

# 2025年第一季 經營績效說明 Operation report of 2025Q1

2025.05.15





# Disclaimer

- This presentation may contain forward-looking statements with respect to the prospect of operations, financial condition, and business of Simple Mart. Below information is prepared based on internal information and external economic situation.
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# ● 報告大綱 Outline

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// 財務概況 Financial Overview

/// 未來展望 Prospect

# Part I

## 公司簡介

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## Introduction

## Introduction

# 公司簡介 Introduction

公 司 名 稱

Name

三商家購股份有限公司

Simple Mart Retail Co., Ltd.

設 立 時 間

Establishment Date

2013/2/7

Feb 7th, 2013

上 市 日 期

IPO Date

2021/11/30

Nov 30th, 2021

實 收 資 本 額

Capital

6.75億元

675 million

合 併 營 業 收 入

Operating Income

34.7億元(2025年Q1)

34.7 billion (2025Q1)

組 織 規 模

Employees

3,652人(截至2025/3/31)

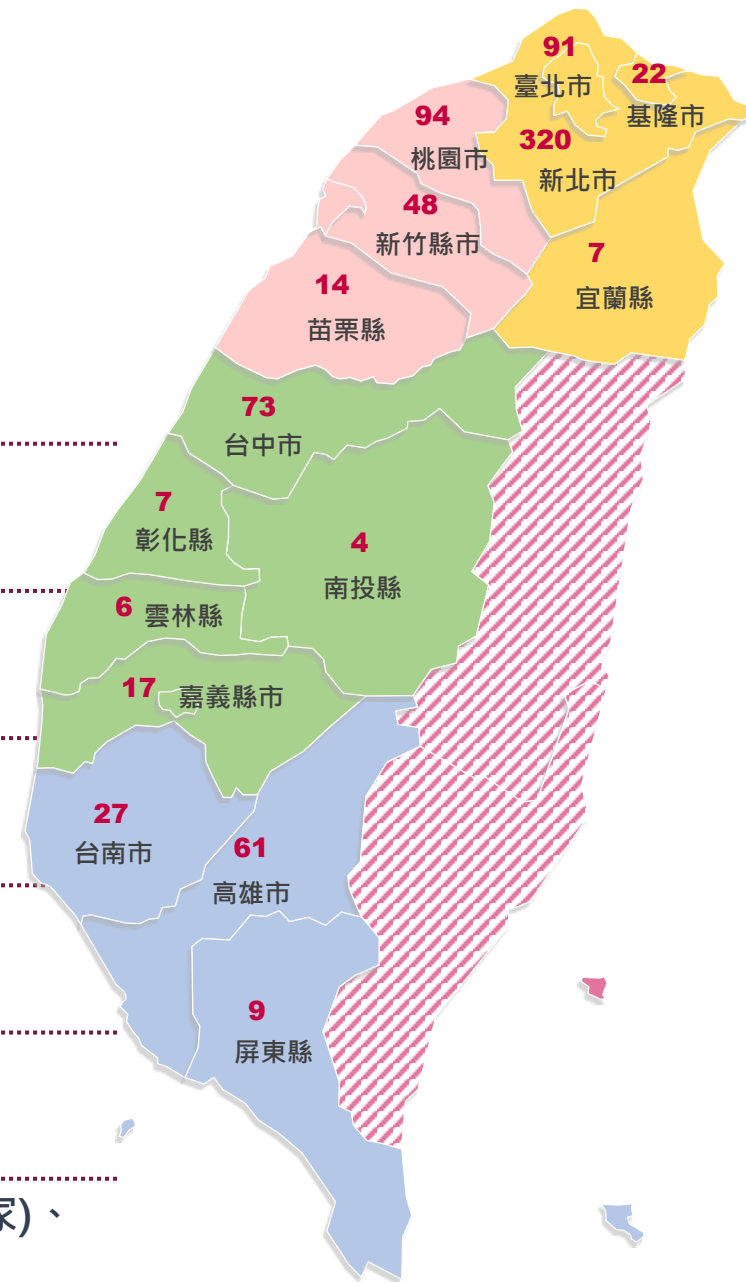
3,652 employees (As of Mar. 31th, 2025)

