



POYA 寶雅

*Make Life Amazing!*

為妳打造 精彩生活

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

# 4Q22 Operating Results Review POYA 寶雅 | 寶雅 POYA HOME 居家五金

(NT\$ mn)	3Q22	4Q21	4Q22	QoQ	YoY
Net Sales	5,251	4,745	5,140	-2.1%	8.3%
Cost of goods sold	2,991	2,647	2,786	-6.9%	5.2%
Gross profit	2,260	2,098	2,354	4.2%	12.2%
Promotion Expense	1,307	1,226	1,341	2.6%	9.3%
Administrative Expense	159	175	179	12.4%	2.5%
Operating profit	793	697	834	5.2%	19.8%
Non-operating items	(18)	(4)	(9)	-49.8%	112.0%
Profit before tax	775	692	825	6.5%	19.2%
Tax expenses	155	139	169	8.9%	21.9%
Net income	620	554	656	5.8%	18.5%
EPS (NT\$)	6.07	5.49	6	4.4%	15.5%
<b>Ratio</b>					
GPM	43.0%	44.2%	45.8%	1.2%	1.6%
OPEX	27.9%	29.5%	29.6%	1.6%	0.0%
OPM	15.1%	14.7%	16.2%	-0.4%	1.6%
NPM	11.8%	11.7%	12.8%	-0.1%	1.1%

## 4Q22 Financial highlights:

● Sales were NT\$5.14bn, up 8.3% YoY, on easing pandemic condition with same store sales recovery. By the end of 2022, our store numbers were 320/40 for Poya and Poya home.

● GPM was 45.8%, up 1.6% YoY or up 1.2% QoQ.

● OPM was 16.2%, up 1.6% YoY/ down 0.4% QoQ.

● NP came in of NT\$656mn with EPS of NT\$ 6, up 15.5% YoY.

# 2022 Operating Results Review POYA 寶雅 | 寶雅 POYA HOME 居家五金

(NT\$ mn)	2021	2022	YoY
Net Sales	17,469	19,476	11.5%
Cost of goods sold	9,806	11,069	12.9%
Gross profit	7,663	8,407	9.7%
Promotion Expense	4,731	5,116	8.1%
Administrative Expense	609	645	5.9%
Operating profit	2,323	2,646	13.9%
Non-operating items	(23)	(58)	147.1%
Profit before tax	2,300	2,588	12.5%
Tax expenses	460	520	13.0%
Net income	1,840	2,068	12.4%
EPS (NT\$)	18.07	20.26	12.1%

