

# 2025年第二季 經營績效說明 Operation report of 2025Q2

2025.08.20





# 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.
- The views of the prediction may differ from the actual results of the future. This difference may result from changes in market demand, price fluctuations, competitive behavior, policy decree, financial and economic conditions and other various risk which can not be grasped by the Company.
- The information contained in this presentation reflects the Company's view of the future. No representation or warranty, either expressed or implied is provided in relation to the accuracy, completeness or reliability of the information contained herein. The Company has no obligation to update or revise the information contained in this presentation.

# ● 報告大綱 Outline

/ 公司簡介 Introduction

// 財務概況 Financial Overview

/// 未來展望 Prospect

# Part I

公司簡介

# LSIL I

## Introduction

## Introduction

# 公司簡介Introduction (As of Jun. 30th, 2025)

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

71.1億元  
7.11 billion

組 織 規 模

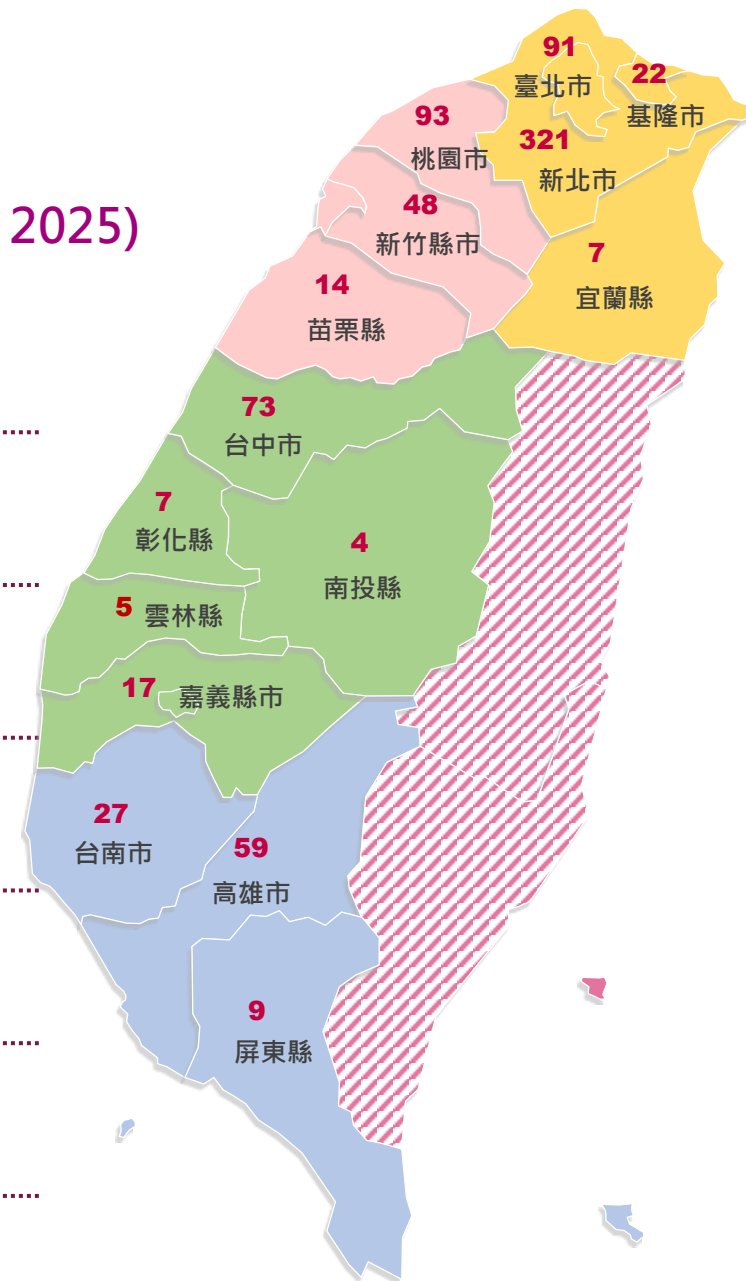
Employees

3,429人  
3,429 employees

通 路 數

Marketing Brand

美廉社(797家)、心樸市集(4家)、Tomod' s  
(16家)、寵物好事(7家)  
Simple Mart (797 stores), Simple Mart Plus (4 stores),  
Tomod 's (16 stores) 、Pet Wonderland (7 stores)



