

# POYA Beauty | HOME



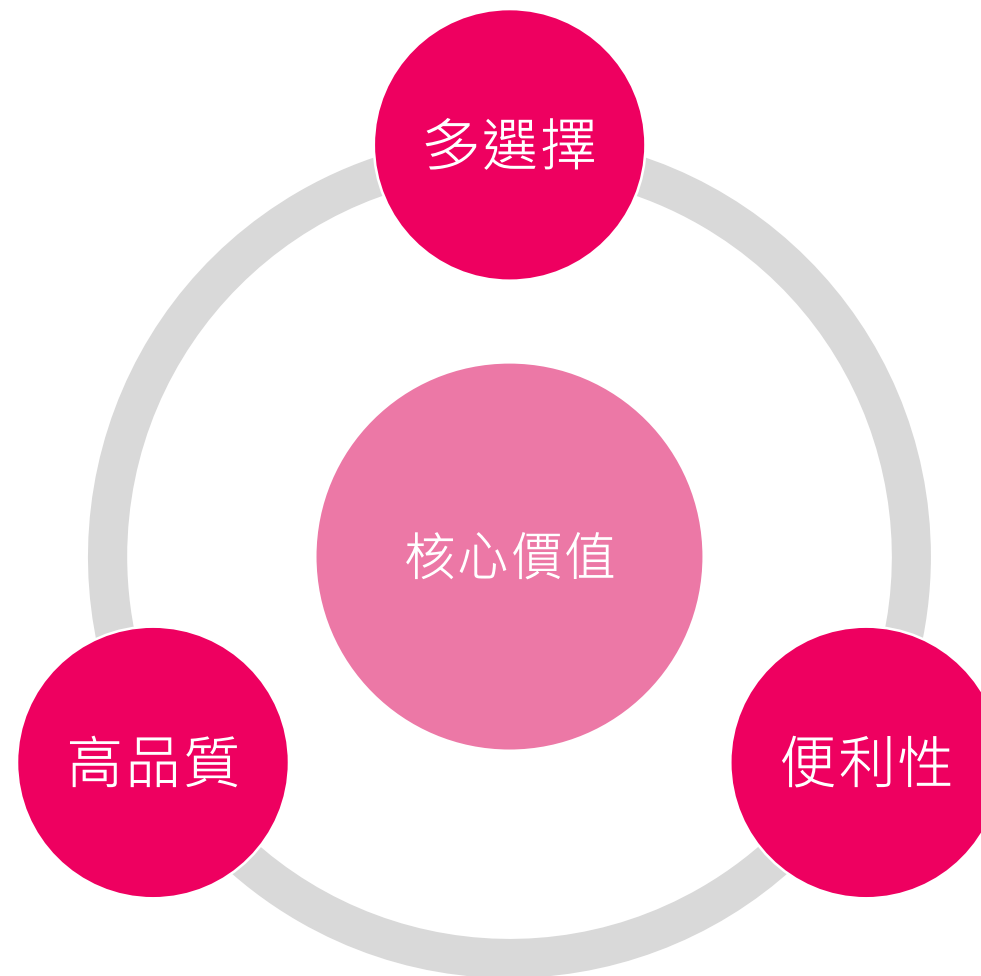
一.公司簡介

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:  
5780 (2024年03月)
- 分店數: (2024年03月)  
370寶雅+ 23寶家