通 路 數

Marketing Brand

美廉社(800家)、心樸市集(3家)、Tomod 's(15家)、  
寵物好事(7家) (截至2025/3/31)

As of Mar. 31th, 2025, Simple Mart (800 stores), Simple  
Mart Plus (3 stores), Tomod 's (15 stores)、Pet  
Wonderland (7 stores)

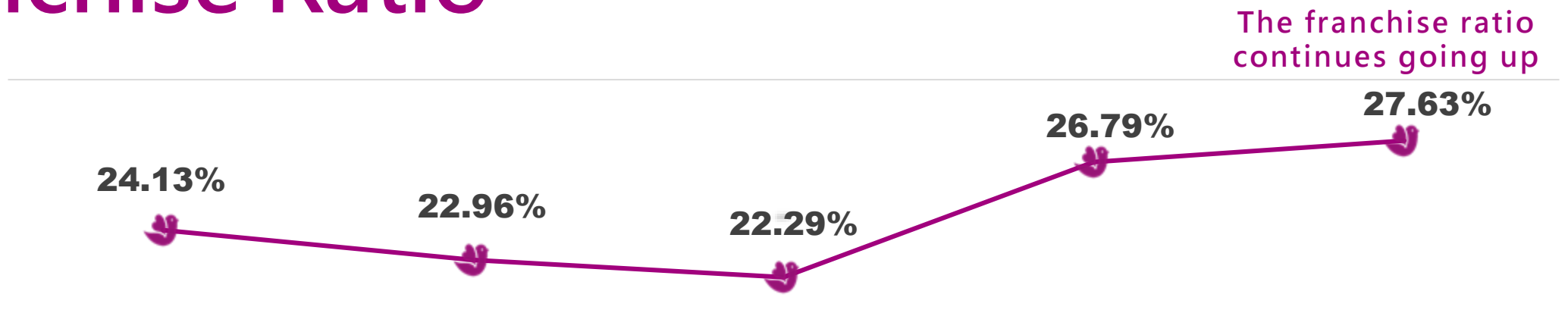


(截至2025/3/31  
As of Mar. 31th, 2025)

# Summary of Recent Operational Highlights

- Pet Wonderland Co., Ltd was merged to boost revenue and profit.
- New store type is under testing which expanding the proportion of self-imported and private-brand product.
- Completion of test of liquor store , some existing stores will be gradually converted to this type to meet the demand of the area nearby. 252 stores in total are re-modelled by the end of March 2025.
- To increase the franchise ratio.
- Significant capital expenditure:
  1. Expansion on Guanyin logistics center
  2. Installment of solar panels on the roof of Guanyin logistics center
  3. Automation Equipments introduced in logistics center
  4. Procurement of Electronic Shelf Labels

# Franchise Ratio



	2021	2022	2023	2024	2025/3/31
Franchise Ratio	24.13%	22.96%	22.29%	26.79%	27.63%
Direct-operated store	607	624	631	593	579
Franchise store	<u>193</u>	<u>186</u>	<u>181</u>	<u>217</u>	<u>221</u>
Total store	<u>800</u>	<u>810</u>	<u>812</u>	<u>810</u>	<u>800</u>

# Part II

## 財務概況

# Financial Overview



單位:新台幣千元  
(NTD \$Thousand)

# 財務概況 Financial Overview

ITEM	2025Q1	2024Q1	Diff(%)
Operating revenue	3,473,590	3,367,294	3.16%
Gross margin from operations	963,044	918,734	4.82%
Operating expenses	919,812	878,630	4.69%
Net operating income	43,232	40,104	7.80%
Profit from continuing operations before tax	36,522	34,803	4.94%
Profit	28,482	27,552	3.38%
Comprehensive income attributable to owners of parent	29,019	28,971	0.17%

