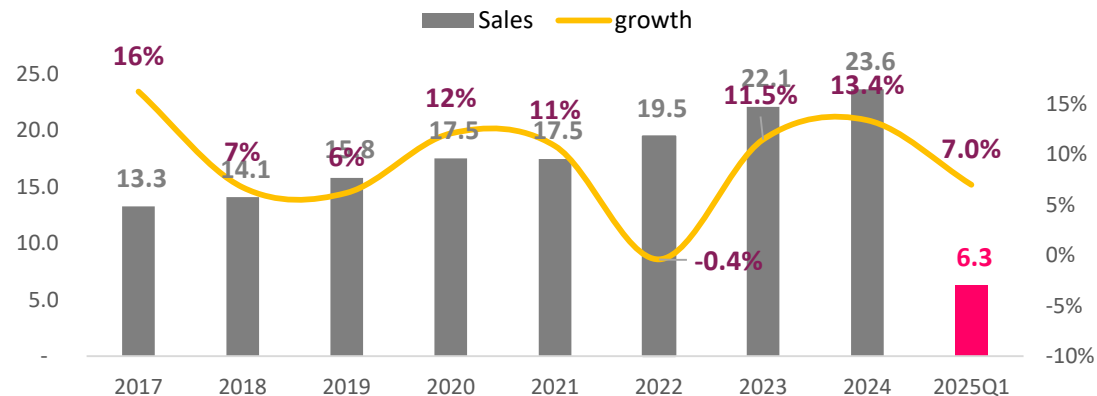
2024 Sales trend

↑ 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%	

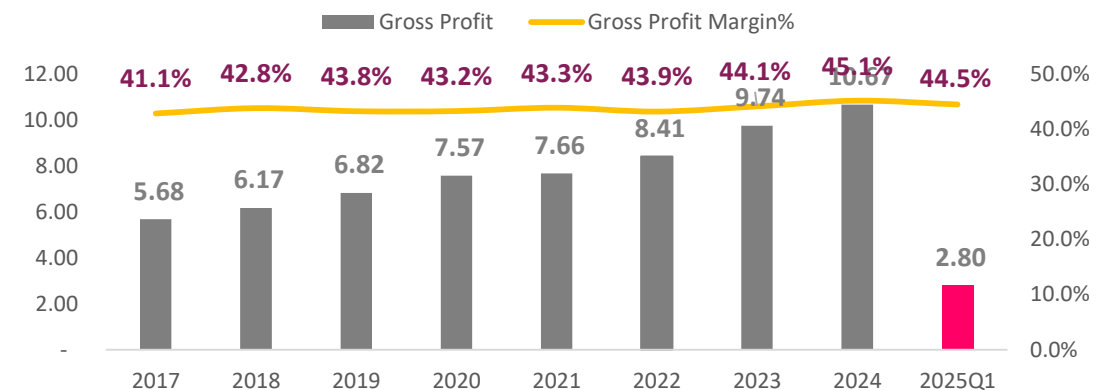
Sales

(Unit: NT\$ billion)



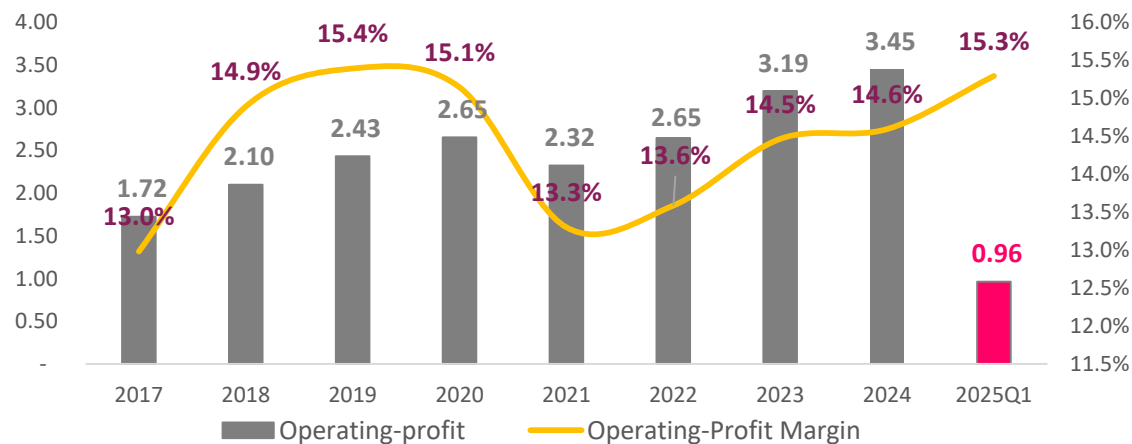
Gross Profit

(Unit: NT\$ billion)



