

# POYA Beauty | HOME



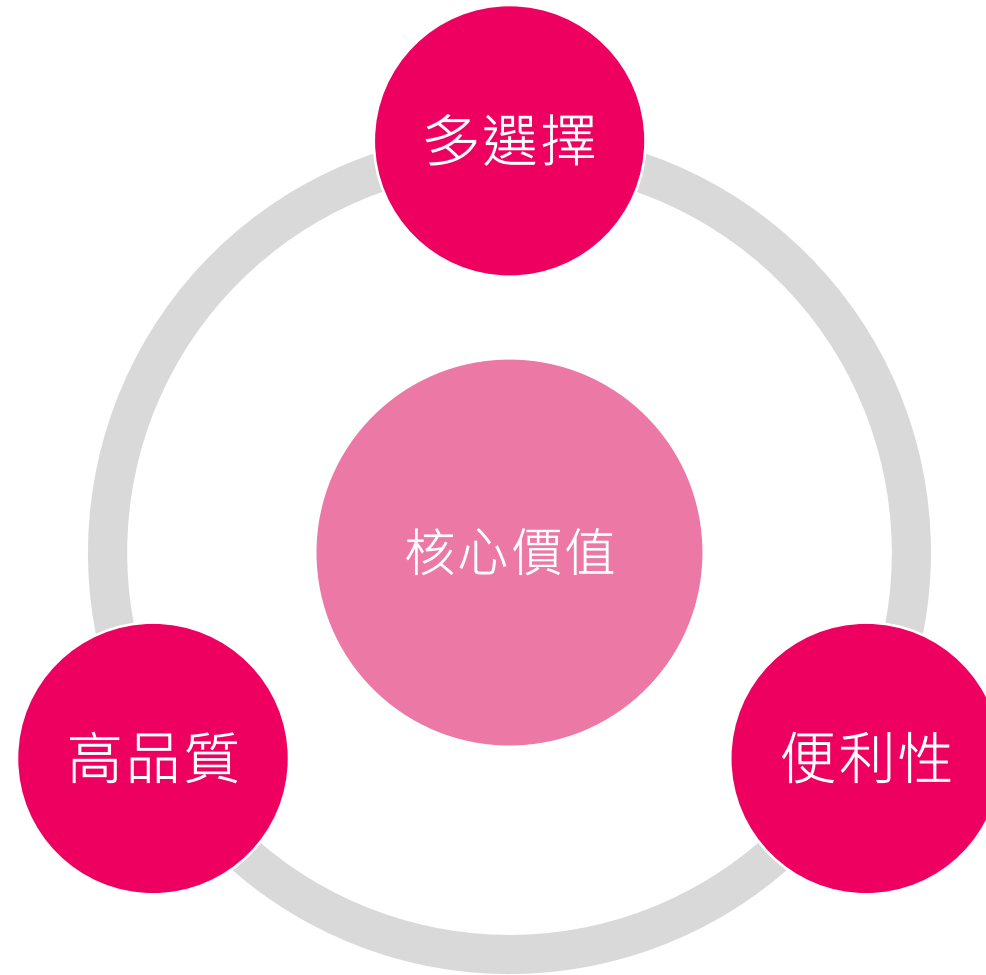
一.公司簡介

二.展店計畫

三.同店增長策略

四.經營績效

- 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：  
10.03億台幣
- 員工人數：  
5742 (2024年01月)
- 分店數: (2024年01月)  
366寶雅+ 25寶家



