

POYA Beauty | HOME



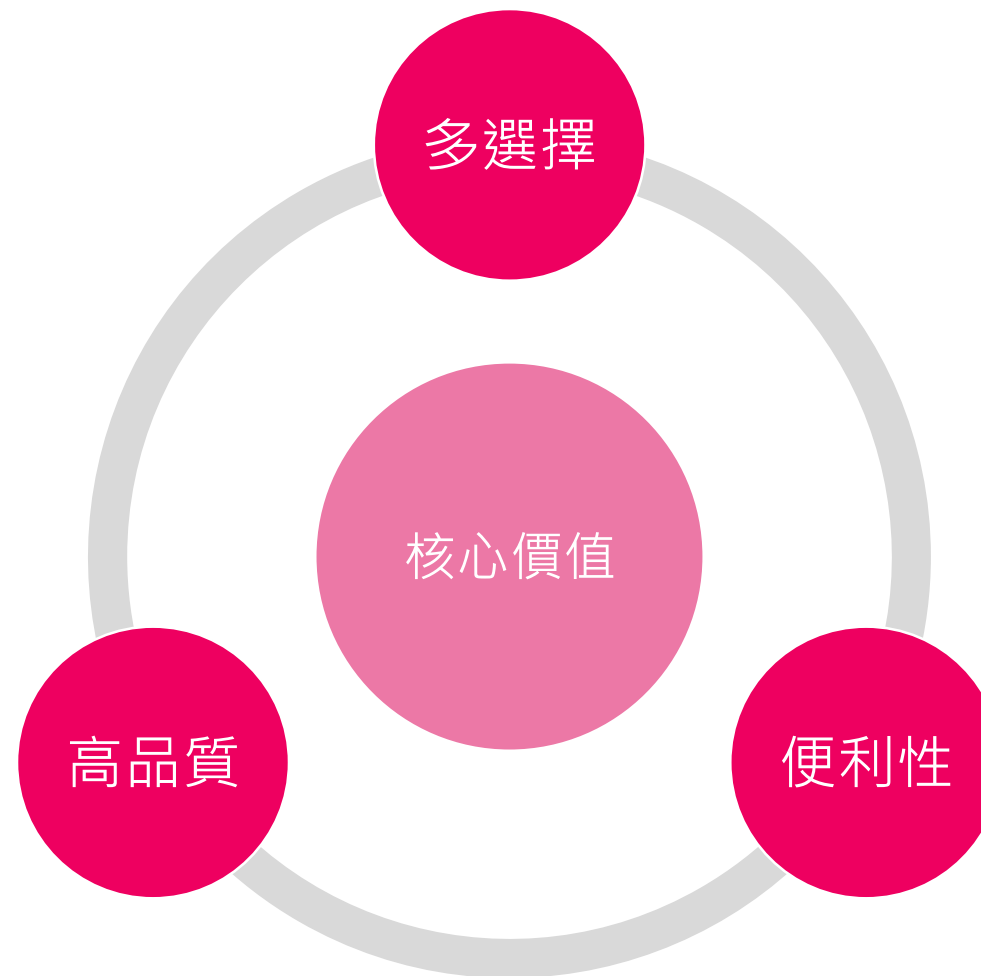
一.公司簡介

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
- 上櫃時間:
2002年9月6日
- 資本額:
10.09億台幣
- 員工人數:
5571 (2023年9月)
- 分店數: (2023年10月)
345寶雅+ 34寶家



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 **1.8%** of total sales YTD.
- 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