(截至2025/6/30 As of  
Jun. 30th, 2025)

# Part II

## 財務概況

# Financial Overview

# 財務概況 Financial Overview

單位:新台幣千元  
(NTD \$Thousand)

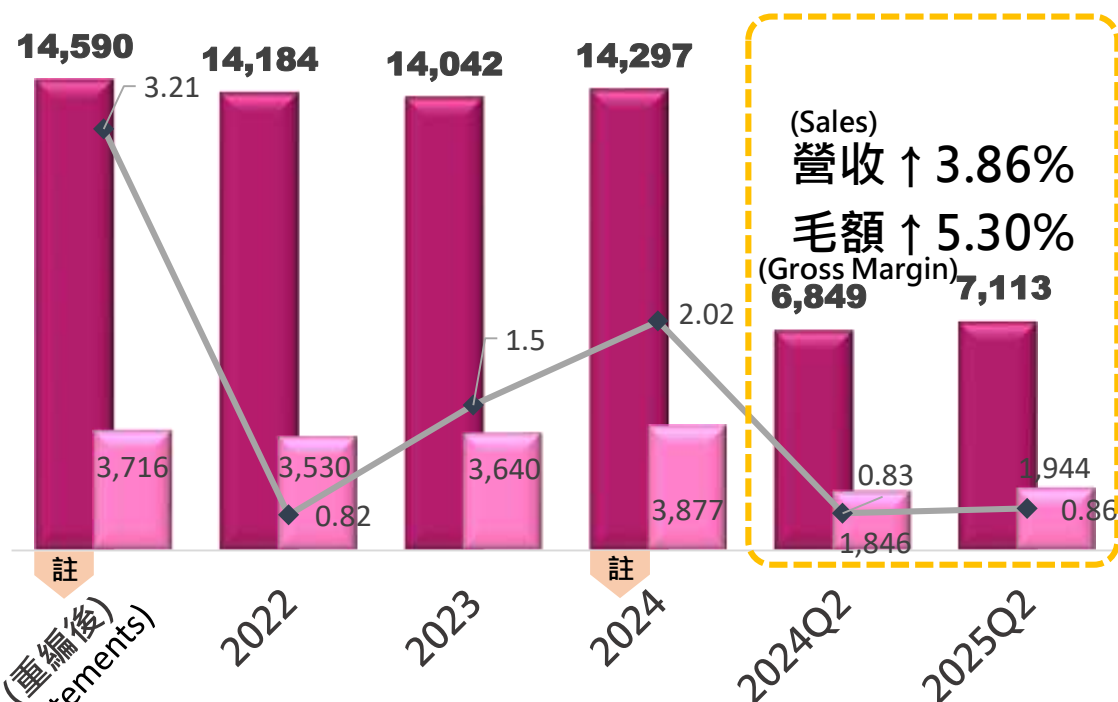
ITEM	2025Q2	2024Q2	Diff(%)
Operating revenue	7,113,243	6,848,645	3.86%
Gross margin from operations	1,943,687	1,845,879	5.30%
Operating expenses	1,865,223	1,774,510	5.11%
Net operating income	78,464	71,369	9.94%
Profit from continuing operations before tax	67,454	62,509	7.91%
Profit	54,983	48,999	12.21%
Comprehensive income attributable to owners of parent	58,157	56,085	3.69%

ITEM	2025Q2	2024Q2	Diff
EPS	0.86	0.83	-
Gross margin rate	27.32%	26.95%	0.37%
Operating expenses ratio	26.22%	25.91%	0.31%
Net operating income ratio	1.10%	1.04%	0.06%
Profit from continuing operations before tax ratio	0.95%	0.91%	0.04%
Profit ratio	0.77%	0.72%	0.05%