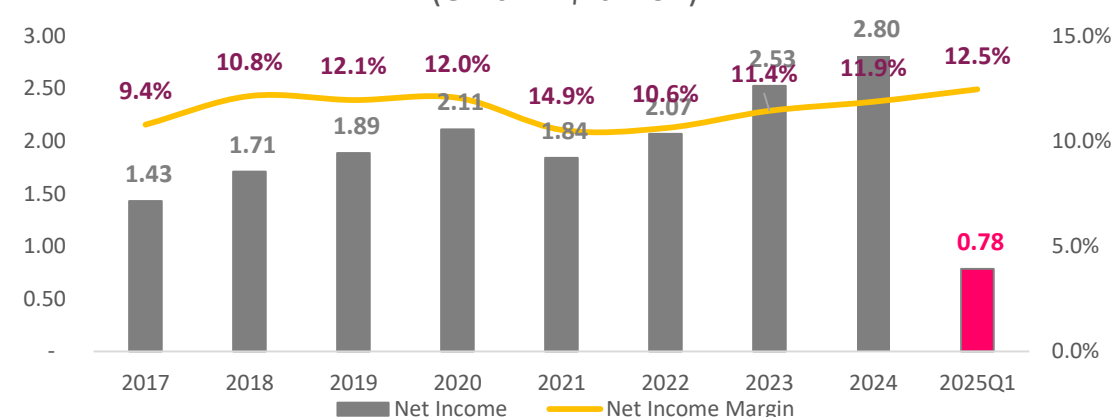
Operating Profit

(Unit: NT\$ billion)