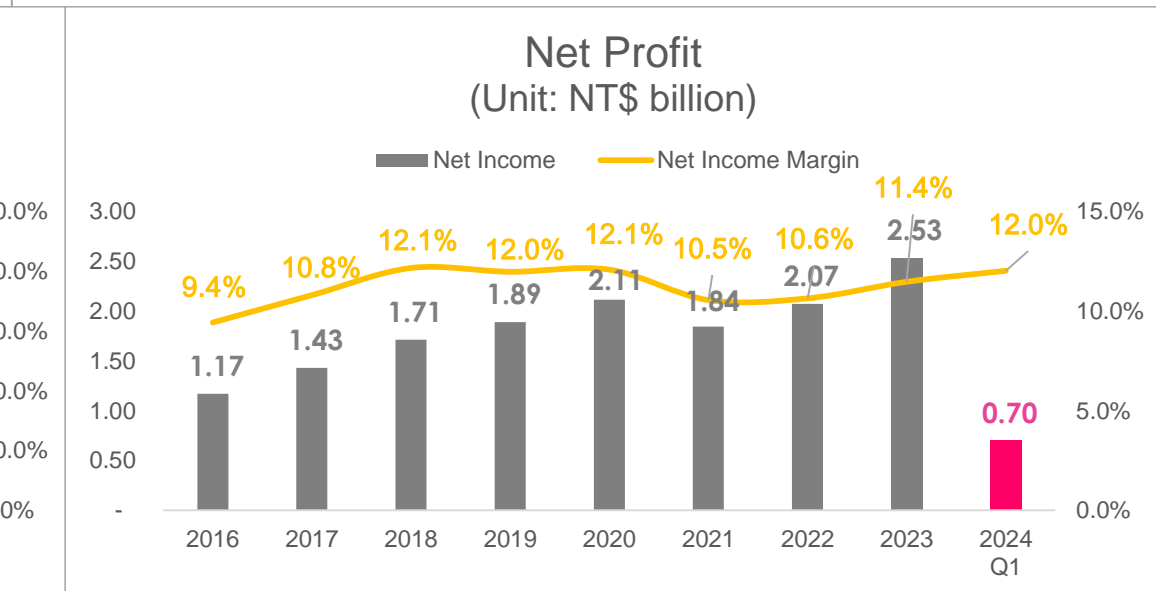
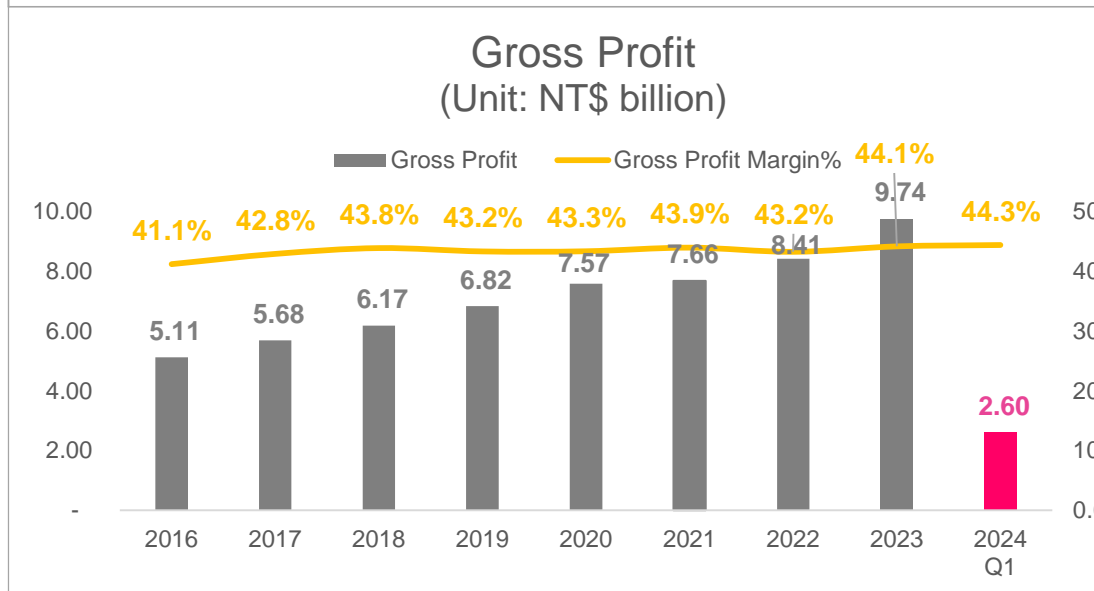