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

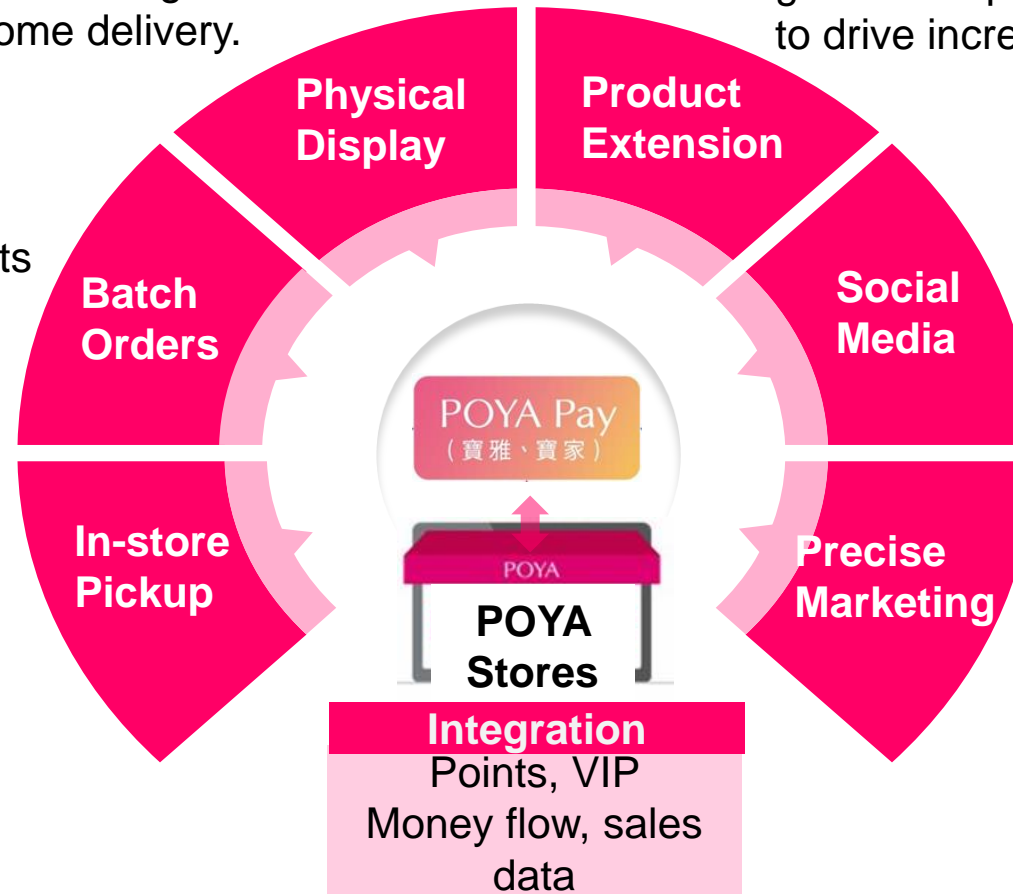
NT\$119

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.

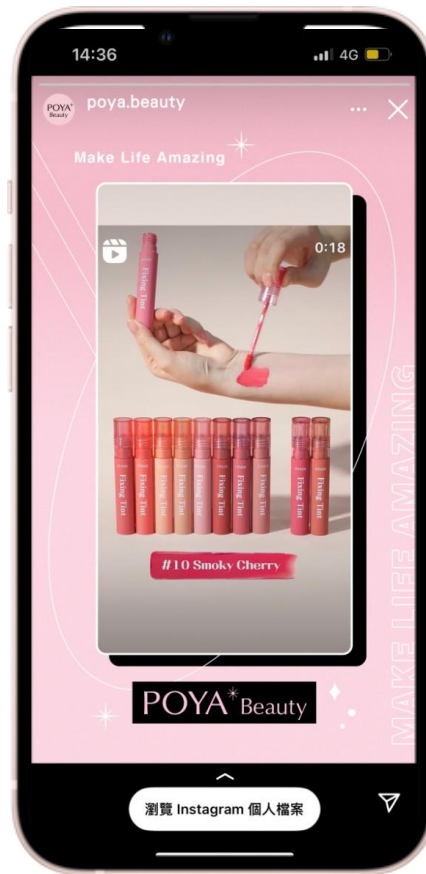
Customers could buy online and pickup by batches. Clients could also share gifts with friends to drive store traffics.

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

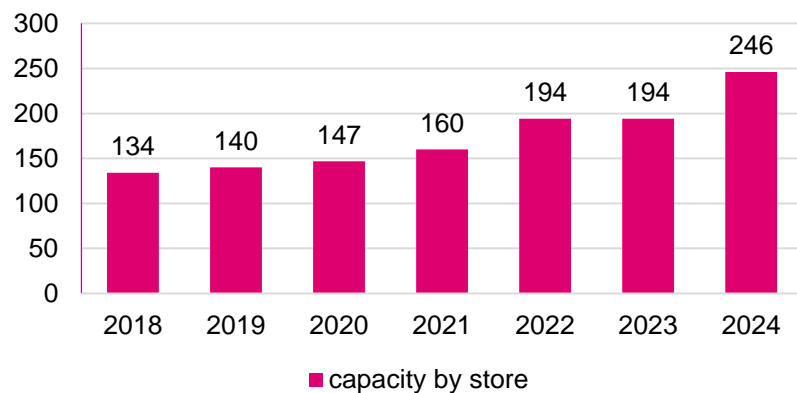


Integrate social media and our payment system to provide seamless shopping experience to enhance customer loyalty and drive traffic.