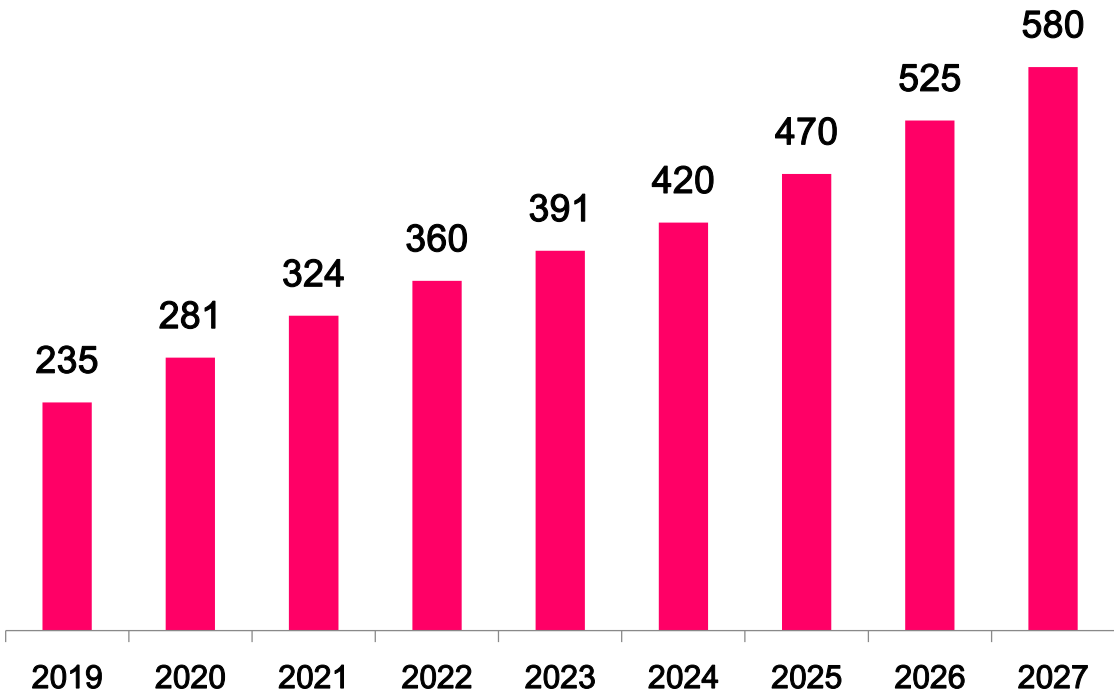


Net Profit

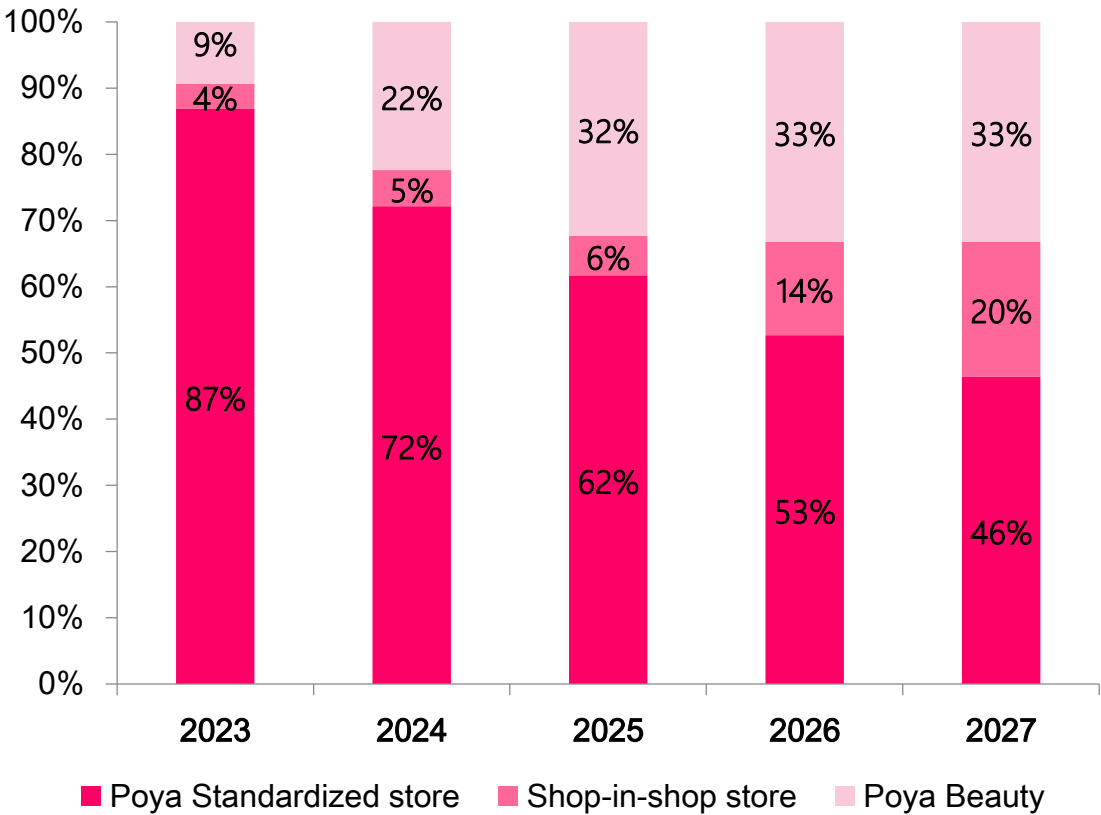
(Unit: NT\$ billion)



