

POYA Beauty | HOME



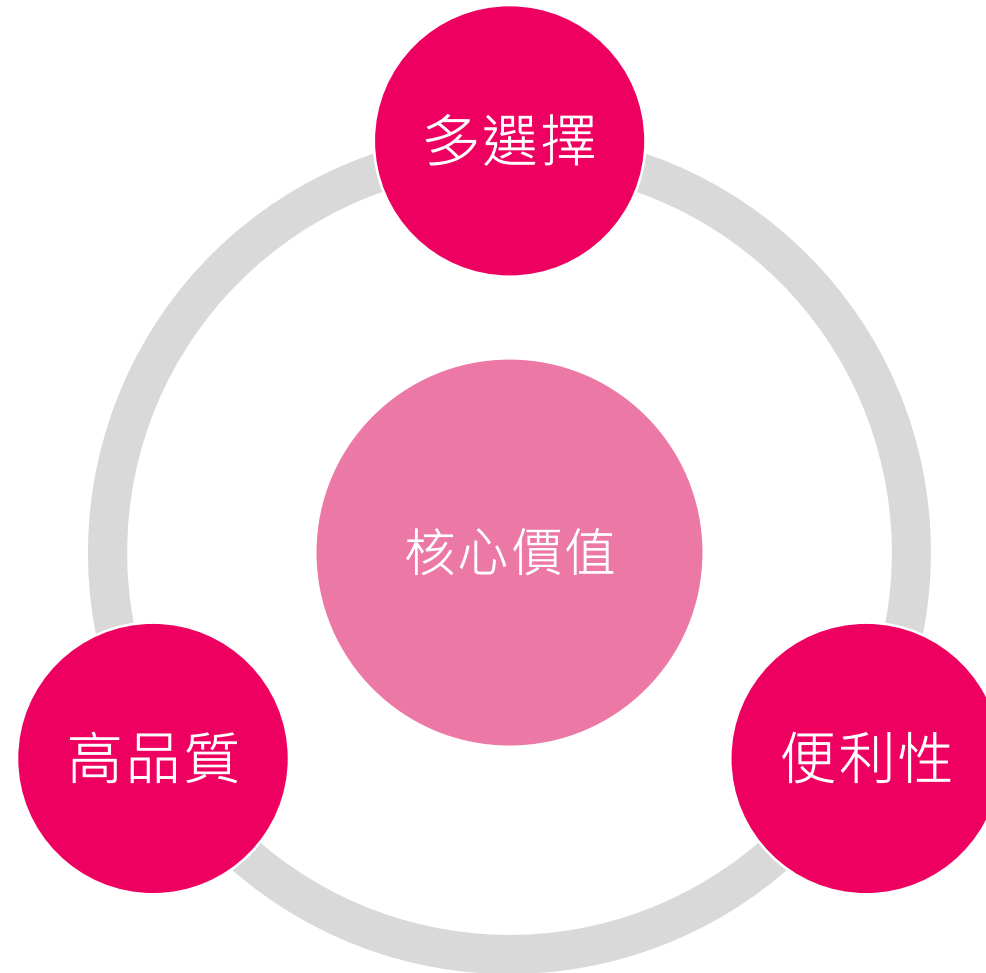
一.公司簡介

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9月)
342寶雅+ 36寶家



四種型態店面-寶雅

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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 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.



自有品牌計畫

- 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.