# 4Q23 Operating Results Review

(NT\$ mn)	3Q23	4Q22	4Q23	QoQ	YoY
Net Sales	5,870	5,140	5,635	-4.0%	9.6%
Cost of goods sold	3,258	2,786	3,063	-6.0%	9.9%
Gross profit	2,611	2,354	2,572	-1.5%	9.3%
Promotion Expense	1,516	1,341	1,541	1.7%	14.9%
Administrative Expense	186	179	176	-5.0%	-1.4%
Operating profit	910	834	854	-6.1%	2.4%
Non-operating items	(18)	(9)	(4)	-77.6%	-54.3%
Profit before tax	891	825	850	-4.6%	3.0%
Tax expenses	178	169	170	-4.7%	0.6%
Net income	713	656	680	-4.6%	3.6%
EPS (NT\$)	6.89	6.37	6.57	-4.6%	3.1%
<b>Ratio</b>				<b>DIF</b>	<b>DIF</b>
GPM	44.4%	45.8%	45.6%	1.2%	-0.2%
OPEX	29.0%	29.6%	30.5%	1.5%	0.9%
OPM	15.5%	16.2%	15.2%	-0.3%	-1.0%
NPM	12.1%	12.8%	12.1%	0.0%	-0.7%

## 4Q23 Financial highlights:

- Sales were NT\$5.64bn, up 9.6% YoY, on easing pandemic condition with same store sales recovery. By the end of 2023, our store numbers were 365/30 for Poya and Poya home.
- GPM was 45.6%, down 0.2% YoY or up 1.2% QoQ.
- OPM was 15.2%, down 1.1% YoY/ down 0.3% QoQ.
- NP came in of NT\$680mn with EPS of NT\$ 6.57, down 0.7% YoY.