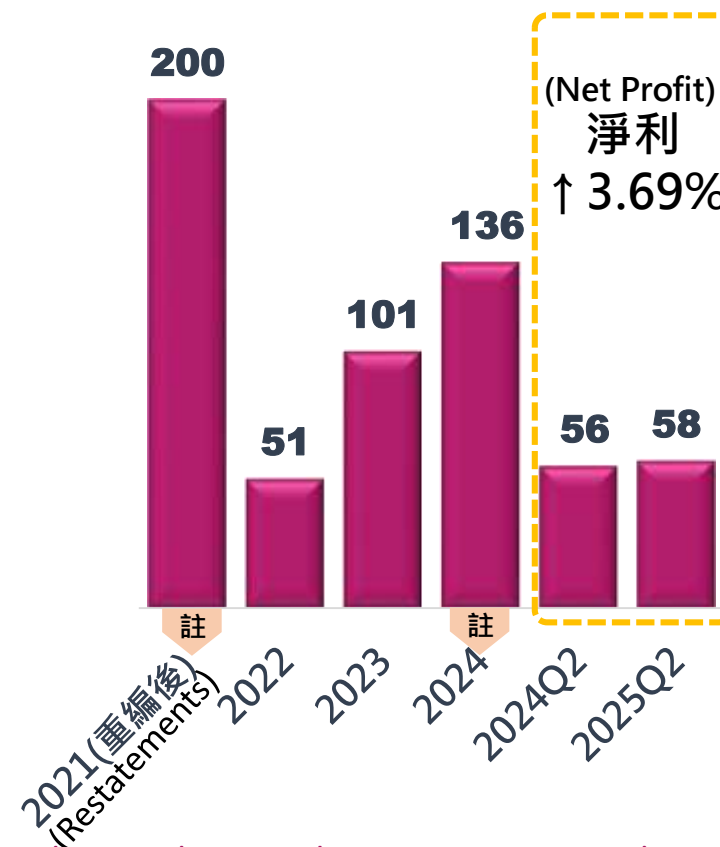
單位:新台幣百萬元  
(NTD \$Million)