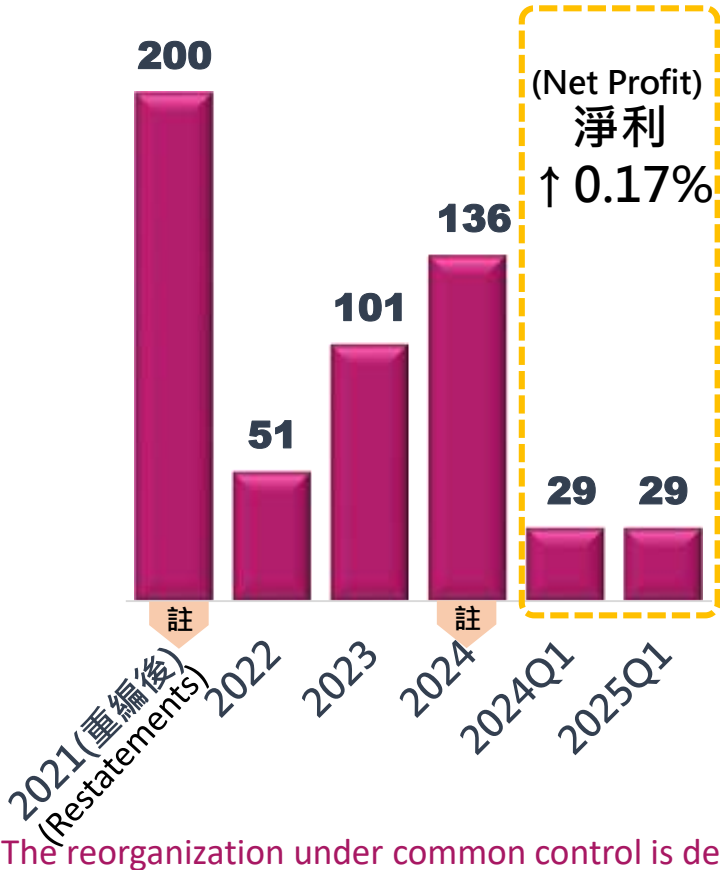
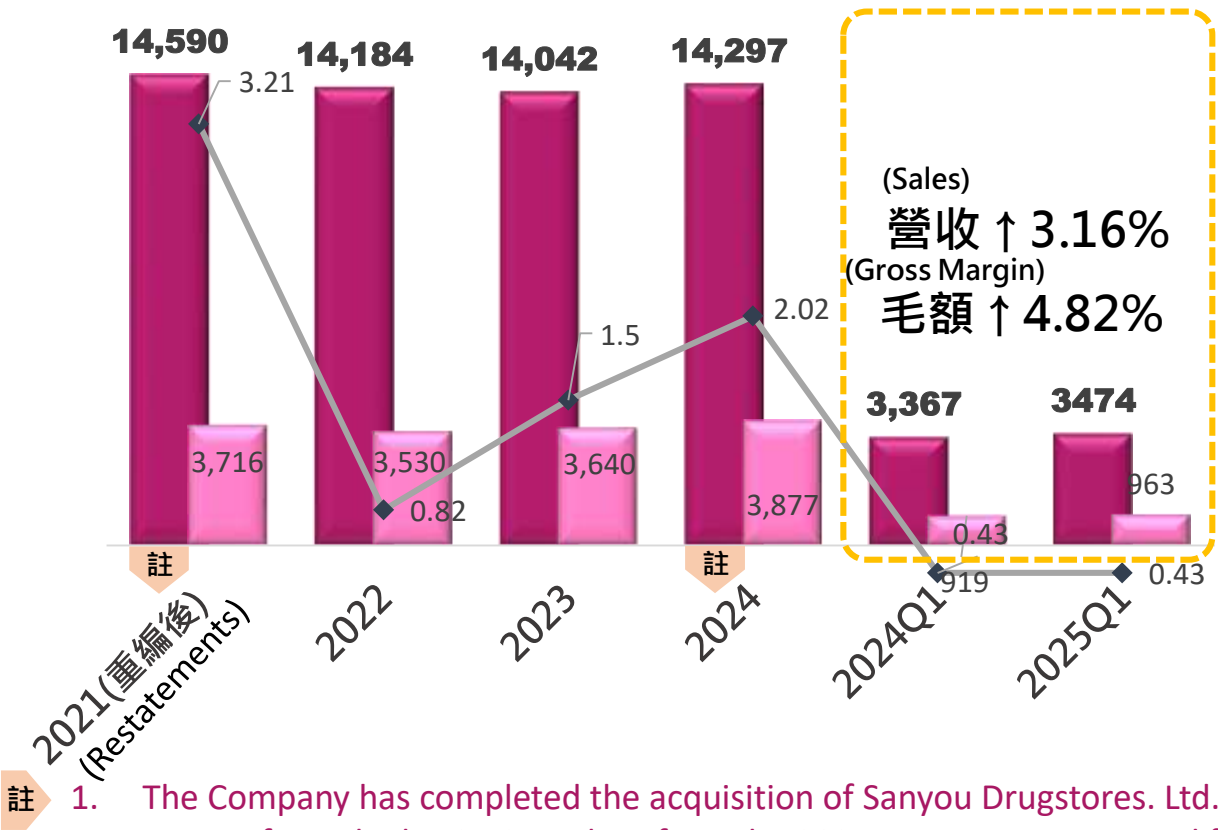
ITEM	2025Q1	2024Q1	Diff
EPS	0.43	0.43	-
Gross margin rate	27.72%	27.28%	0.44%
Operating expenses ratio	26.48%	26.09%	0.39%
Net operating income ratio	1.24%	1.19%	0.05%
Profit from continuing operations before tax ratio	1.05%	1.03%	0.02%
Profit ratio	0.82%	0.82%	0.00%