## Ratio

GPM	43.9%	43.2%	-0.7%
OPEX	30.6%	29.6%	-1.0%
OPM	13.3%	13.6%	0.3%
NPM	10.5%	10.6%	0.1%

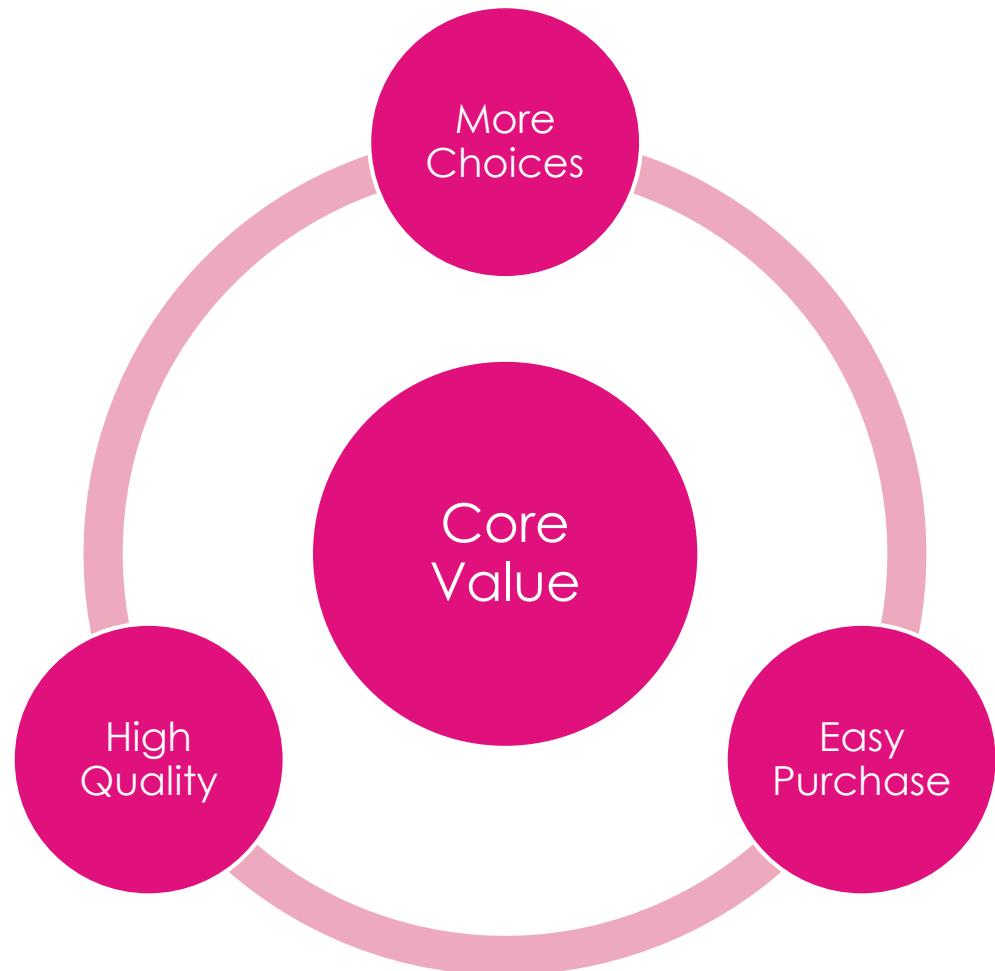
## 2022 Financial highlights:

- Sales were NT\$19.5bn, up 11.5% YoY.
- GPM was 43.2%, down 0.7% YoY.
- OPM was 13.6%, up 0.3% YoY.
- 2022 EPS was NT\$20.26, up 12.1% YoY.

# About POYA

POYA 寶雅 | 寶雅 POYA HOME  
居家五金

- **Chairman:**  
**Chen, Jian-Zao**
- **Listing date:**  
**Sep. 6<sup>th</sup>, 2002**
- **Capital:**  
**1.01NT\$ billion**
- **No. of staff:**  
**4765 (Jan. 22)**
- **Stores counts: (Feb.22)**  
**322 poya/40 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

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**09 SEP.**  
2020/08/13 (Thu.)  
► 09/15 (Tue.)

**週年慶**

全館滿\$399  
APP登錄發票  
抽戰賽唯美  
精彩好禮100名  
(詳見A01)

10大品牌衛生棉  
滿\$299  
贈衛生紙乙串  
(詳見A01)

09/03~09/04  
專櫃滿千送百  
(詳見A01~A02)

**POYA**

**35th**

*Make Life Amazing!*

**週年慶**

**POYA 寶雅** (5F)

*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.)  
► 2020/08/14 (Sun.)

全館消費 贈送美白  
乳霜  
2大品牌衛生棉  
滿\$299  
贈送衛生紙  
乙串  
贈送16大品牌  
滿\$1,800  
贈送乳霜  
(詳見A01)

**非凡經典**

*Beauty Skin*

夏日換采 肌對策  
滋潤修護之身 滋潤之身 滋潤之身  
滋潤修護之身 滋潤之身 滋潤之身

**POYA 寶雅**

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

樂遊漫旅 精彩隨行  
*Delightful Trip*

贈送乳霜 贈送乳霜  
(詳見A01)