# 財務概況 Financial Overview

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



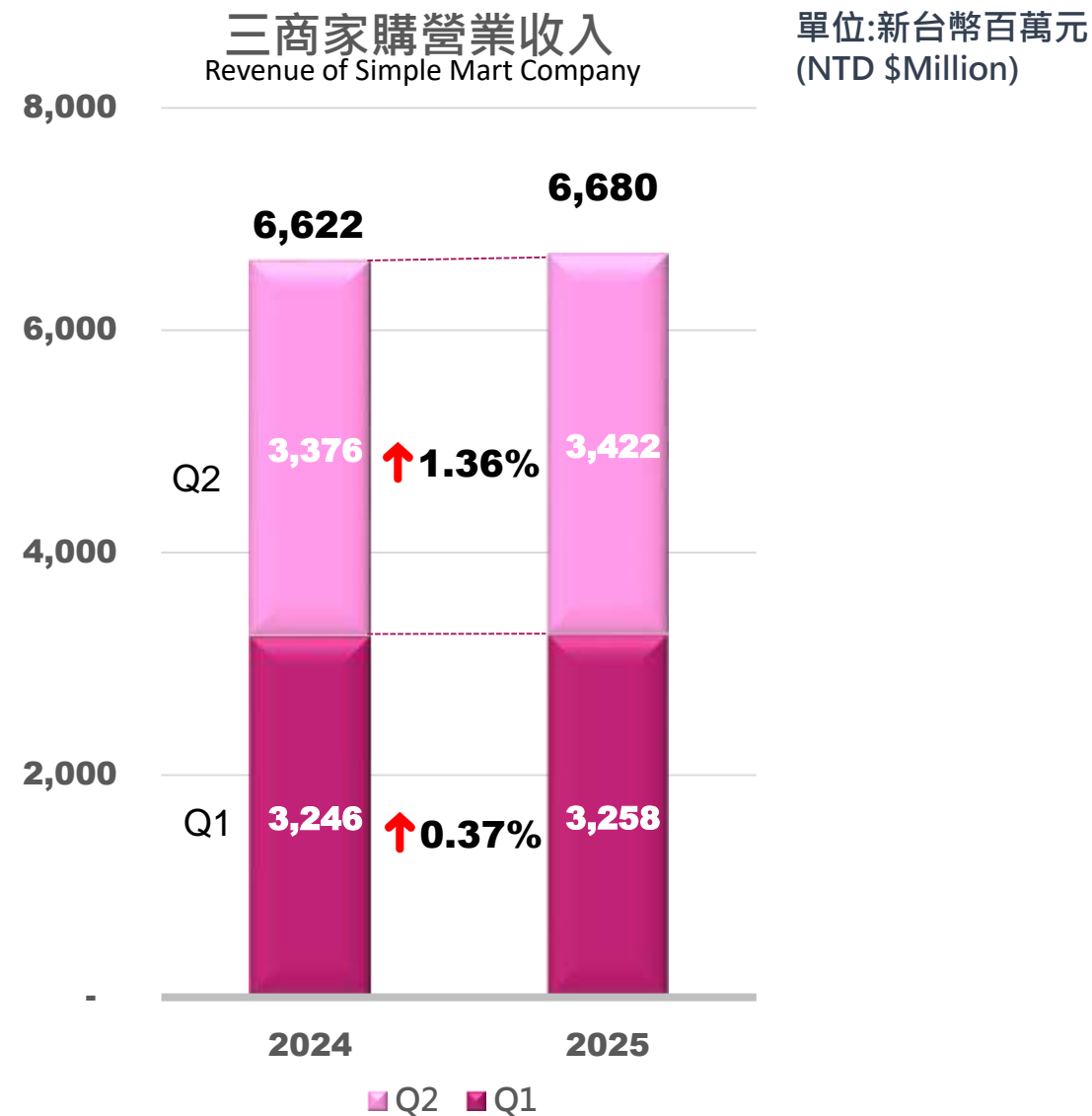
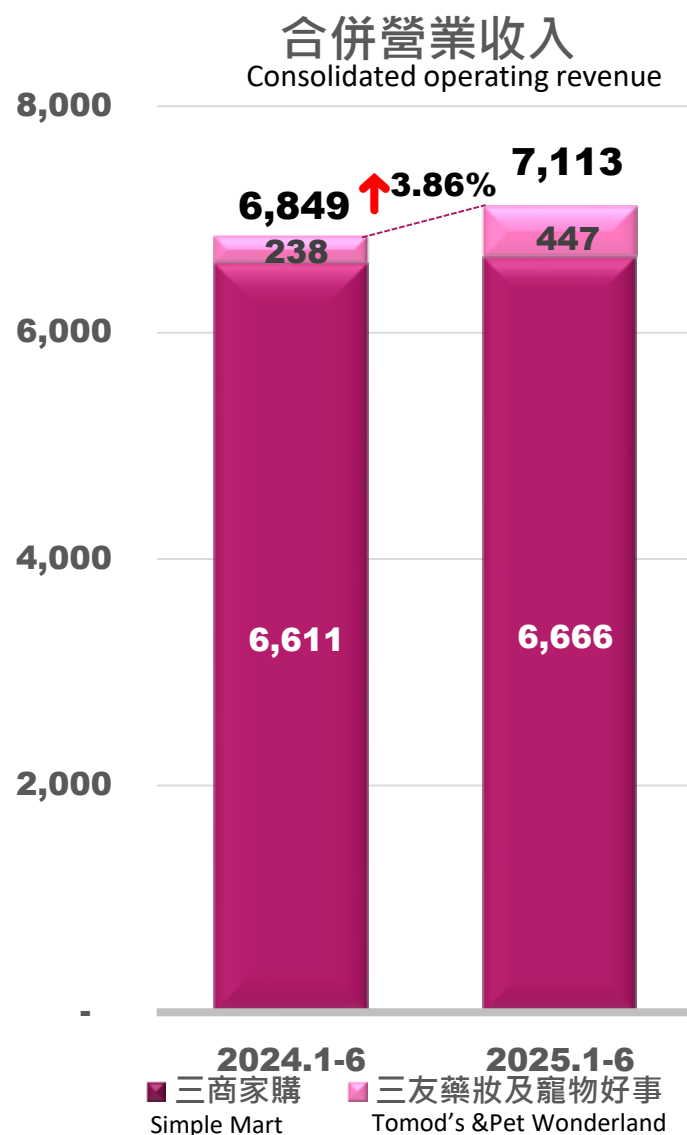
合併淨利(歸屬於母公司業主)  
Comprehensive income attributable to owners of parent