# 2023 Operating Results Review

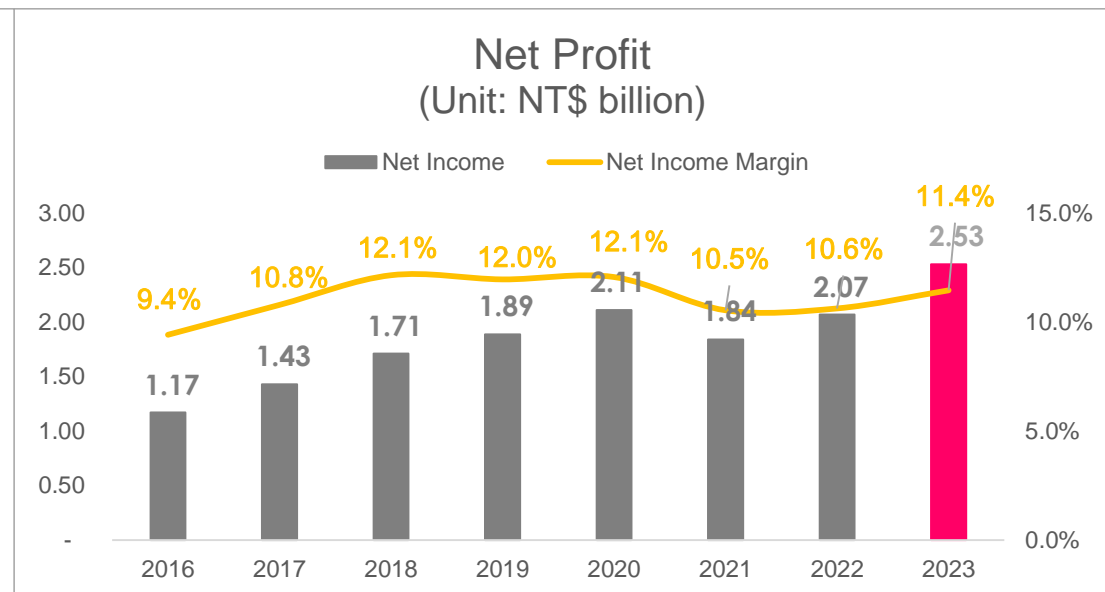
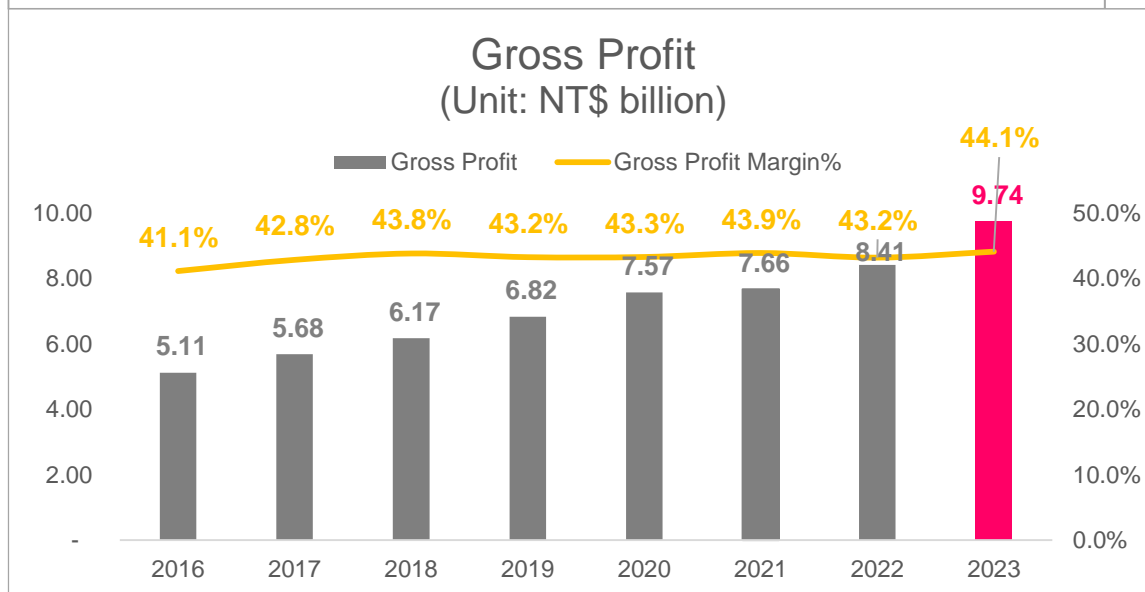