全館消費 贈送乳霜  
2大品牌衛生棉  
滿\$299  
贈送衛生紙  
乙串  
贈送16大品牌  
滿\$1,800  
贈送乳霜  
(詳見A01)

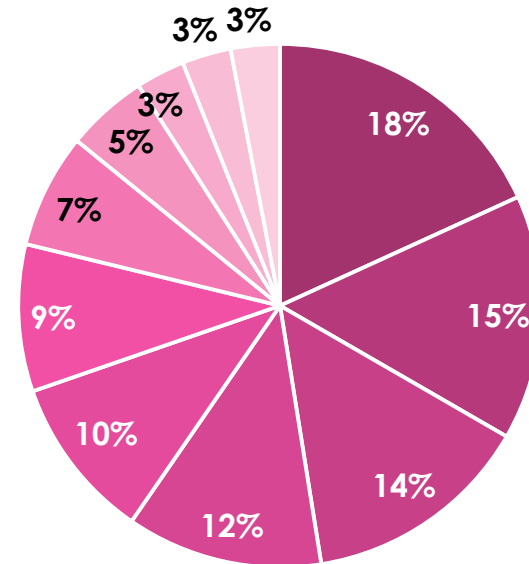


POYA 寶雅

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# Sales Breakdown by Products 2022