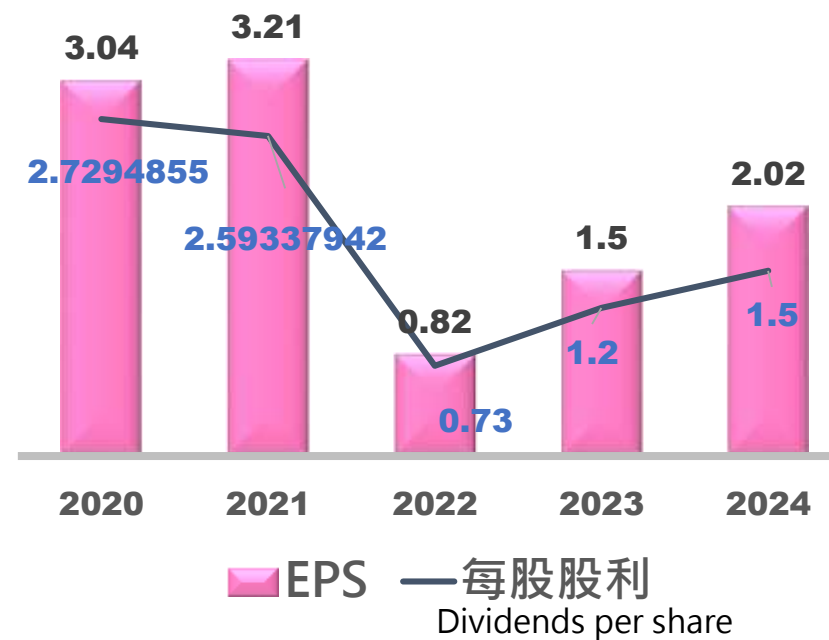
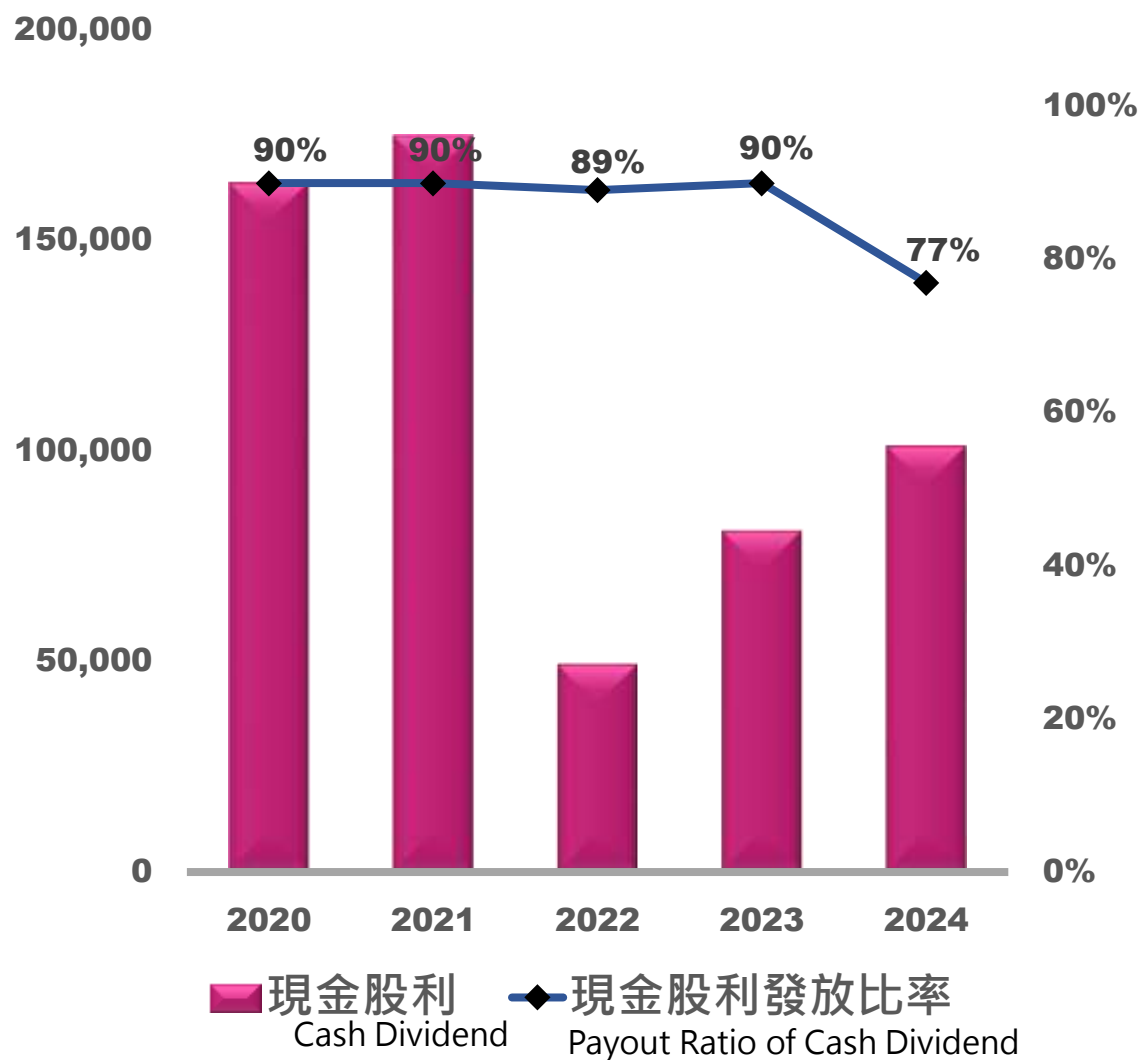
註