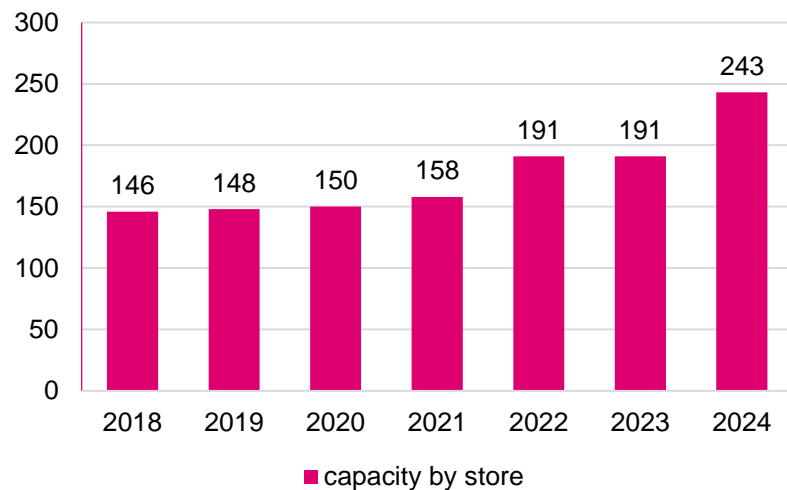
Analyze sales data to actively provide **customized product recommendation and services** to clients.



桃園物流中心



高雄物流中心



(NT\$ mn)	2Q23	3Q22	3Q23	QoQ	YoY
Net Sales	5,281	5,251	5,870	11.2%	11.8%
Cost of goods sold	3,095	2,991	3,258	5.3%	8.9%
Gross profit	2,186	2,260	2,611	19.4%	15.5%
Promotion Expense	1,427	1,307	1,516	6.2%	16.0%
Administrative Expense	163	159	186	14.1%	17.0%
Operating profit	596	793	910	52.7%	14.8%
Non-operating items	(7)	(18)	(18)	157.1%	0.0%
Profit before tax	589	775	891	51.3%	15.0%
Tax expenses	114	155	178	56.1%	14.8%
Net income	475	620	713	50.1%	15.0%
EPS (NT\$)	4.59	6.01	6.89	50.1%	14.6%
Ratio					
GPM	41.4%	43.0%	44.5%	3.1%	1.5%
OPEX	30.1%	27.9%	29.0%	-1.1%	1.1%
OPM	11.3%	15.1%	15.5%	4.2%	0.4%
NPM	9.0%	11.8%	12.1%	3.1%	0.3%