單位:新台幣百萬元  
(NTD \$Million)

# 財務概況 Financial Overview

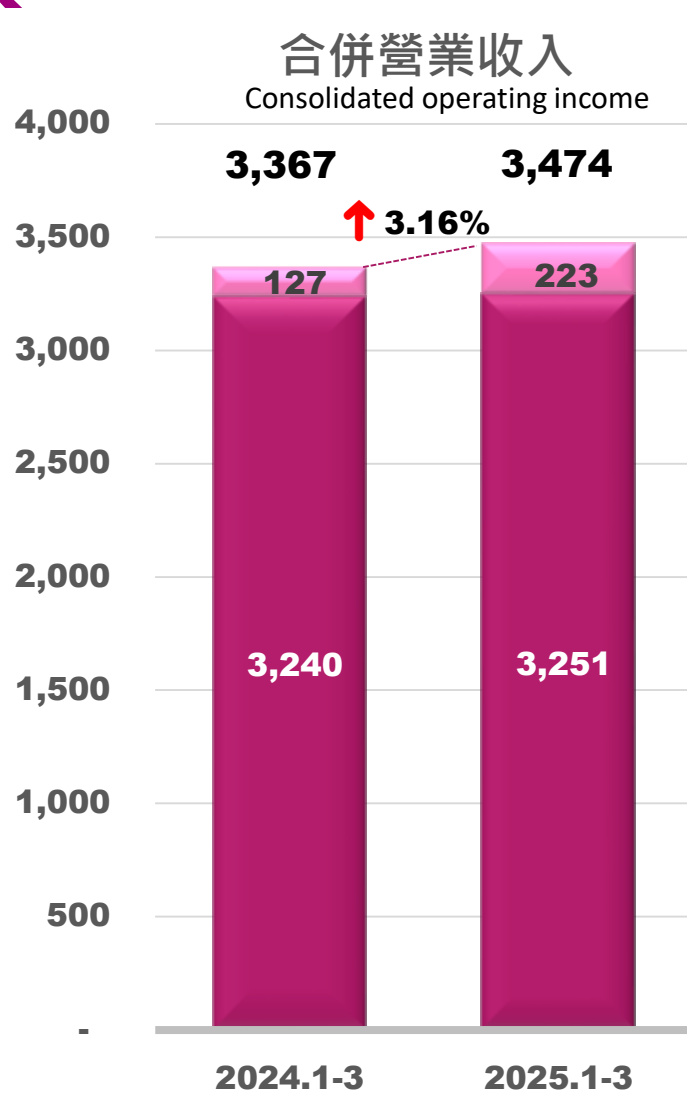
營業收入 Sales  
營業毛利 Gross Margin  
每股盈餘(元) EPS