Store numbers



Composition



Poya's different Store Formats

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Poya Community Shop



Poya Beauty Street Shop



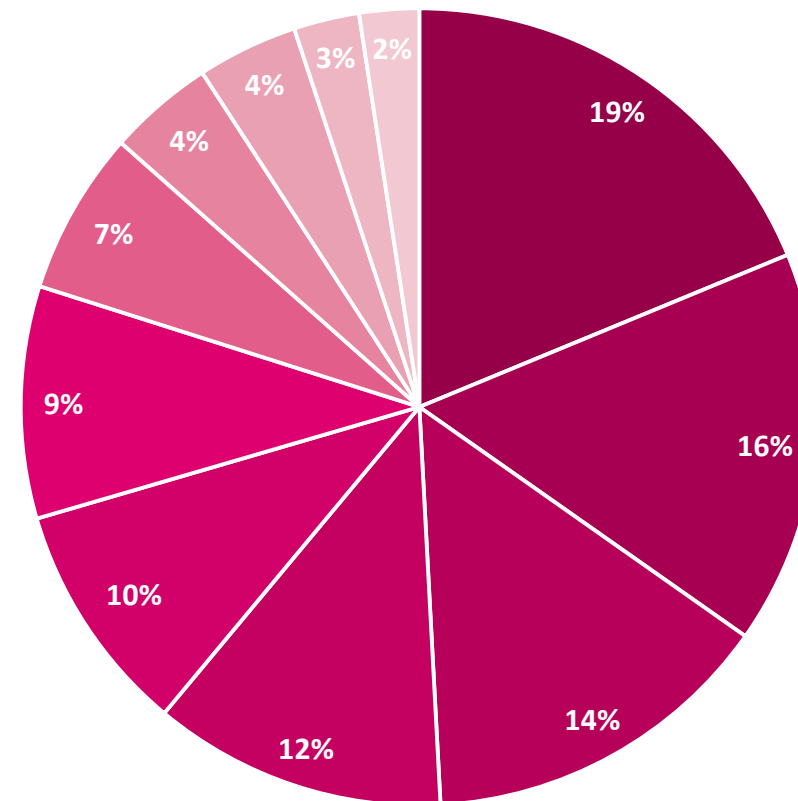
Poya Beauty Shop at Shopping mall



Poya Home inside

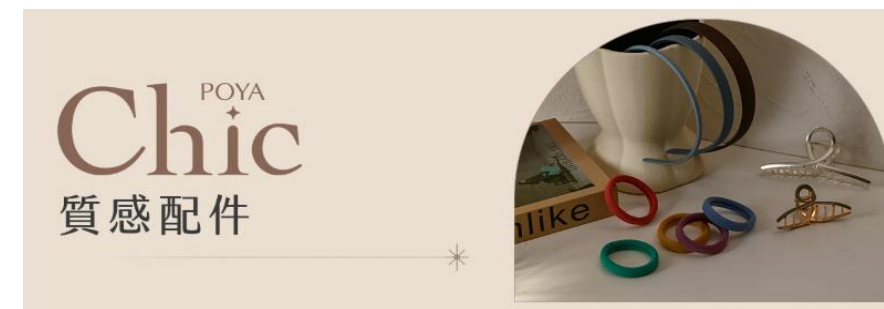
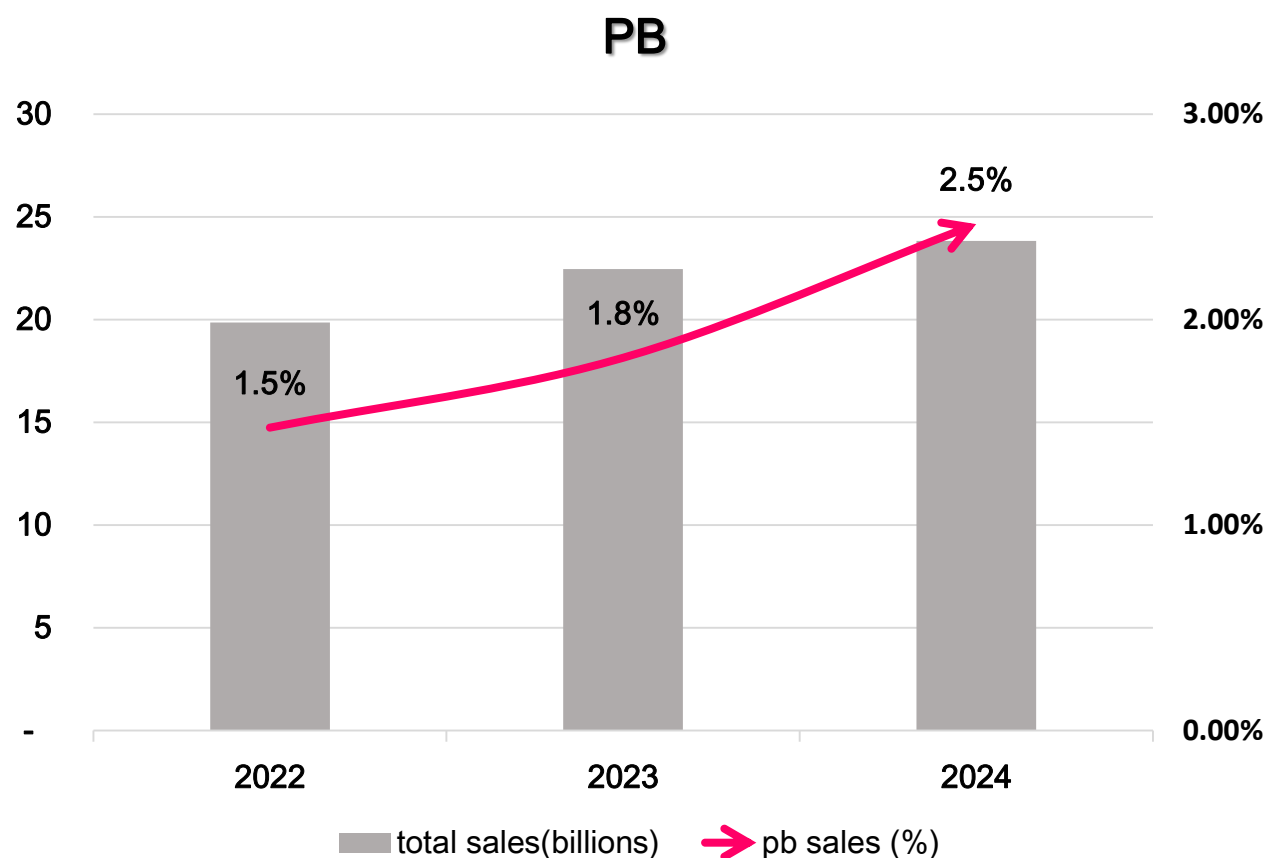
Sales Breakdown by Products 1Q25