樂品雙效化妝棉150枚盒裝
NT\$85
NT\$69



樂品旅行套裝(5件組)
NT\$69



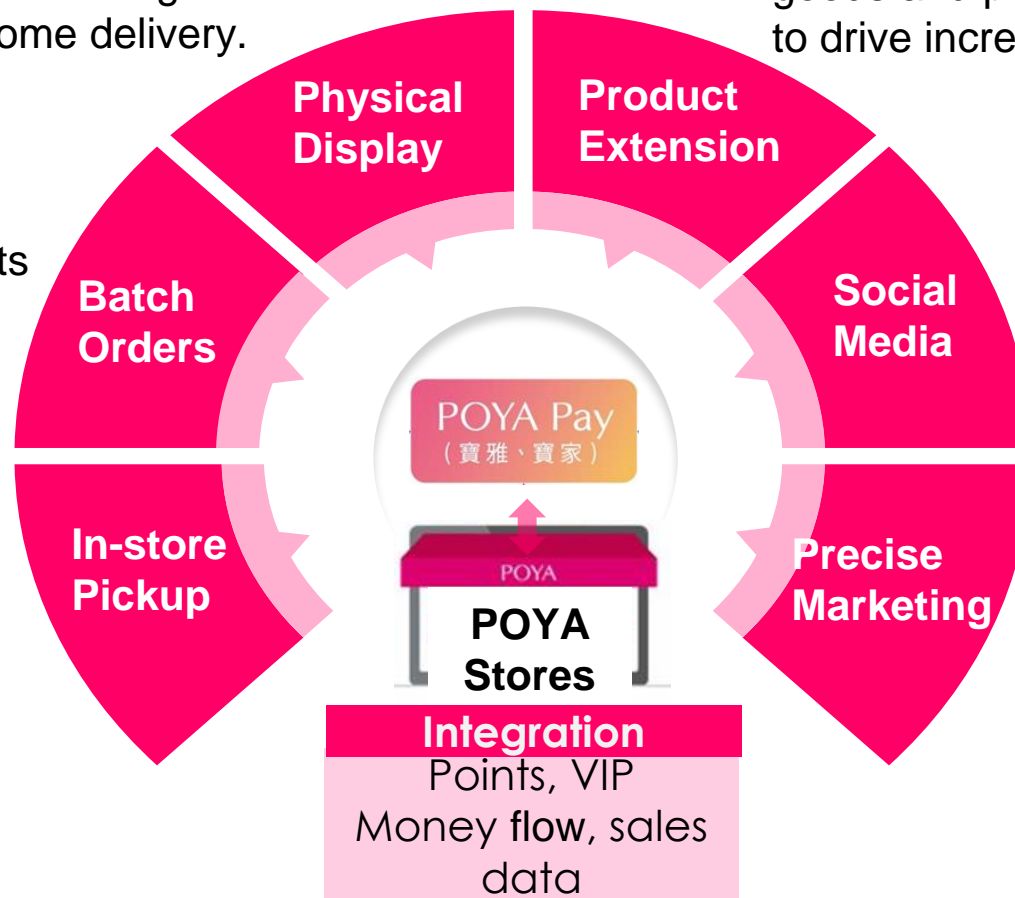
樂品立體棉被壓縮袋-L
NT\$119

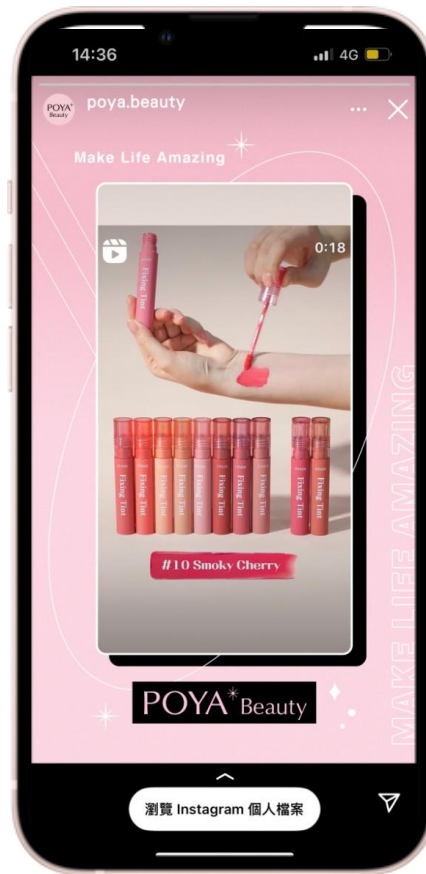
Customers could have the **try-on experience** at POYA stores and place the order through POYA BUY for home delivery.