BOYA 寶雅 | 寶雅 POYA HOME 居家五金



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

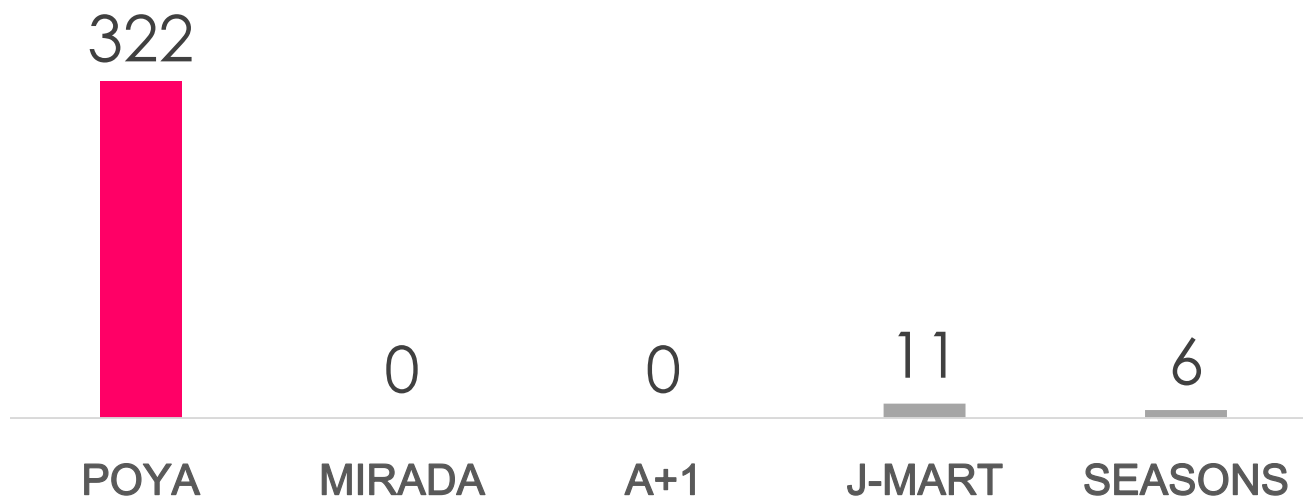


# POYA as market leader

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居家五金

## Store Counts

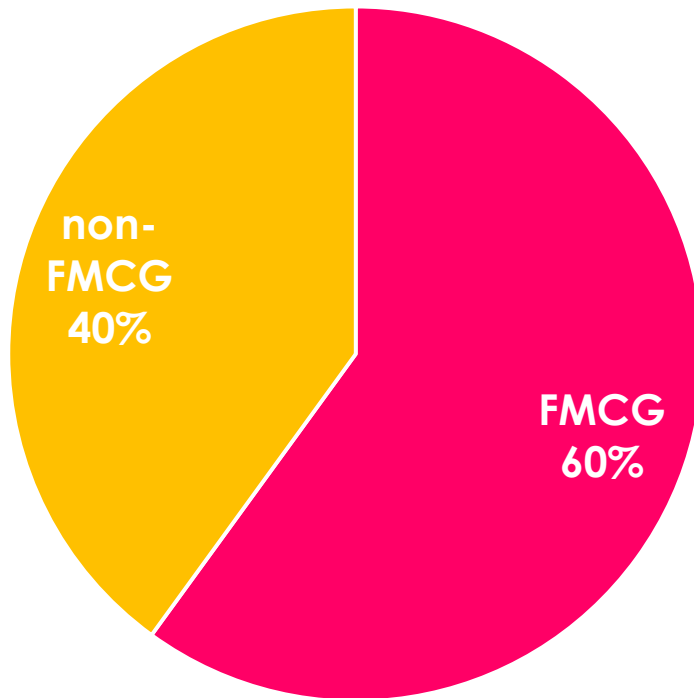
Store numbers/year	2015	2016	2017	2018	2019	2020	2021	2022	2023YTD
<b>POYA</b>	<b>131</b>	<b>157</b>	<b>177</b>	<b>201</b>	<b>230</b>	<b>260</b>	<b>290</b>	<b>320</b>	<b>322</b>
MIRADA	27	30	29	26	25	0	0	0	0
A+1	5	5	5	0	0	0	0	0	0
J-MART	8	8	9	11	10	11	11	11	11
SEASONS	11	9	9	8	7	6	6	6	6
Total	182	209	229	246	272	277	307	337	339
POYA market share%	72%	75%	77%	82%	85%	94%	94%	95%	95%