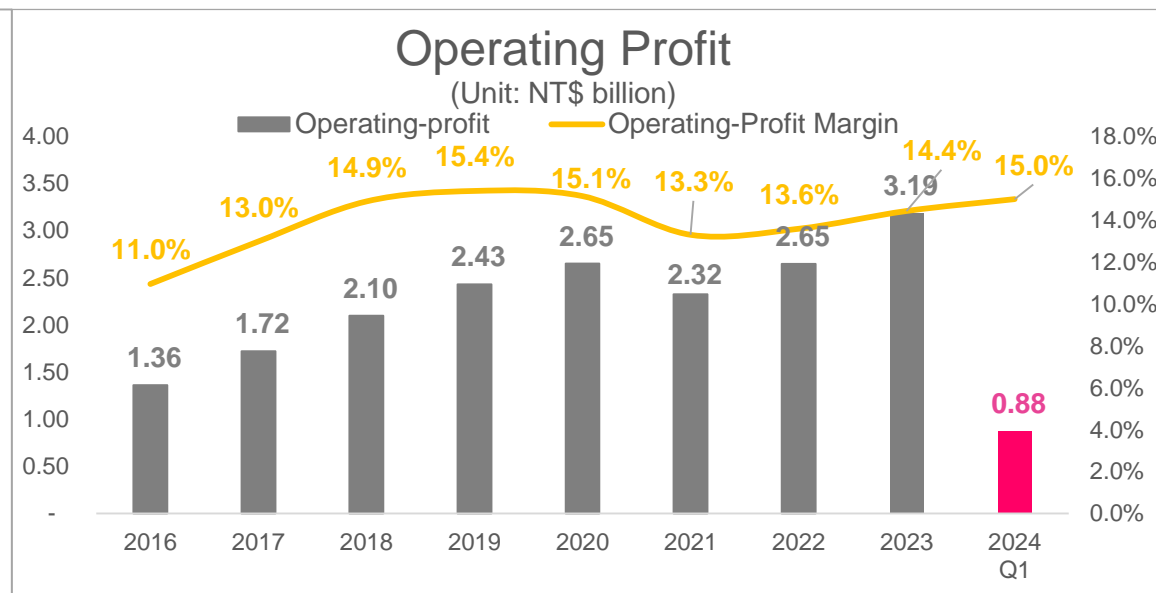
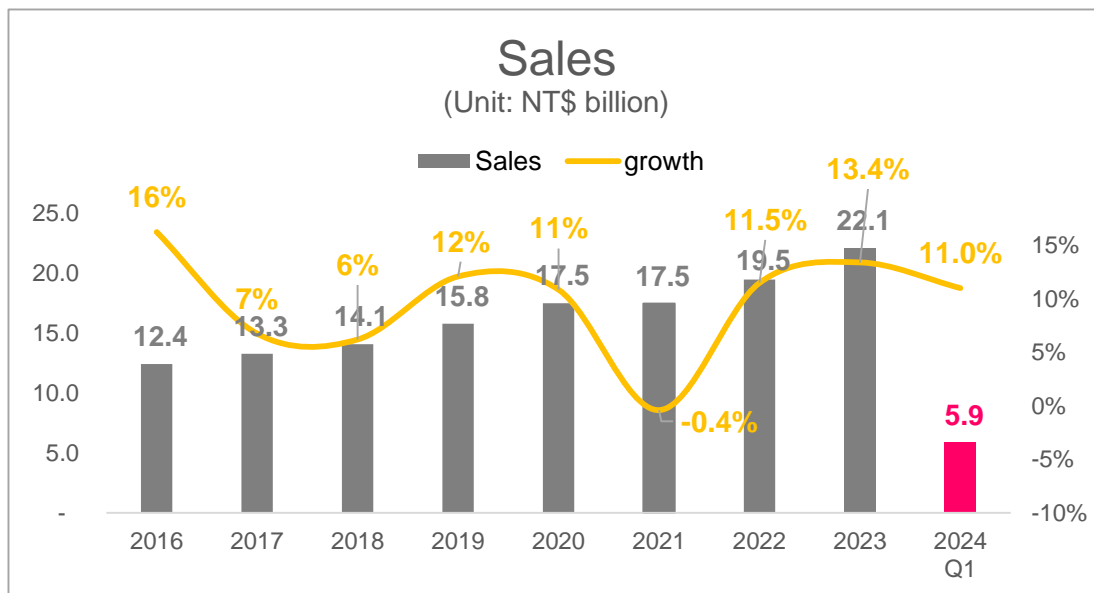