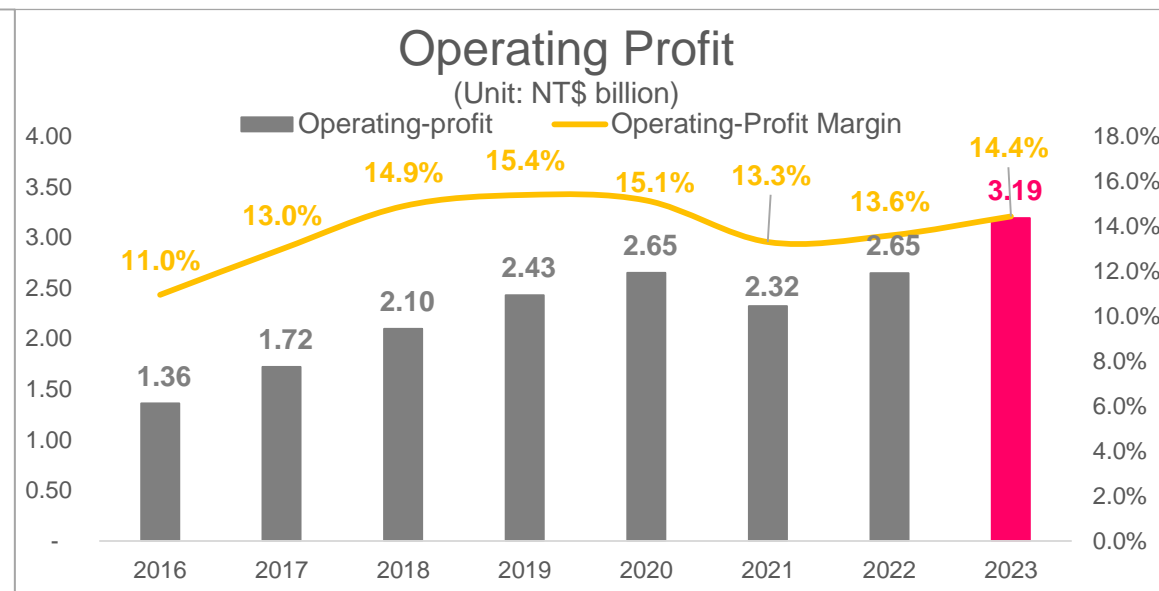
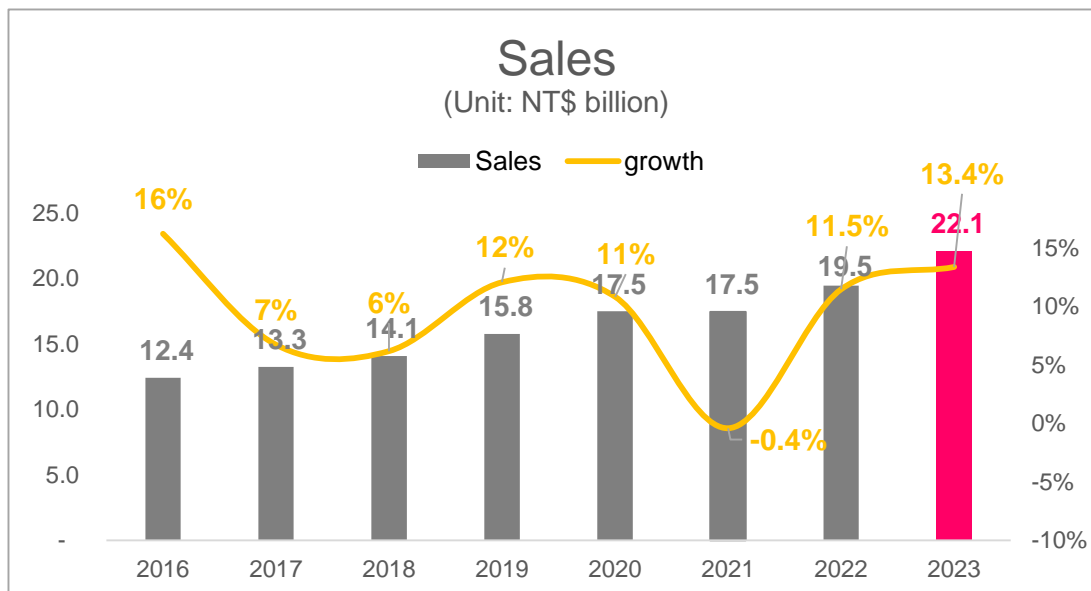
POYA Beauty | HOME