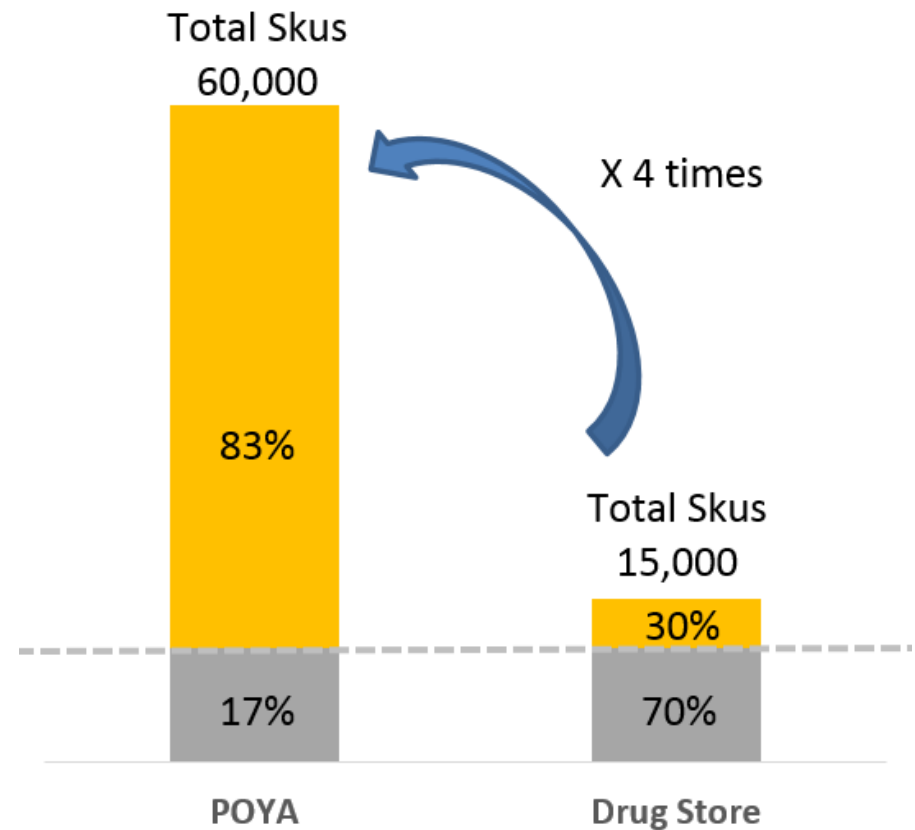
# Our preemptive edge over peers

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POYA Sales by Products



SKUs



- Optimization of product assortment & new format store
- Expansion with POYA & POYA HOME Brands, supported by established logistics centers
- OMO strategy



# Upgrade to new Gen stores create make-up zone

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# Upgrade to new Gen stores create hotspot display zone

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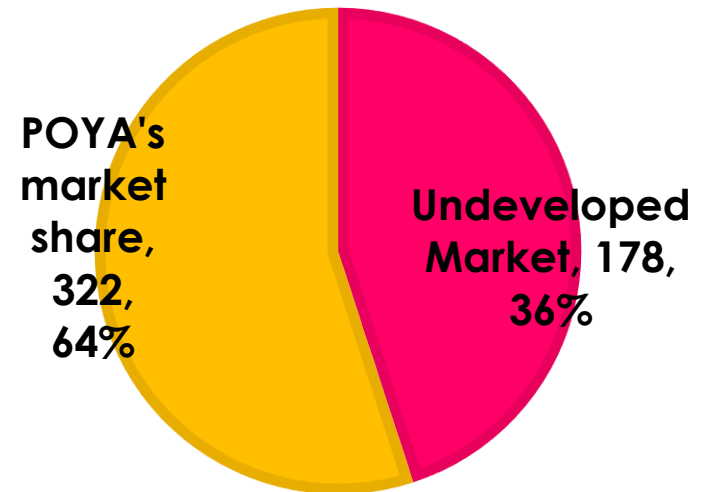


# Total Addressable market Poya

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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 HOME