合併淨利(歸屬於母公司業主)  
Comprehensive income attributable to owners of parent

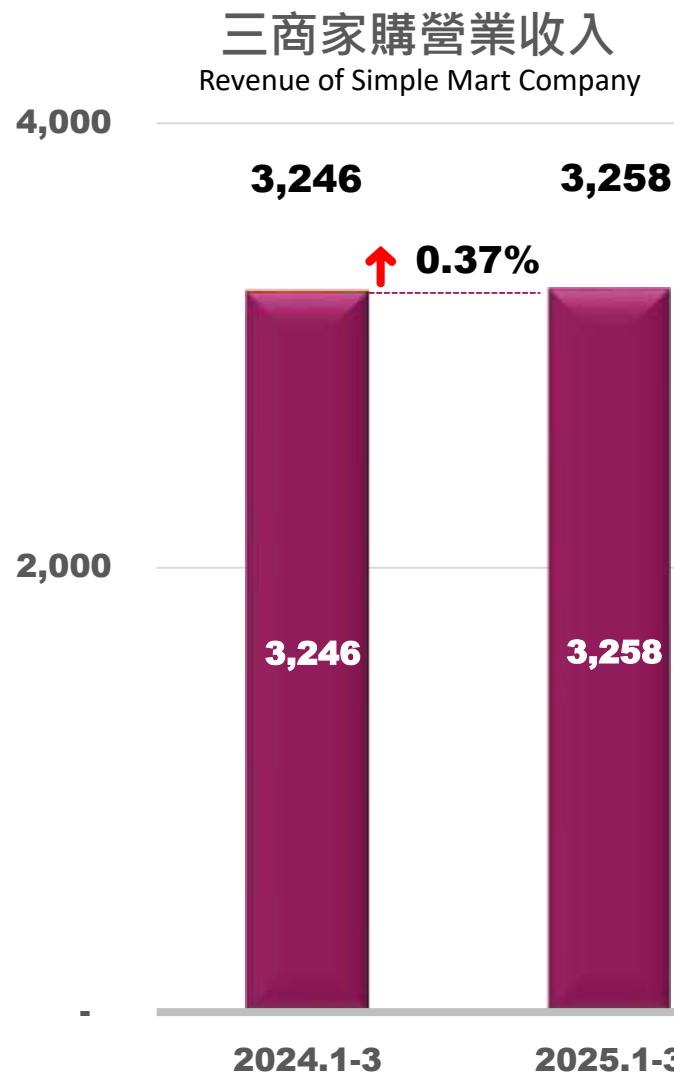


- 註
- The Company has completed the acquisition of Sanyou Drugstores. Ltd. in April, 2022. The reorganization under common control is deemed to be a merger from the beginning. Therefore, the 2021 amount was restated for the same period.
  - Simple Mart Investment Co., Ltd. invested in Pet Wonderland Co., Ltd. in September 2024 (acquisition Date) and actually acquired 51% of the equity in the first phase. The financial statements were accounted for using the prospective acquisition method of 66% in accordance with the accounting policy.