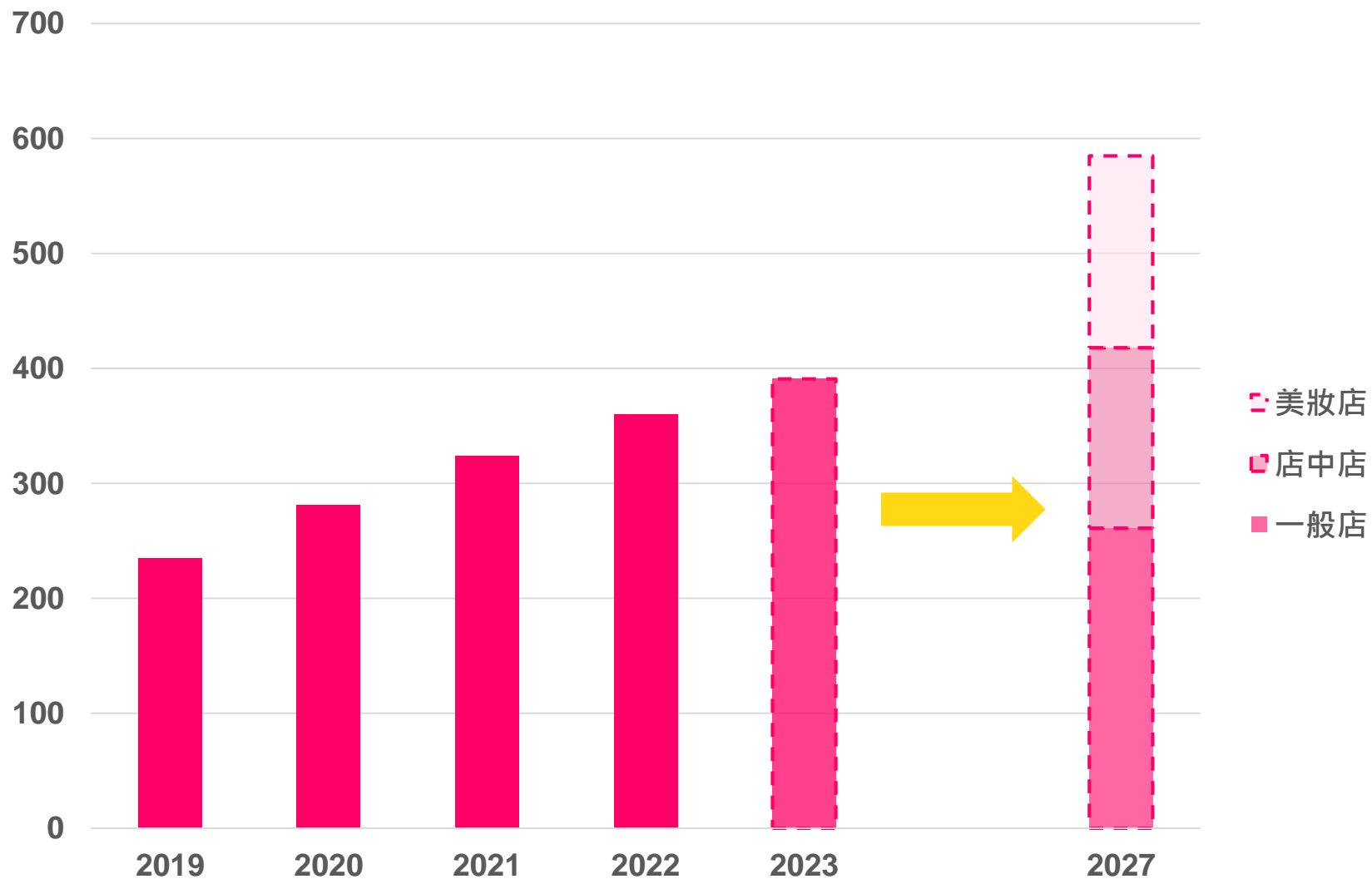
(NT\$ mn)	2022	2023	YoY
Net Sales	19,476	22,079	13.4%
Cost of goods sold	11,069	12,341	11.5%
Gross profit	8,407	9,738	15.8%
Promotion Expense	5,116	5,847	14.3%
Administrative Expense	645	698	8.2%
Operating profit	2,646	3,193	20.7%
Non-operating items	(58)	(41)	-29.3%
Profit before tax	2,588	3,153	21.8%
Tax expenses	520	627	20.6%
Net income	2,068	2,525	22.1%
EPS (NT\$)	20.06	24.41	21.7%