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# POYA HOME



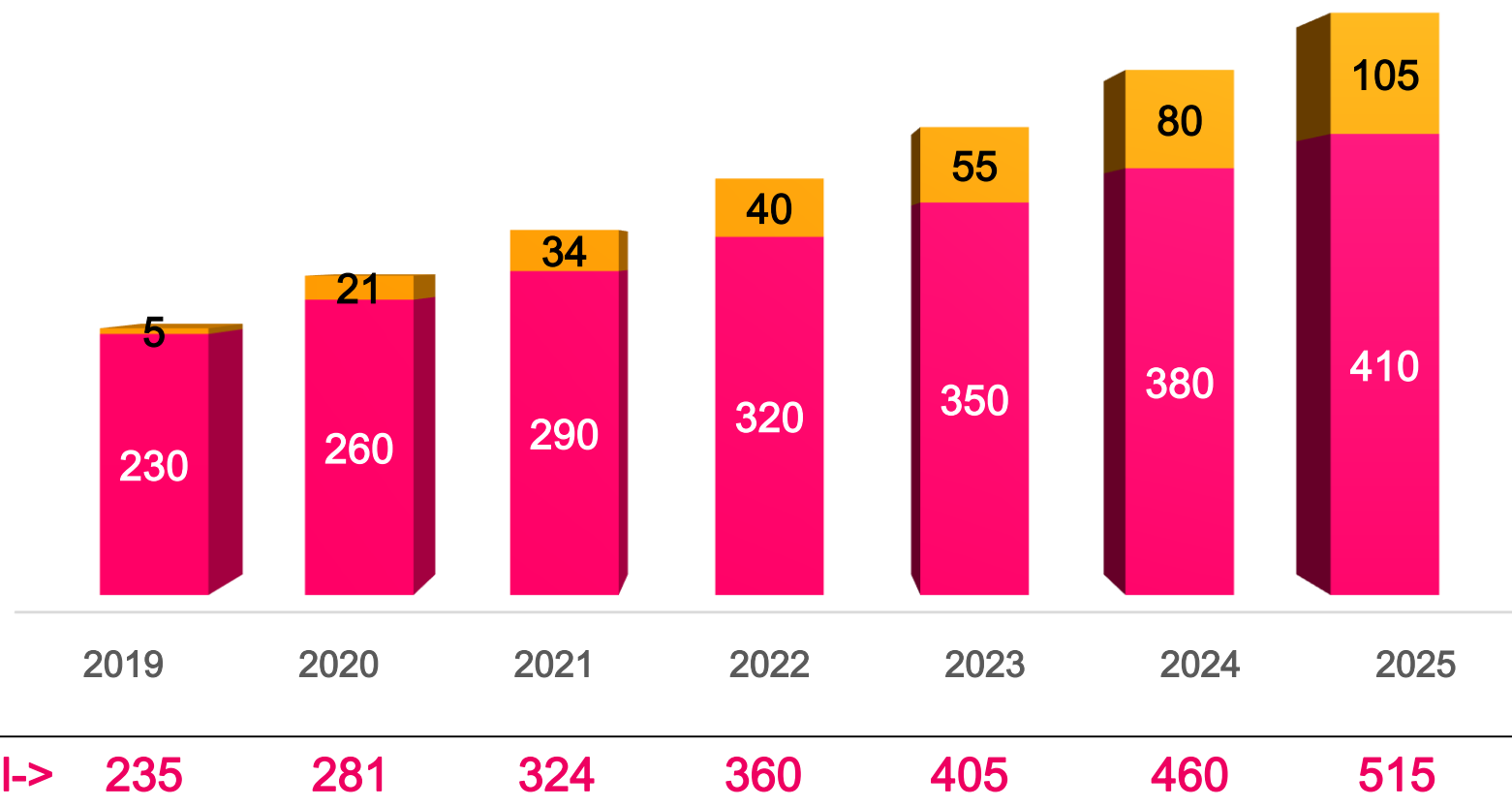
# Store Expansion Plan

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Stores

■ POYA

■ Poya Home



## □ Northern Logistic Center:

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

## □ Southern Logistic Center:

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



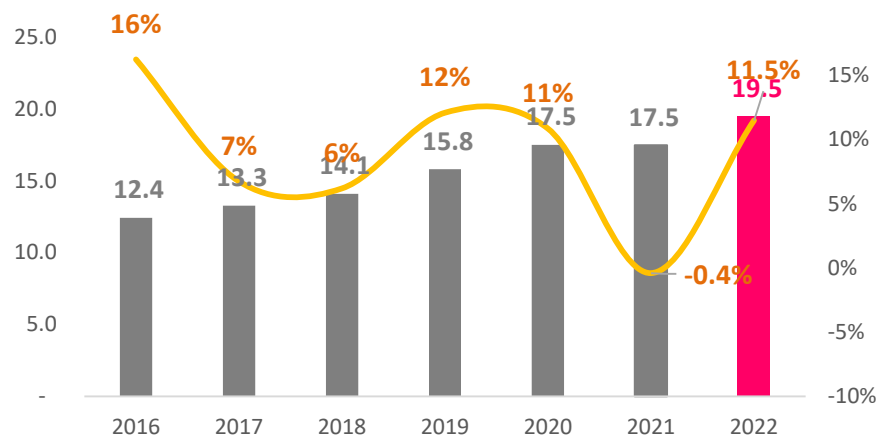


# Financials

## Sales

(Unit: NT\$ billion)