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

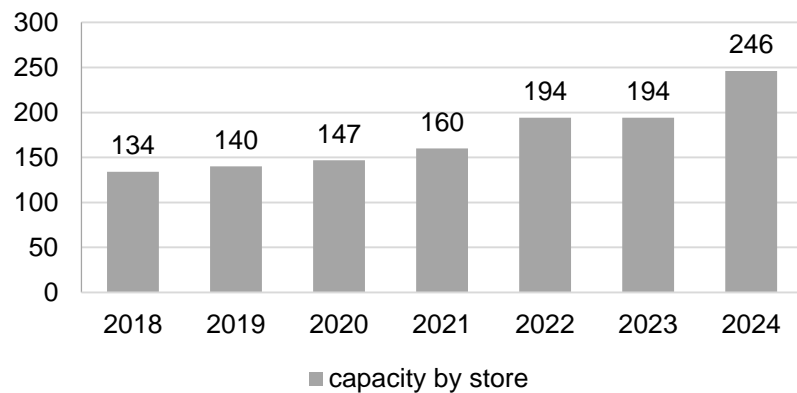
Customers could **buy online and pickup by batches**. Clients could also share gifts with friends to drive store traffic.

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

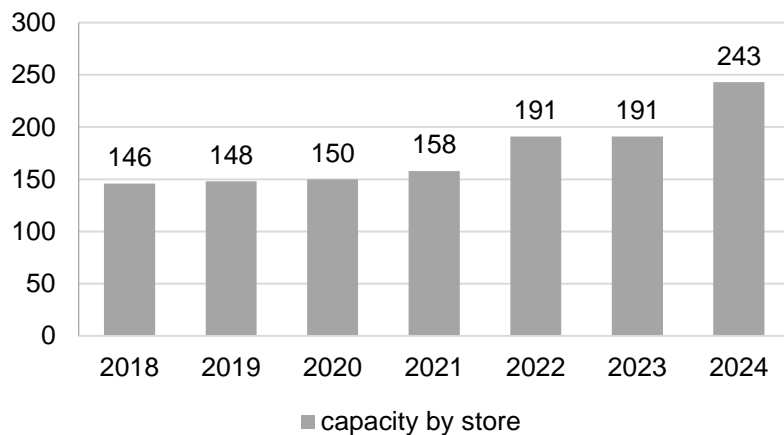




桃園物流中心



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 improving YoY.
- GPM was 44.5%, up 1.5% YoY, with OPM of 15.5%, up 0.4% YoY, thanks to operating leverage.
- NP came in of NT\$713mn with EPS of NT\$ 6.89, up 14.6% YoY.