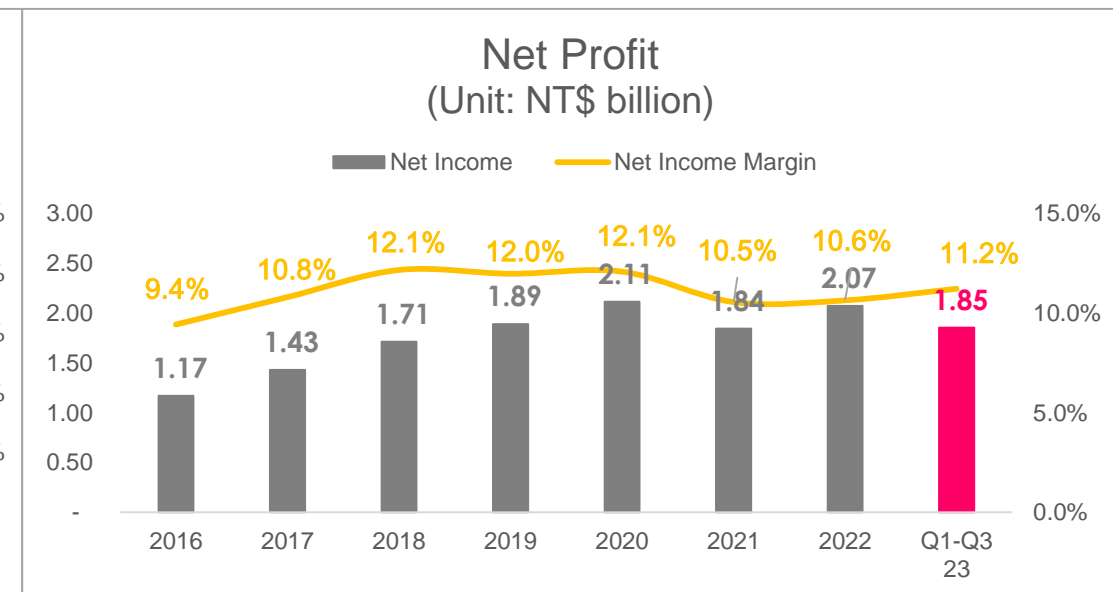
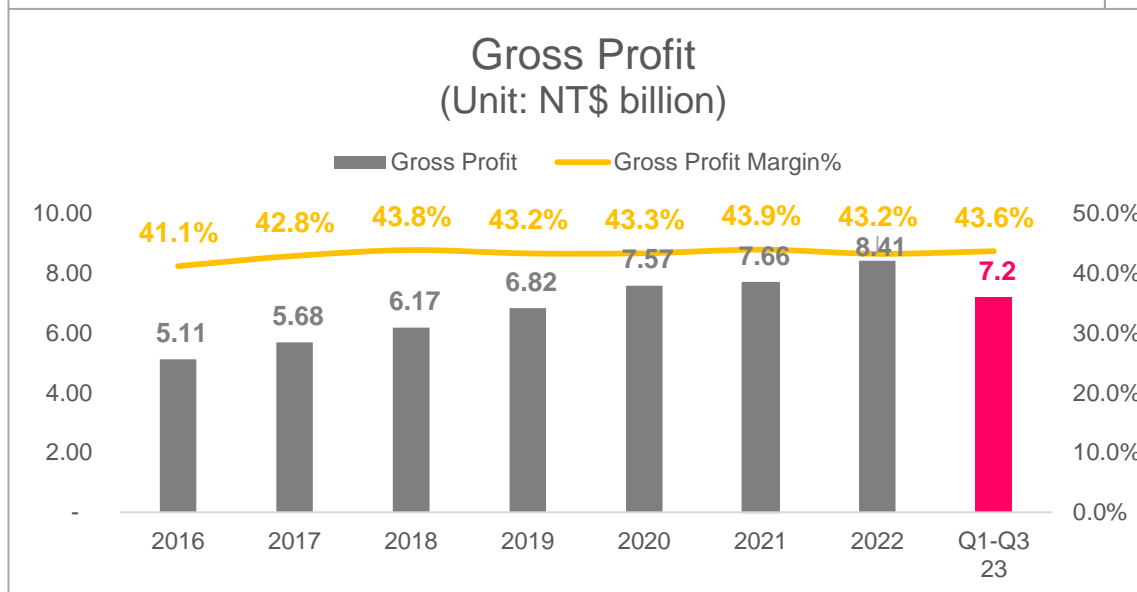