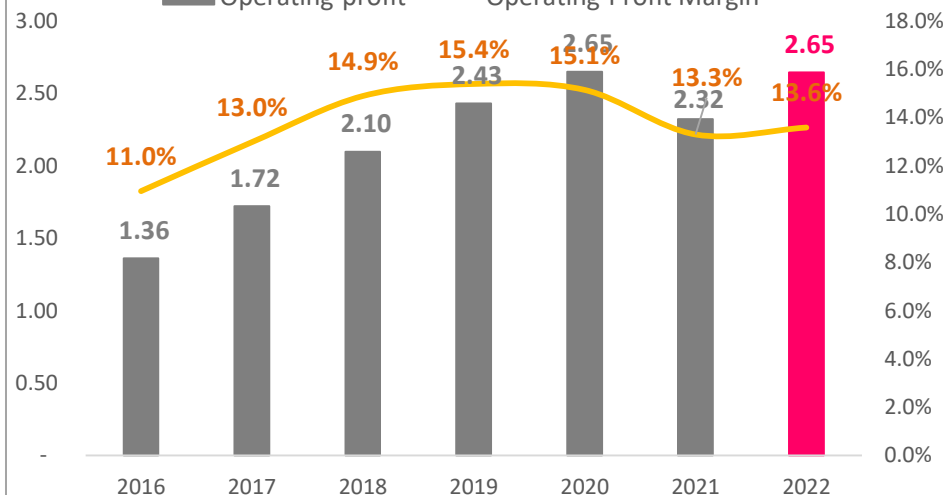
■ Sales — growth



## Operating Profit

(Unit: NT\$ billion)

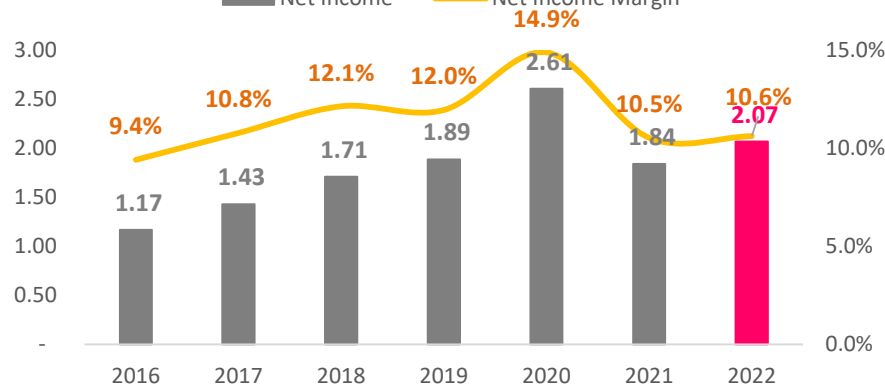
■ Operating-profit — Operating-Profit Margin



## Net Profit

(Unit: NT\$ billion)