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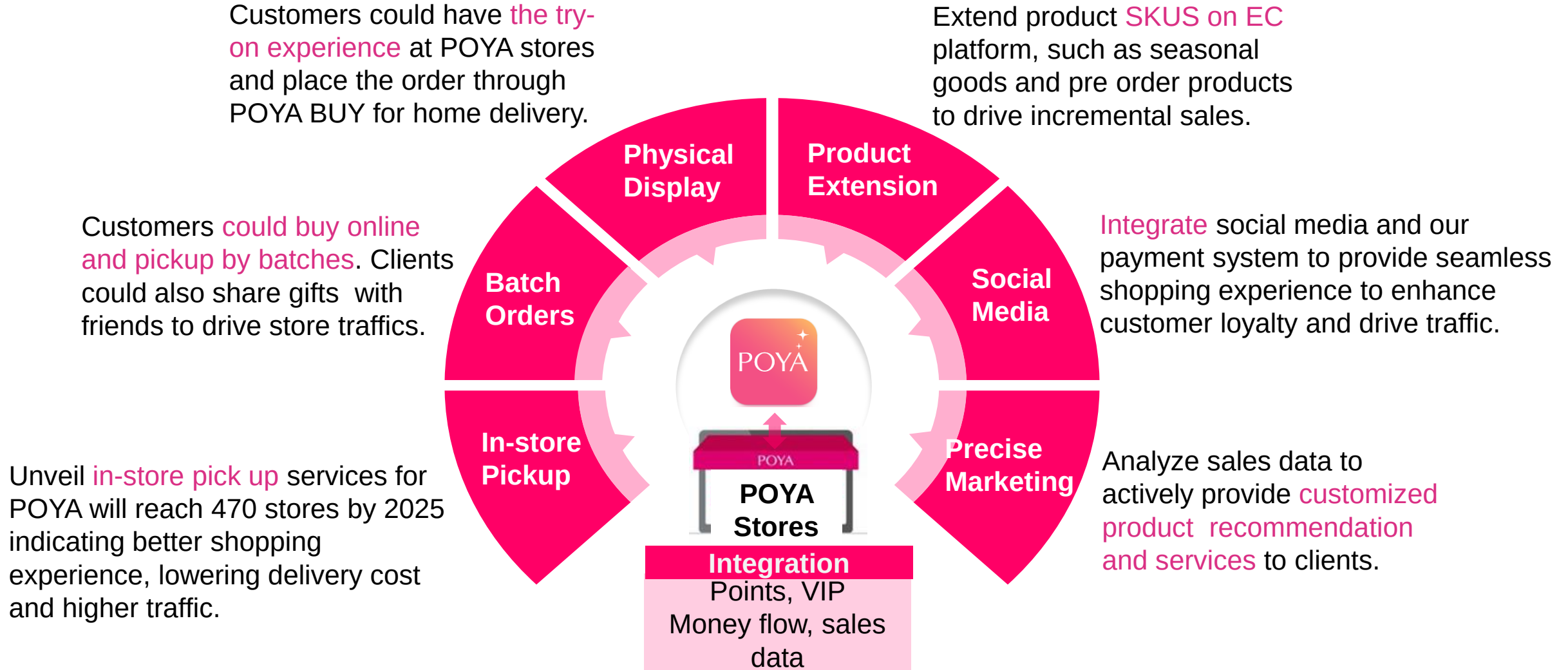
- Cosmetics
- Household
- Skin Care
- Bath
- Beauty
- Textile
- Food
- Others
- Hardware
- Accessories
- Groceries

- 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.