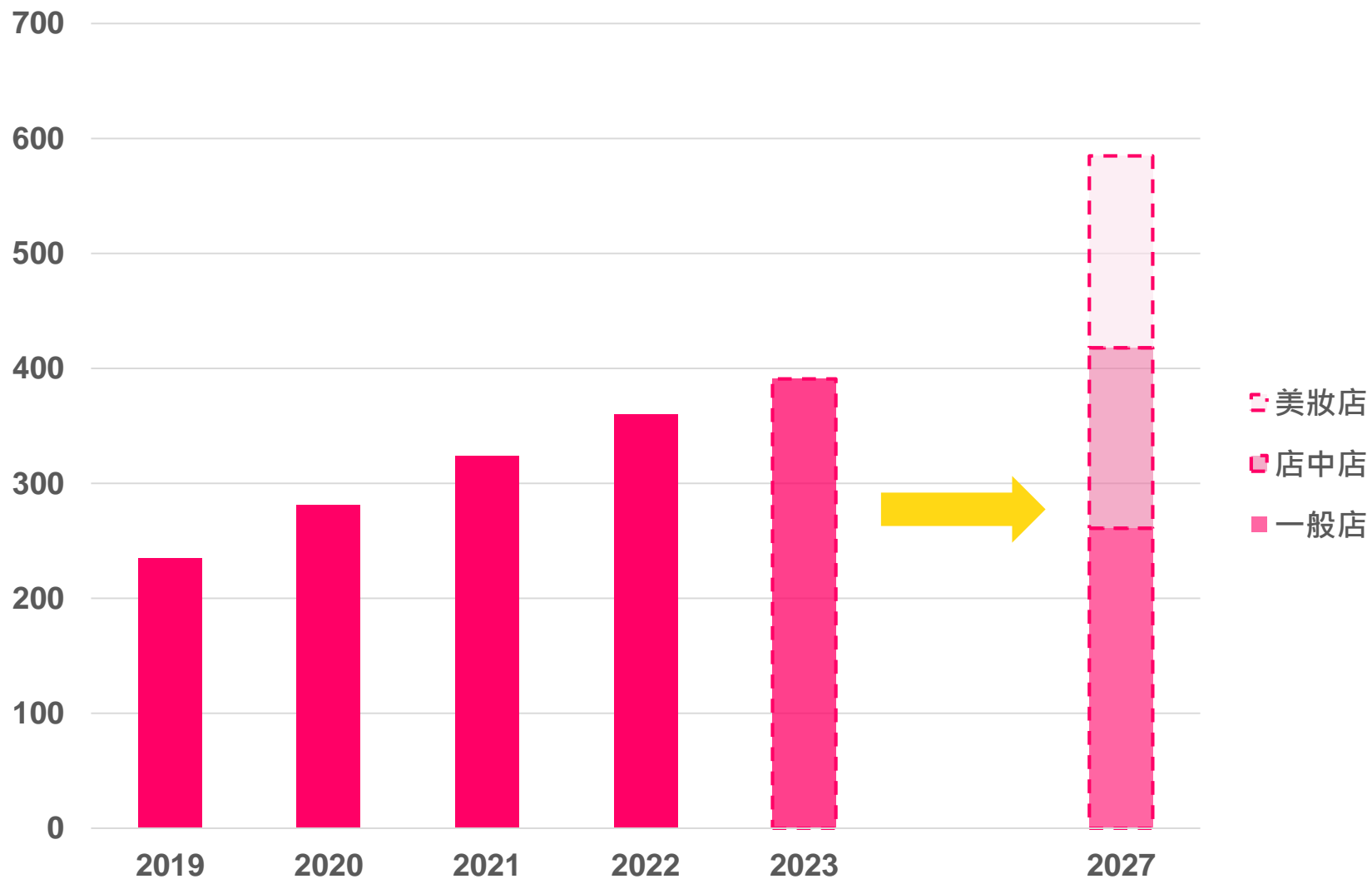
# 1Q24 Operating Results Review

| (NT\$ mn)              | 4Q23  | 1Q23  | 1Q24  | QoQ        | YoY        |
|------------------------|-------|-------|-------|------------|------------|
| Net Sales              | 5,635 | 5,293 | 5,874 | 4.2%       | 11.0%      |
| Cost of goods sold     | 3,063 | 2,925 | 3,274 | 6.9%       | 11.9%      |
| Gross profit           | 2,572 | 2,368 | 2,600 | 1.1%       | 9.8%       |
| Promotion Expense      | 1,541 | 1,362 | 1,547 | 0.4%       | 13.6%      |
| Administrative Expense | 176   | 173   | 169   | -4.2%      | -2.3%      |
| Operating profit       | 854   | 834   | 884   | 3.5%       | 6.0%       |
| Non-operating items    | (4)   | (12)  | (7)   | 65.4%      | -43.3%     |
| Profit before tax      | 850   | 822   | 877   | 3.2%       | 6.7%       |
| Tax expenses           | 170   | 164   | 176   | 3.5%       | 7.3%       |
| Net income             | 680   | 658   | 702   | 3.2%       | 6.7%       |