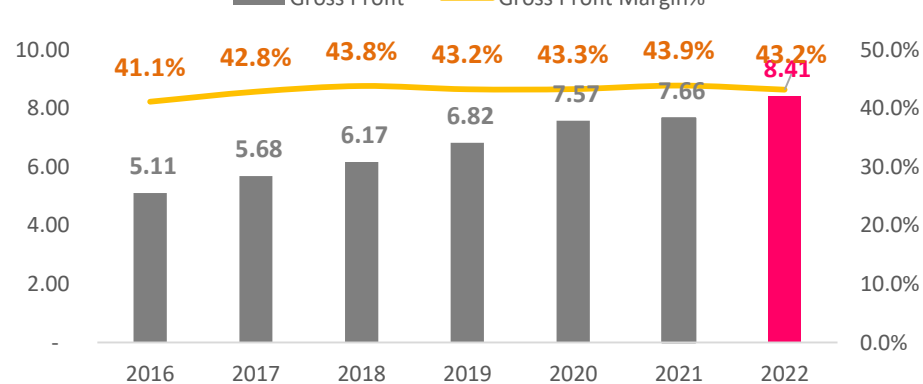
■ Net Income — Net Income Margin



## Gross Profit

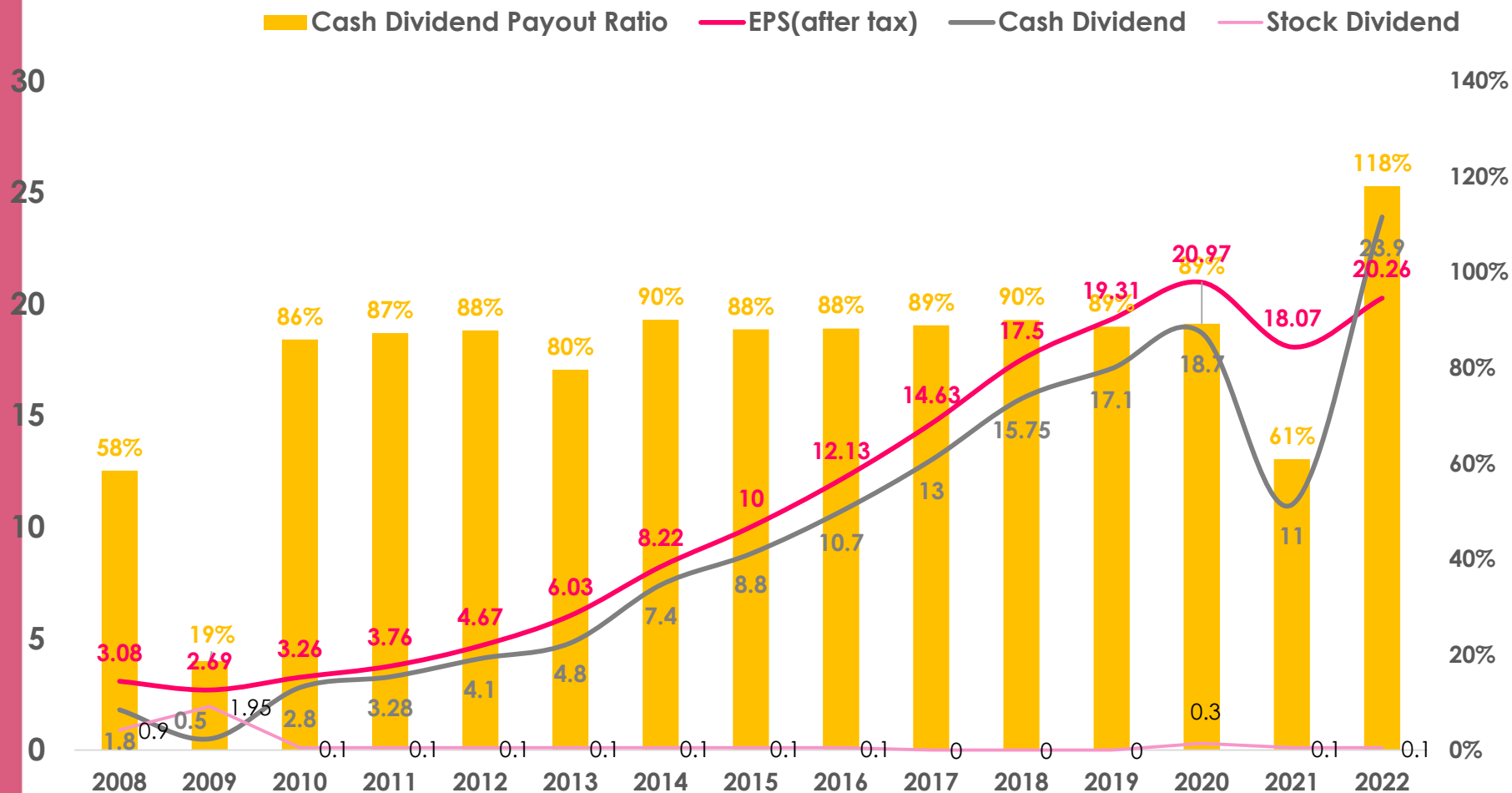
(Unit: NT\$ billion)

■ Gross Profit — Gross Profit Margin%



# Sustainable Cash Dividend

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**THANK YOU**