1. The Company has completed the acquisition of Sanyou Beauty & Wellness Marketing, Ltd. in April, 2022. The reorganization under common control is deemed to be a merger from the beginning. Therefore, the related amount of FY2021 was restated.
2. 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.

# 2025Q2財務概況 Financial Overview of 2025Q2



# 財務概況 Financial Overview



# Part III

## 未來展望

# Prospect

# 近期營運重點 Recent operation

- **加盟比例提升，減緩缺工影響**

Increasing in franchise ratio mitigates impact of labor shortage

- **以人為本，持續調整商品結構**

People-oriented, continuously optimizing assortment structure

- **巷口酒窖店測試完成，將因應商圈需求，逐步改裝**

Completion of test of liquor store, some existing stores will be gradually converted to this type to meet the demand of the area nearby

- **新店型測試，精選高迴轉商品，並擴大自行進口及自有品牌商品**

Testing new type of store, selecting high-turnover assortments, and expanding self-imported products and private-brand products.

- **寵物好事併入，挹注營收並優化美廉社寵物商品**

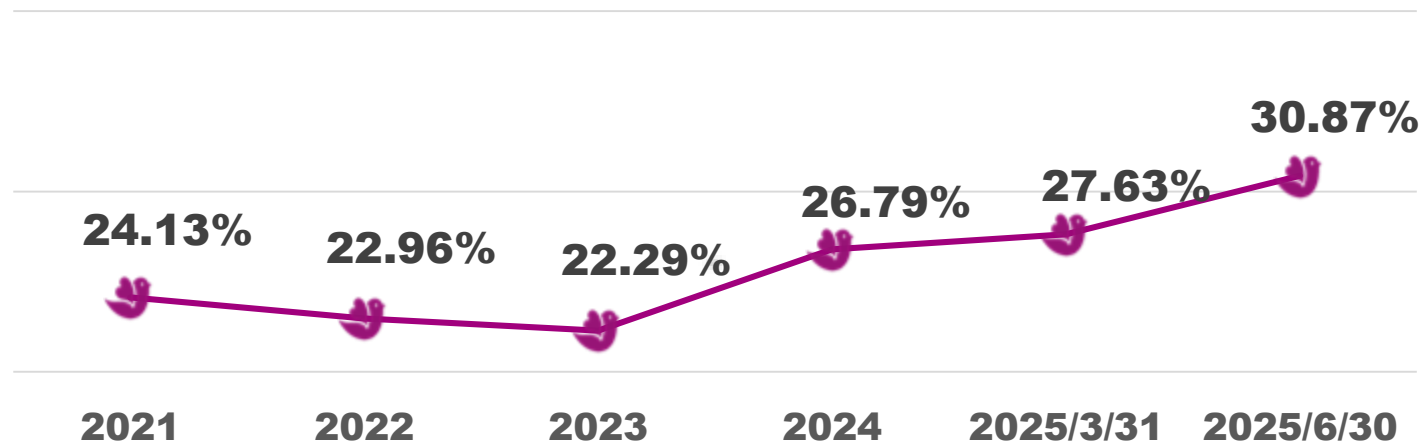
Pet Wonderland merged, increasing revenue and optimizing Simple Mart's pet assortments.