# // 2025Q1財務概況 Financial Overview of 2025Q1



■ 三商家購 Simple Mart  
■ 三友藥妝及寵物好事 Tomod's & Pet Wonderland

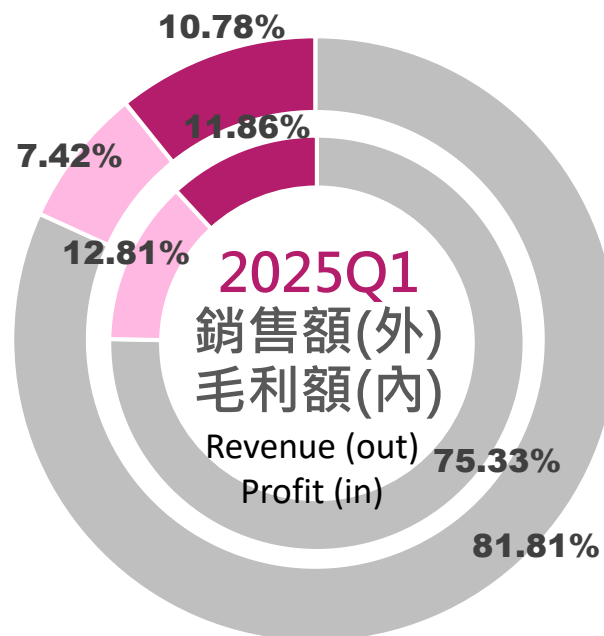
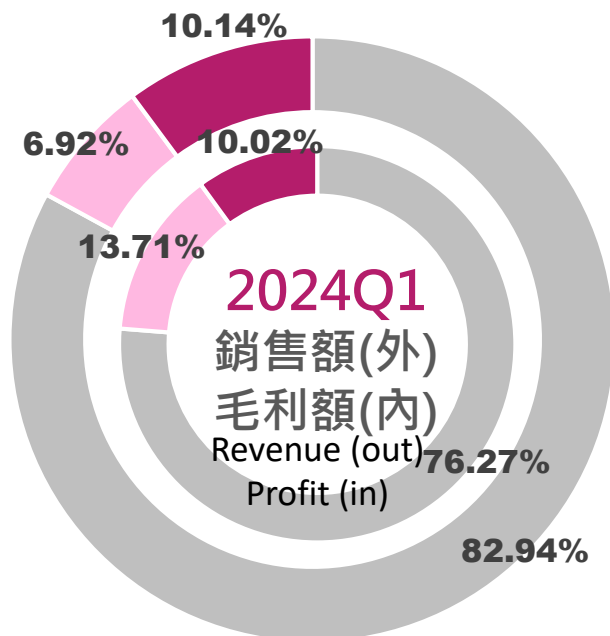
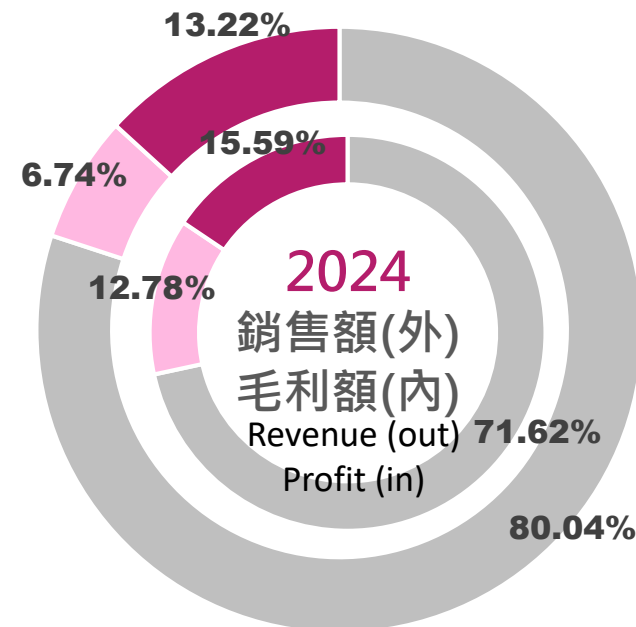
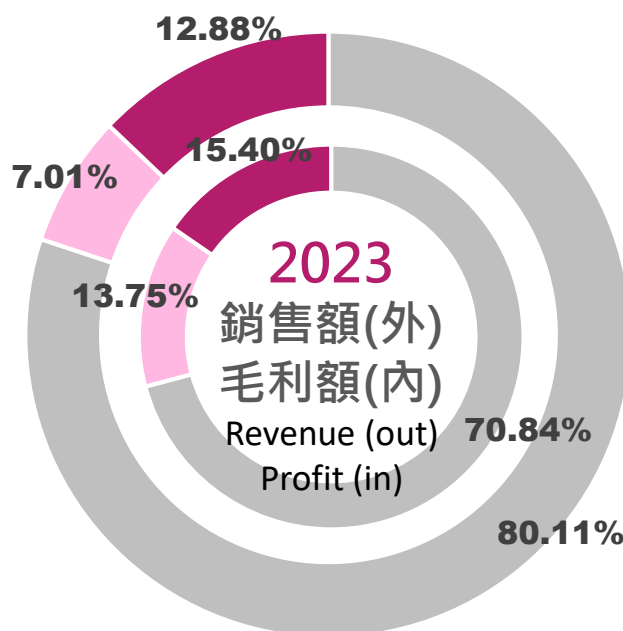


單位:新台幣百萬元  
(NTD \$Million)