| EPS (NT\$)             | 6.57  | 6.36  | 6.78  | 3.2%       | 6.6%       |
| <b>Ratio</b>           |       |       |       | <b>DIF</b> | <b>DIF</b> |
| GPM                    | 45.6% | 44.7% | 44.3% | -1.4%      | -0.4%      |
| OPEX                   | 30.5% | 29.0% | 29.2% | -1.3%      | 0.2%       |
| OPM                    | 15.2% | 15.7% | 15.0% | -0.1%      | -0.7%      |
| NPM                    | 12.1% | 12.4% | 12.0% | -0.1%      | -0.4%      |

## 1Q24 Financial highlights:

- Sales were NT\$5.87bn, up 11.0% YoY, on continuing post pandemic recovery.
- GPM was 44.3%, down 0.4% YoY / down 1.4% QoQ.
- OPM was 15.0%, down 0.7% YoY / down 0.1% QoQ.
- NP came in of NT\$702mn with EPS of NT\$ 6.78, up 6.7% 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.



輕合金彩妝刷具  
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



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



樂品立體棉被壓縮袋-L  
短期收納用  
80x100x40cm

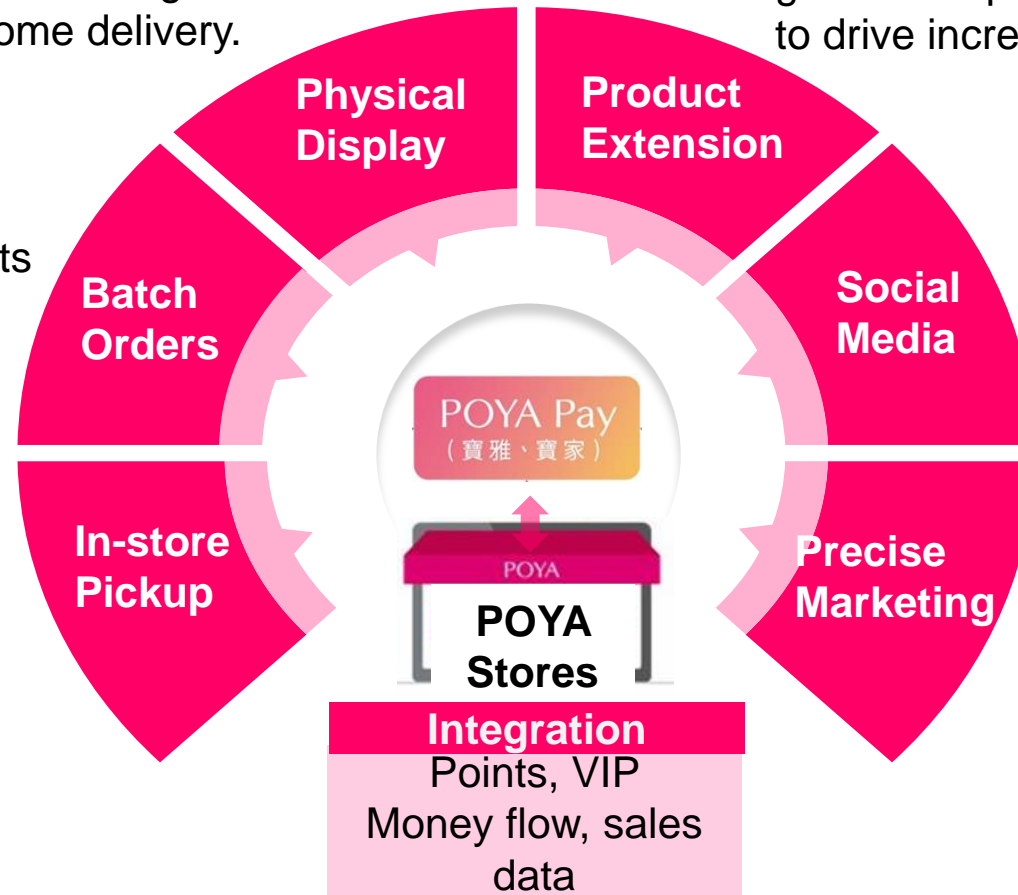
NT\$119

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.