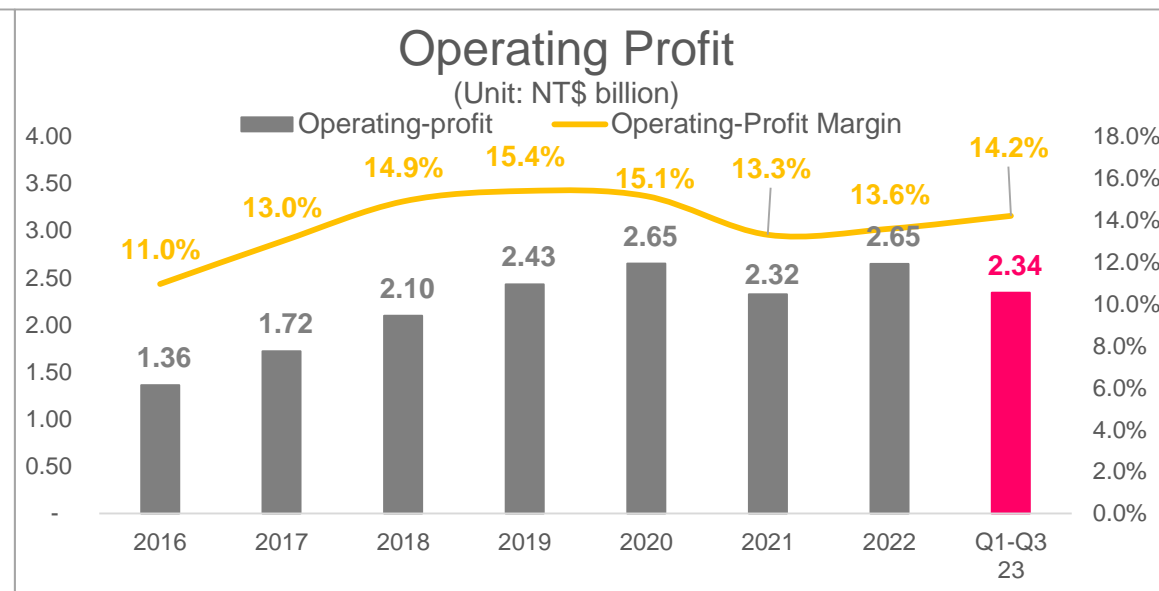
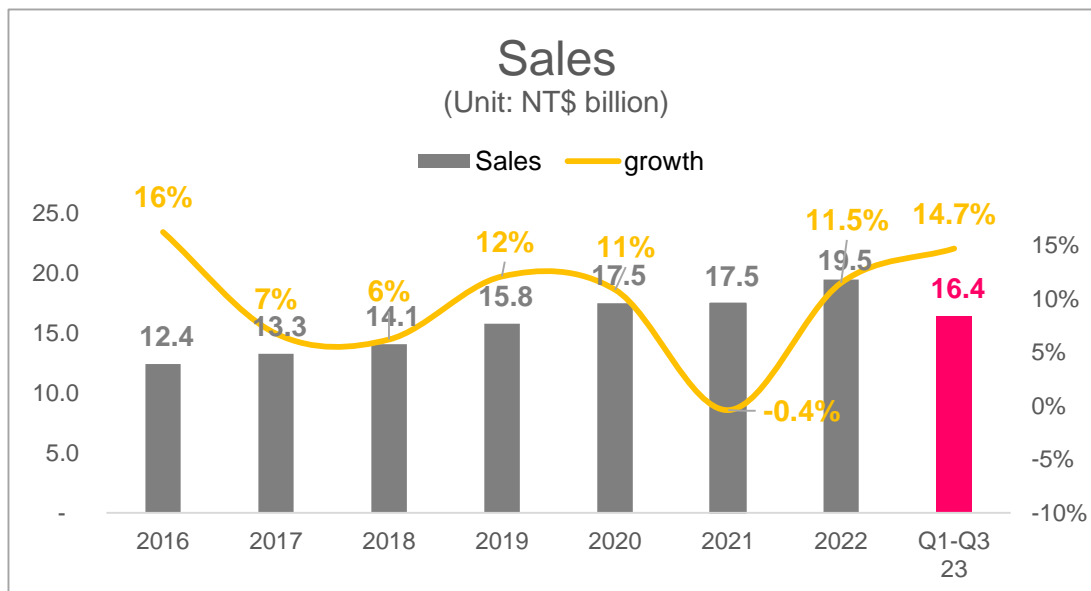
3Q23 Financial highlights:

- Sales were NT\$5.87bn, up 11.8% YoY, on post pandemic recovery with same store sales up YoY.
- GPM was 44.5%, up 1.5% YoY, with OPM of 15.5%.
- NP came in of NT\$713mn with EPS of NT\$ 6.89, up 14.6% YoY.

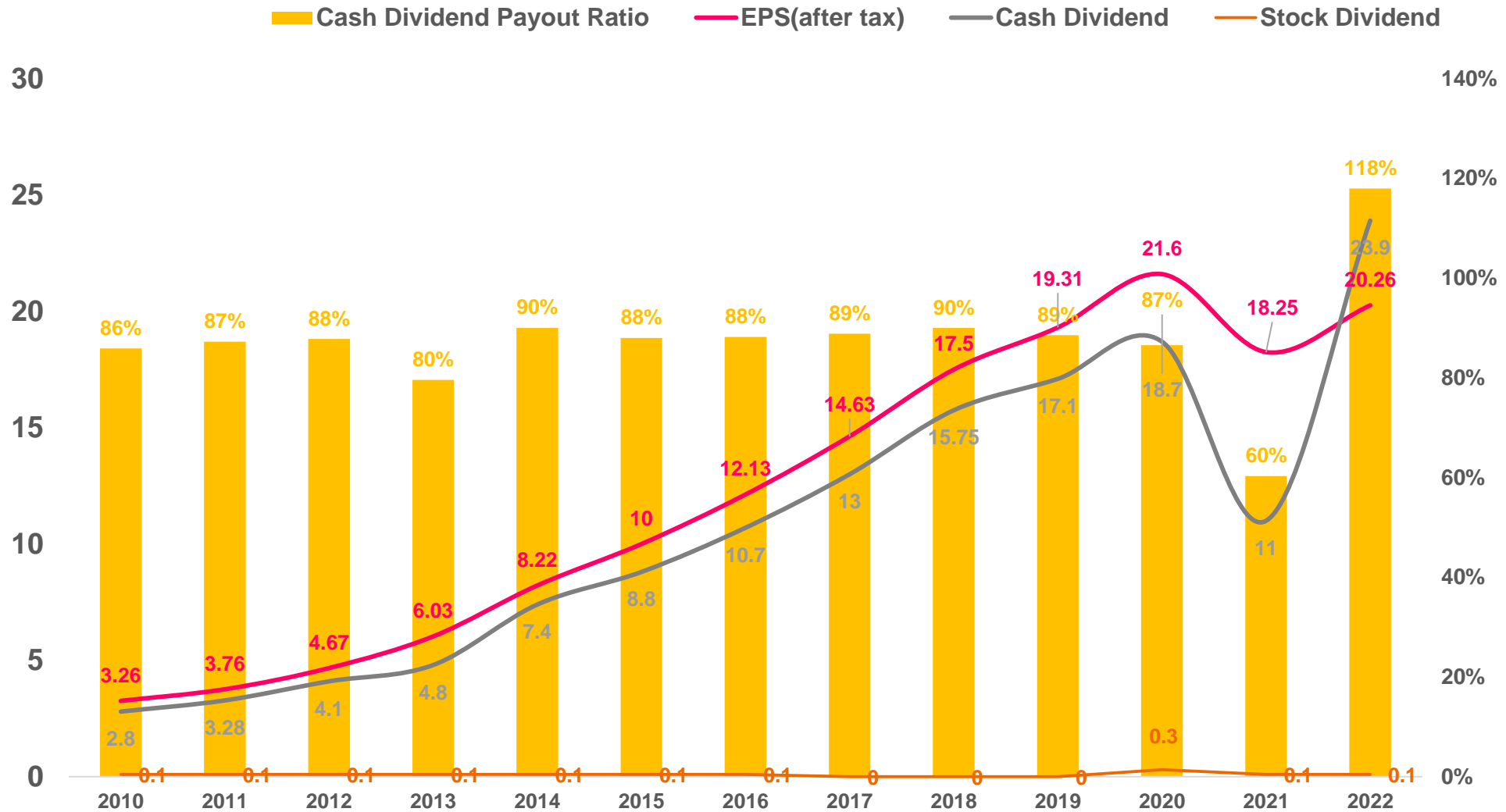
(NT\$ mn)	Q1-Q3 22	Q1-Q3 23	YoY
Net Sales	14,336	16,444	14.7%
Cost of goods sold	8,284	9,278	12.0%
Gross profit	6,053	7,166	18.4%
Promotion Expense	3,775	4,305	14.0%
Administrative Expense	446	521	16.8%
Operating profit	1,811	2,340	29.2%
Non-operating items	(49)	(37)	-24.5%
Profit before tax	1,763	2,303	30.6%
Tax expenses	351	457	30.2%
Net income	1,412	1,846	30.7%
EPS (NT\$)	13.70	17.84	30.2%
Ratio			
GPM	42.2%	43.6%	1.4%
OPEX	29.6%	29.4%	-0.2%
OPM	12.6%	14.2%	1.6%
NPM	9.8%	11.2%	1.4%

2023 Q1-Q3 Financial highlights:

- Sales were NT\$16.4bn, up 14.7% YoY.
- GPM was 43.6%, up 1.4% YoY.
- OPM was 14.2%, up 1.6% YoY.
- Q1-Q3 23 EPS was NT\$17.84, up 30.2% YoY.



Sustainable Cash Dividend



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Thank you!