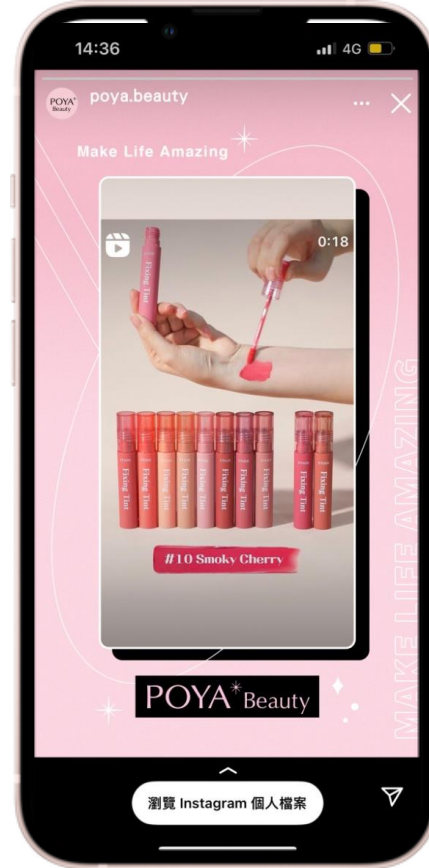
POYA's OMO Strategy

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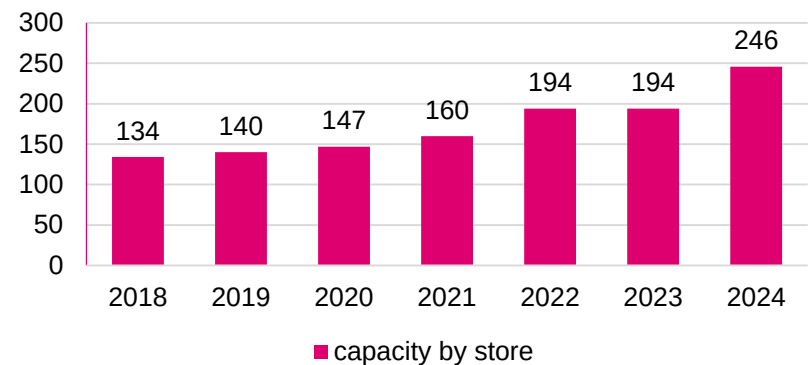


Poya's Social Media Upgrade

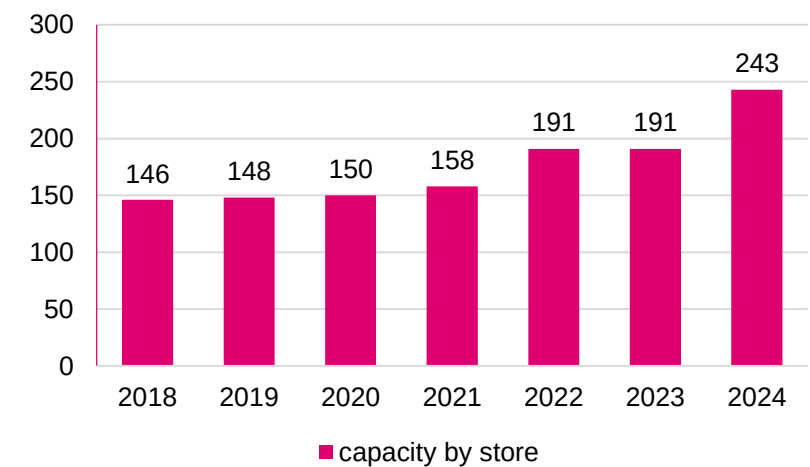
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Logistic Center in the North



Logistic Center in the South



- ✕ Logistic Center in the North
- ✕ Logistic Center in the South
- ✕ Logistic Center in the Central

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Thank you!