# 財務概況

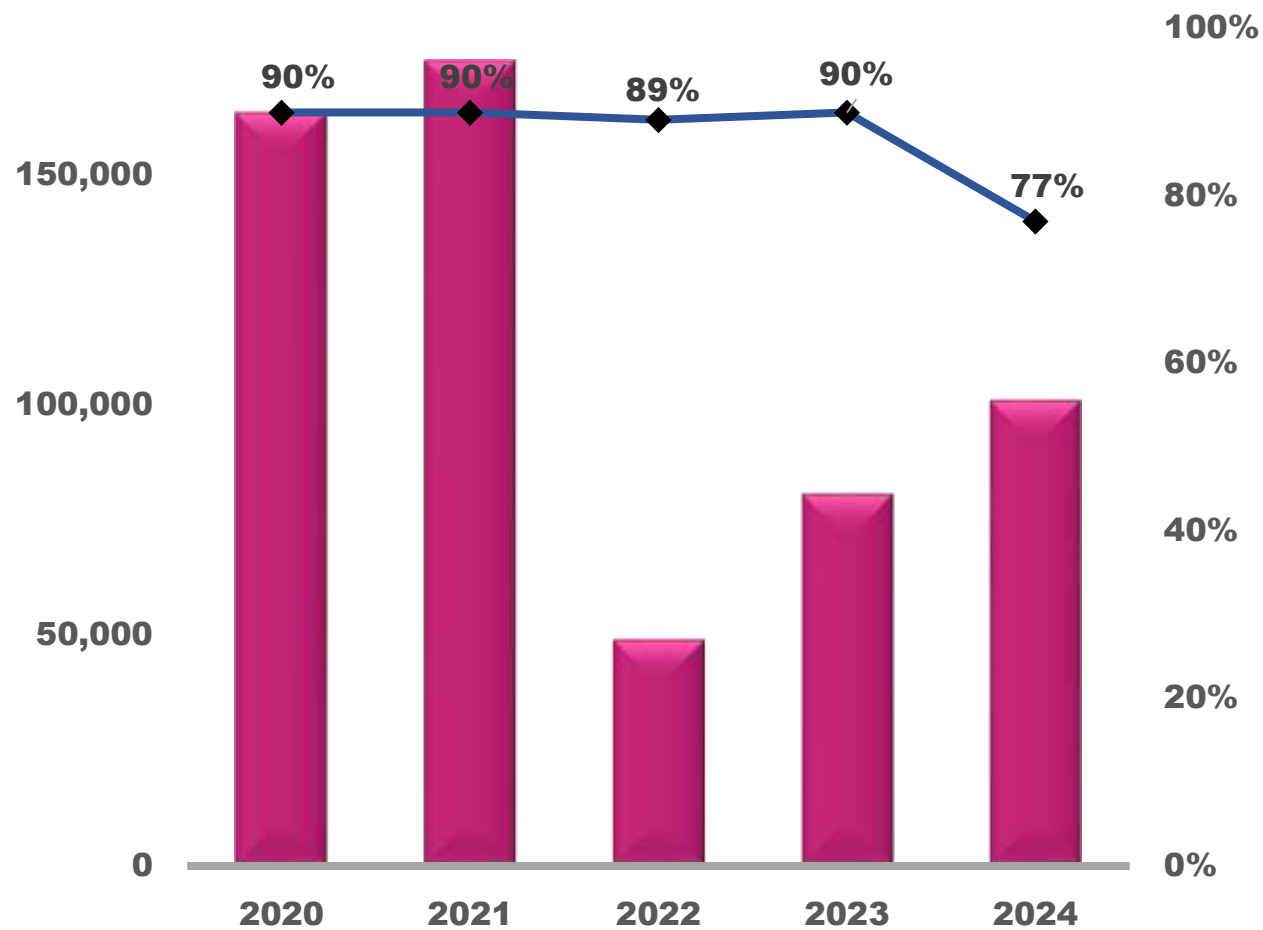
## Financial Overview

■ 一般商品    ■ 自行進口商品    ■ 自有品牌商品  
 General Items    Self-imported Items    Private-brand Items