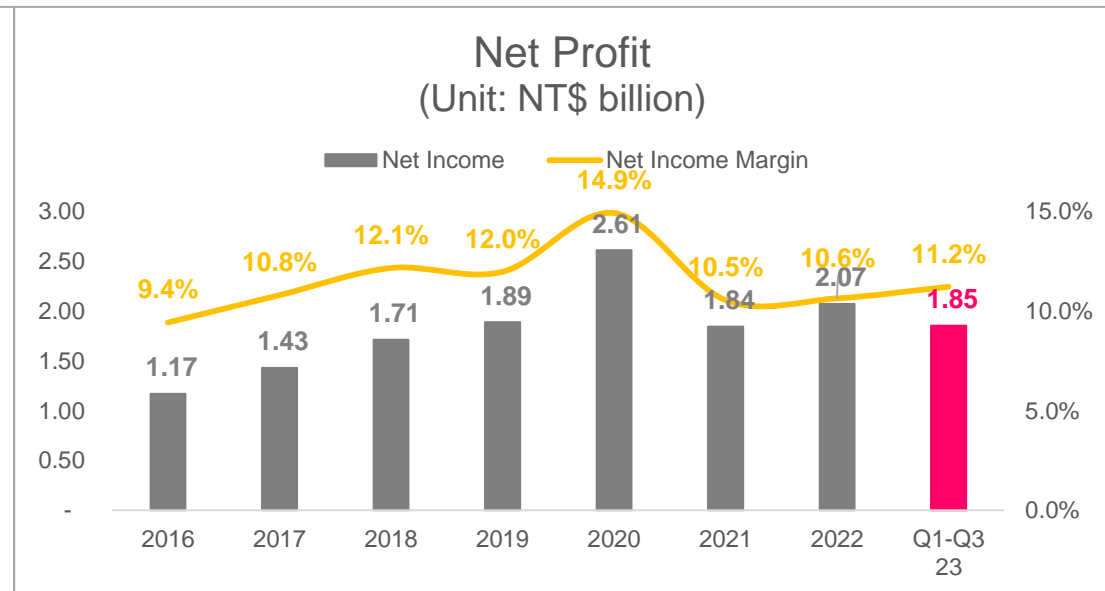
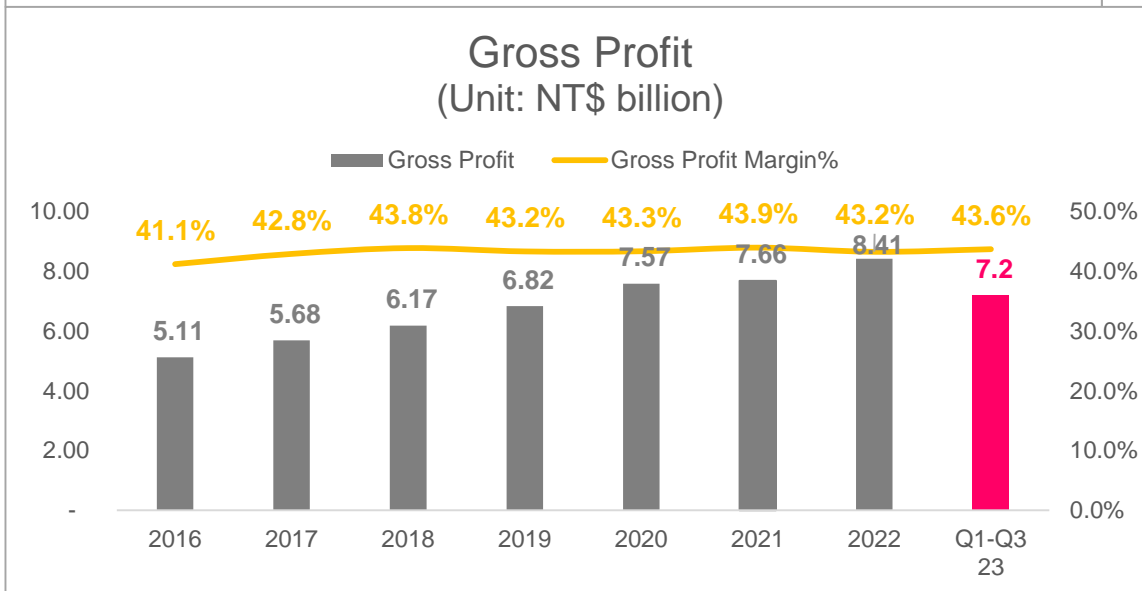
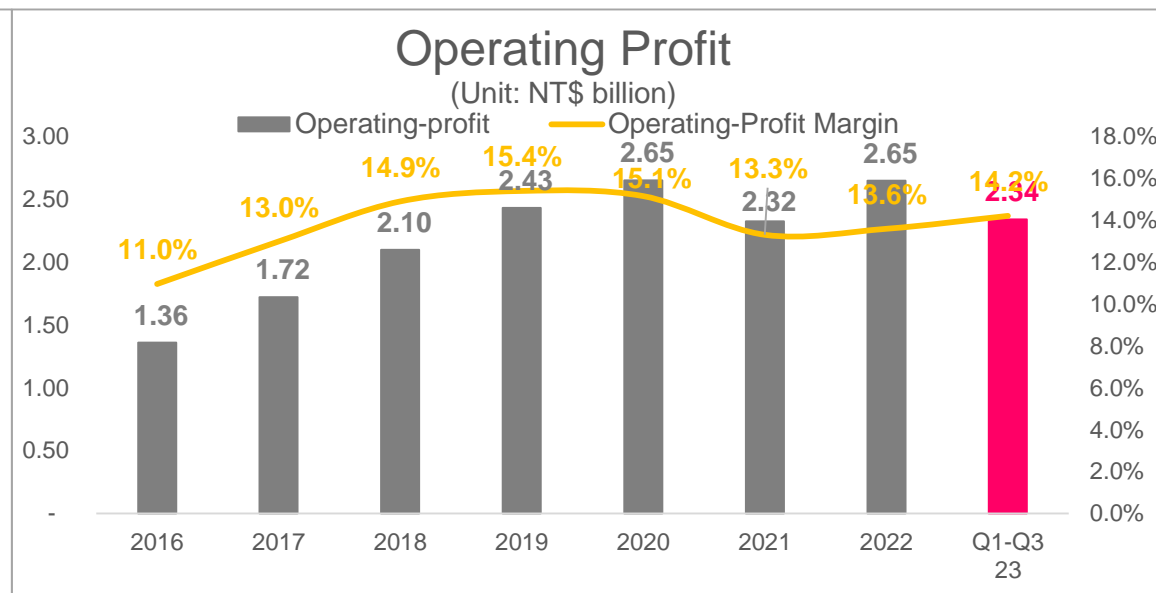
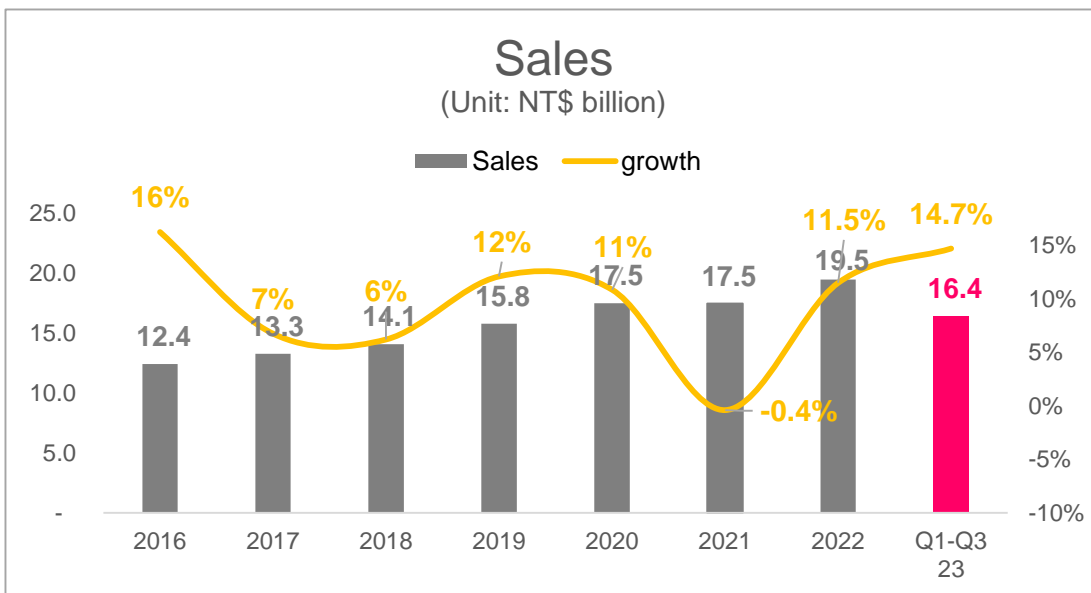
(NT\$ mn)	Q1-Q3 22	Q1-Q3 23	YoY
Net Sales	14,336	16,444	14.7%
Cost of goods sold	8,284	9,278	12.0%
Gross profit	6,053	7,166	18.4%
Promotion Expense	3,775	4,305	14.0%
Administrative Expense	466	521	16.8%
Operating profit	1,811	2,339	29.2%
Non-operating items	(49)	(37)	-24.5%
Profit before tax	1,763	2,303	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.



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Thank you!