Ratio	DIF		
GPM	43.2%	44.1%	0.9%
OPEX	29.6%	29.6%	0.0%
OPM	13.6%	14.5%	0.9%
NPM	10.6%	11.4%	0.8%

## 2023 Financial highlights:

- Sales were NT\$20.1bn, up 13.4% YoY.
- GPM was 44.1%, up 2.1% YoY.
- OPM was 14.5%, up 6.6% YoY.
- 2023 EPS was NT\$24.41, up 21.7% YoY.







# 四種型態店面-寶雅

POYA Beauty | HOME



Poya Community Shop



Poya Beauty Street Shop



Poya Beauty Shop at Shopping mall



Poya+Home inside



## FMCG

1. Expanding the shelf space and product skus for beauty products with enhancing fun make-up experience.
2. Roll out of highly discussed Korean/Chinese/Thai cosmetics brands, develop manicure products, and hair care/styling products.



## NFMCG

1. Introducing trending accessories such as clips
2. Introducing functional sports socks, functional underwear, and ice feeling textile products.



- Private label products accounted for **1.7%** of total sales in 2023.
- We plan to introduce more NFMCG perennial seller products to enhance our brand value.



輕合金高質感專業刷具12支專業刷(含洗刷板)  
NT\$2,450



IM 5in1美肌蛋  
NT\$69



樂品雙效化妝棉150枚盒裝  
NT\$85  
NT\$69



樂品立體棉被壓縮袋-L

NT\$119



IM 自然植感點彩腮紅刷



IM 自然植感指膜遮瑕刷



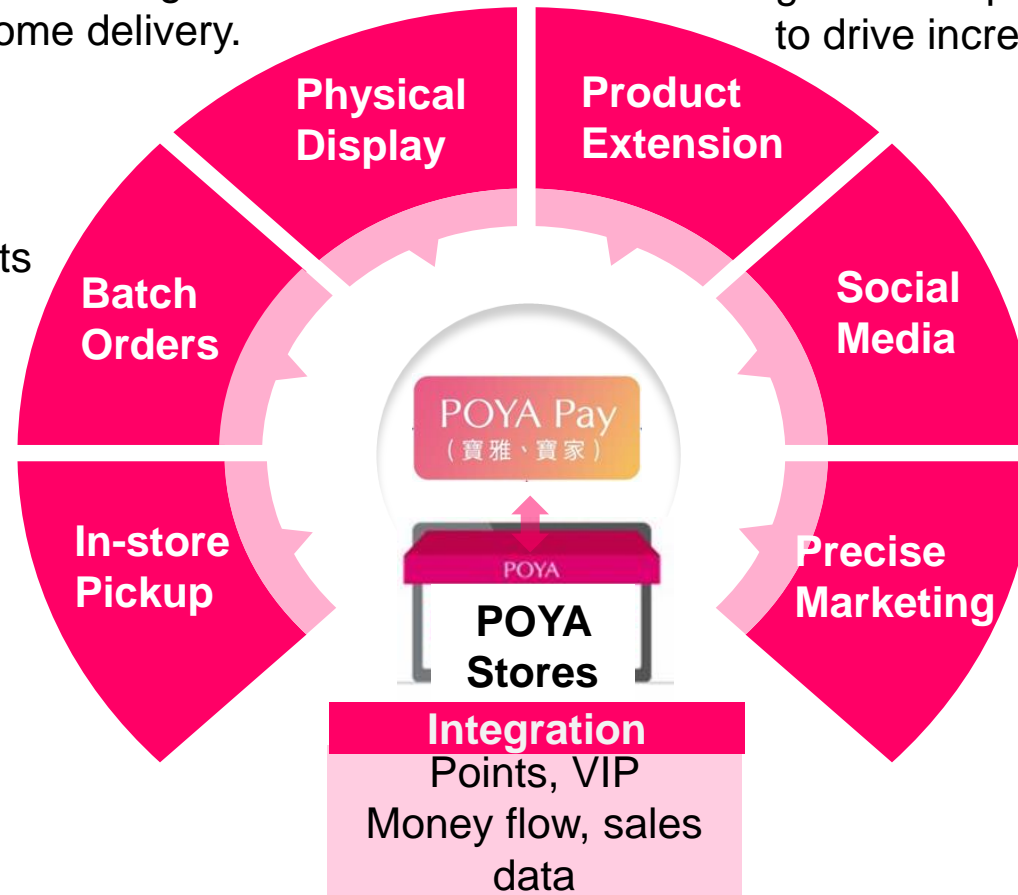
樂品旅行套裝(5件組)  
NT\$69

Customers could have the **try-on experience** at POYA stores and place the order through POYA BUY for home delivery.

Extend product **SKUS on EC** platform, such as seasonal goods and pre order products to drive incremental sales.

Customers could buy online and pickup by batches. Clients could also share gifts with friends to drive store traffics.