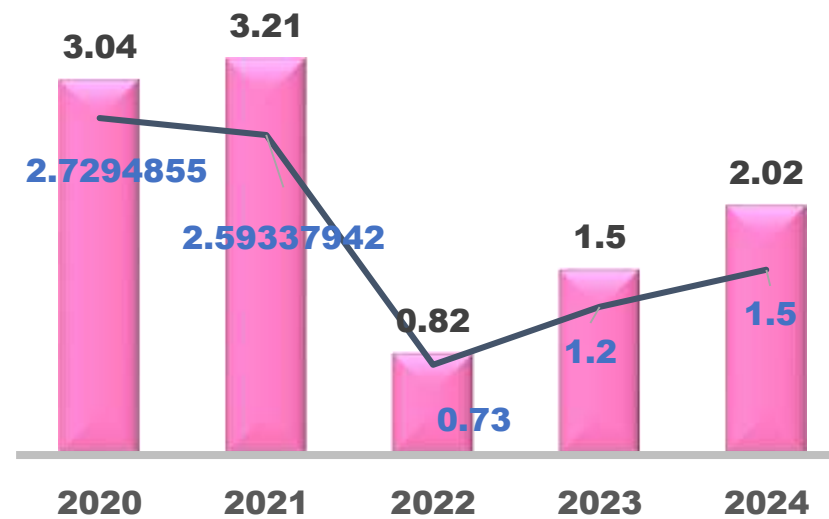
# 財務概況 Financial Overview

200,000



現金股利  
Cash Dividend

現金股利發放比率  
Payout Ratio of Cash Dividend



EPS — 每股股利  
Dividends per share

# Part III

未來展望

## Prospect

# 未來展望-商品及服務 Prospect- To Enforce Merchandise and Services

Drinking is prohibited  
if under 18 years old



**酒窖專區**  
Liquor Zone  
(酒窖 + 類酒窖)  
Liquor Zone+ sub-  
liquor Zone  
**259 stores**  
(As of 2025/3/31)

Private-brand and Self-imported Products-  
18.2% of revenue (As of 2025/3/31)

**自有品牌+自進口  
商品**  
營收占比**18.2%**  
(截至2025/3/31)



**咖啡**  
**全面門市導入**  
Coffee Launched  
in All Stores

**Pet Zone**  
**寵物專區**

**114 stores**  
(As of 2025/3/31)







# 未來展望-咖啡 Prospect- Coffee



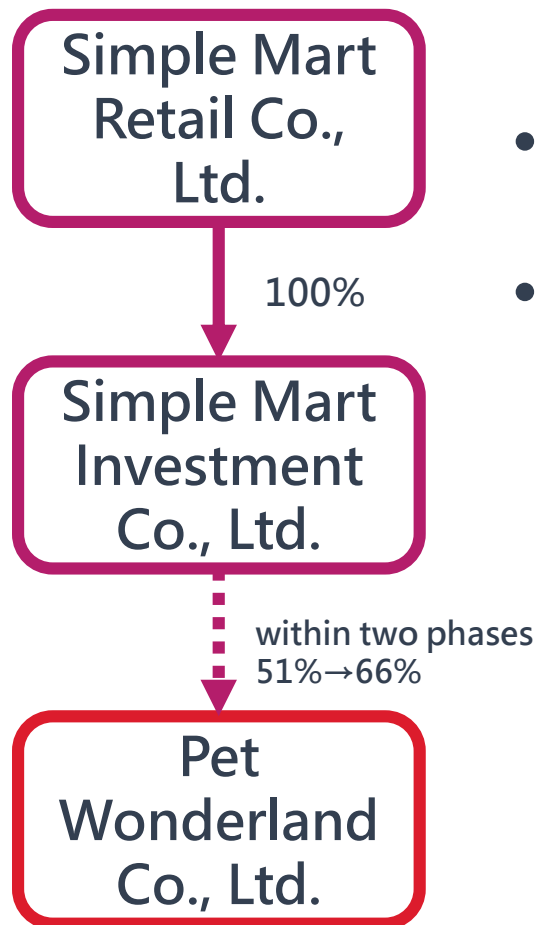
- ✓ All Stores Launched
- ✓ Coffee Bean Upgraded
- ✓ Purchase & Pickup APPs Newly Launched





# 未來展望-寵物零售

## Prospect- Retail on Pet Industry



- 通路名稱：寵物好事  
Channel Name: Pet Wonderland
- 未來發展策略  
Future Development Strategy

### 1. 持續擴張

Continuous Expansion

### 2. 資源整合(含改善美廉社寵物品類)

Integration of resources (including the improvement of the pet items of the Simple Mart)

### 3. 動物醫院合作

Cooperation with veterinary Hospitals



# THANKS!

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成為消費者最信賴的零售品牌。

To become the most trusted retailer among consumers.

三商家購  
2945