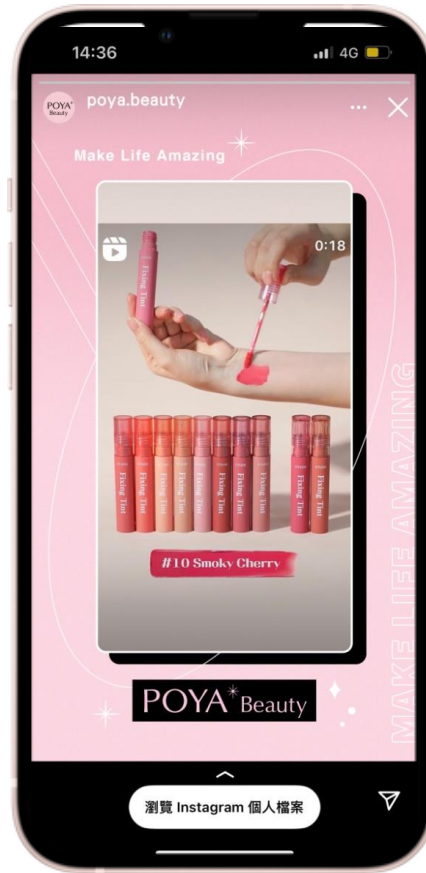
Customers could buy online and pickup by batches. Clients could also share gifts with friends to drive store traffics.

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

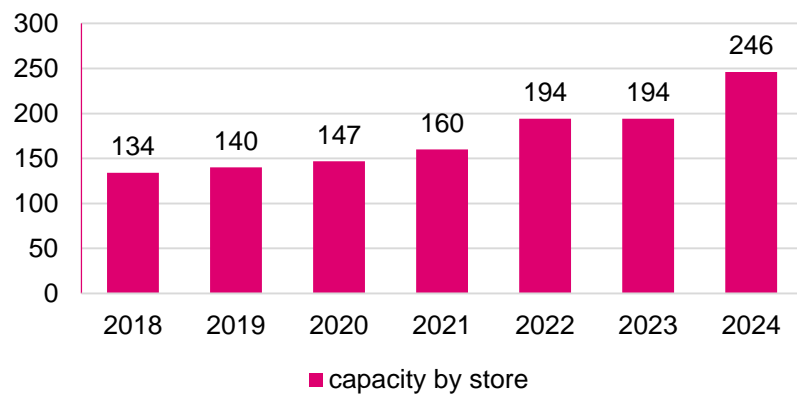


**Integrate** social media and our payment system to provide seamless shopping experience to enhance customer loyalty and drive traffic.

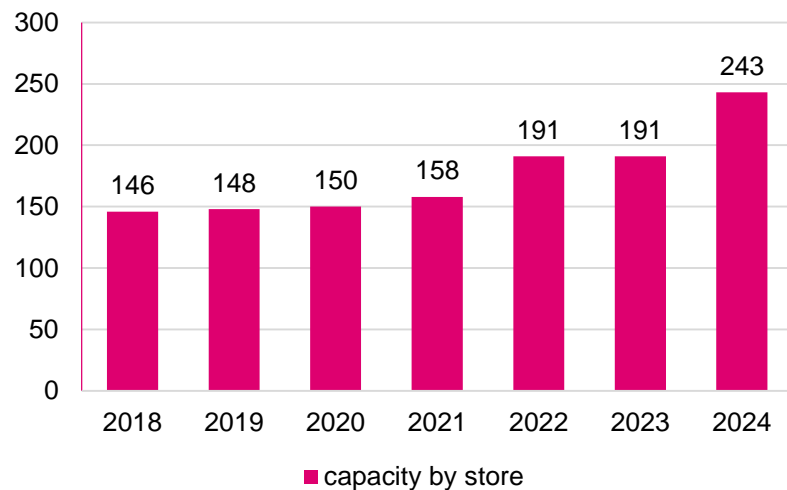
Analyze sales data to actively provide **customized product recommendation and services** to clients.



## 桃園物流中心



## 高雄物流中心



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Thank you!