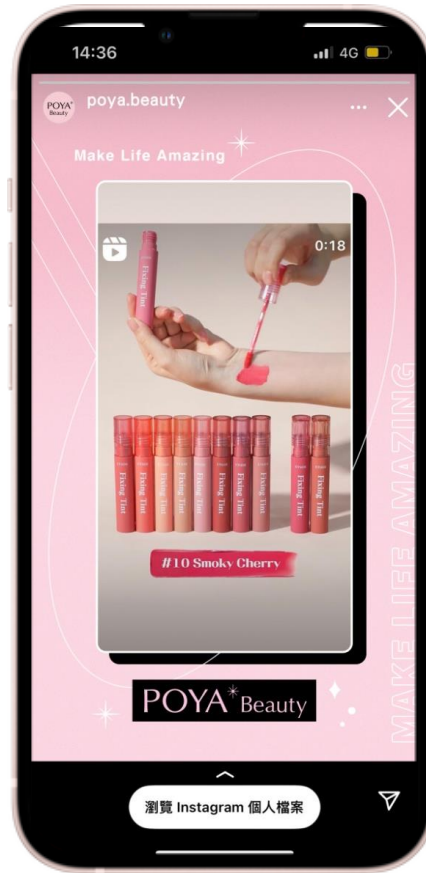
Unveil **in-store pick up** services for POYA BUY, indicating better shopping experience, lowering delivery cost and higher traffic.



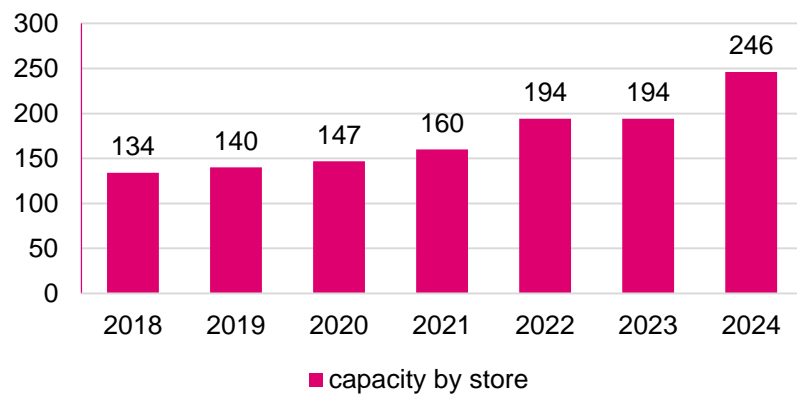
**Integrate** social media and our payment system to provide seamless shopping experience to enhance customer loyalty and drive traffic.

Analyze sales data to actively provide **customized product recommendation and services** to clients.

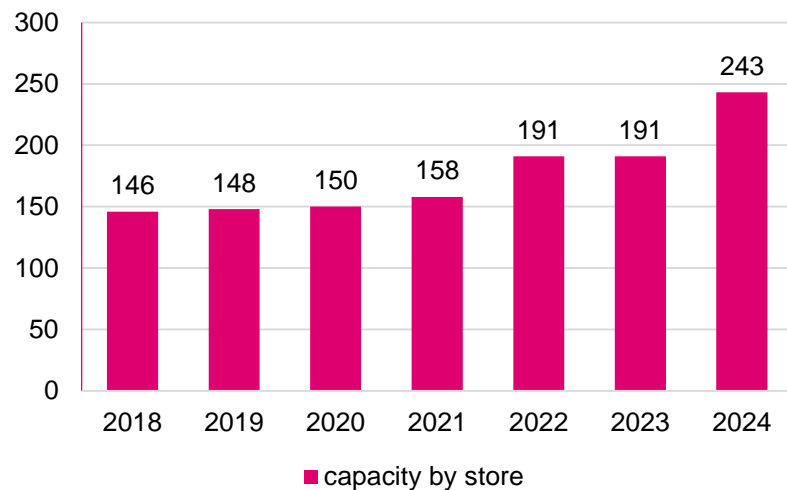




## 桃園物流中心



## 高雄物流中心



POYA Beauty | HOME

Thank you!