- **數位應用- 電子價卡(ESL)**

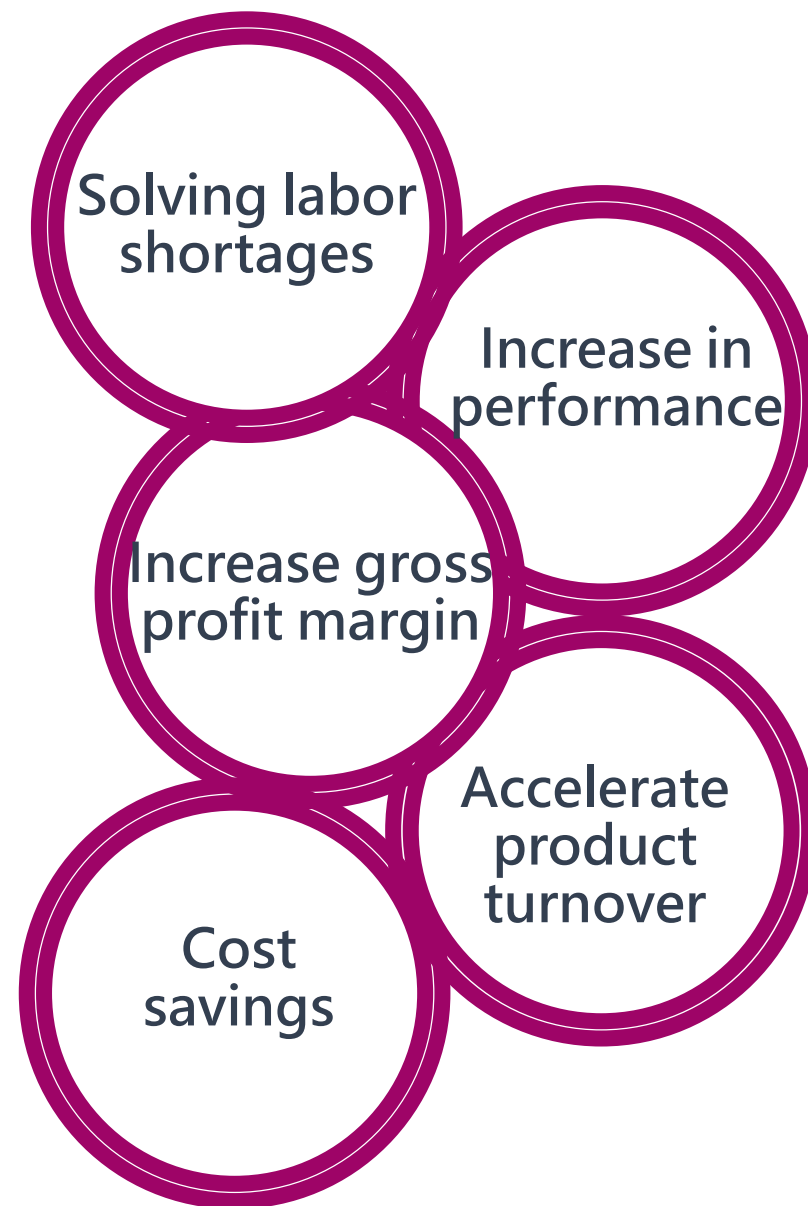
Digital Applications - Electronic Shelf Labels (ESL)

# 缺工的解方-提升加盟比率

The solution to labor shortages- increasing franchise ratios



	2021	2022	2023	2024	2025/3/31	2025/6/30
Direct-operated store	607	624	631	593	579	551
Franchise store	193	186	181	217	221	246
Franchise Ratio%	24.13%	22.96%	22.29%	26.79%	27.63%	30.87%



# 商品力- 零售經營的核心根本

Product power - The core of retail management



Drinking is prohibited  
if under 18 years old

## 酒窖專區

Liquor Zone  
(酒窖 + 類酒窖)  
(Liquor Zone+ sub-  
liquor Zone)

**321 stores**  
(As of 2025/7/31)



## 自有品牌+自 進口商品

Private-brand and  
Self-imported  
Products- 19.57% of  
revenue (As of  
2025/6/30)  
營收占比**19.57%**  
(截至2025/6/30)



## 咖啡

全門市導入  
Coffee Launched  
in All Stores



## 寵物專區

Pet Zone  
**114 stores**  
(As of 2025/7/31)

Accompanying your  
important moments  
through Simple  
Mart's taste

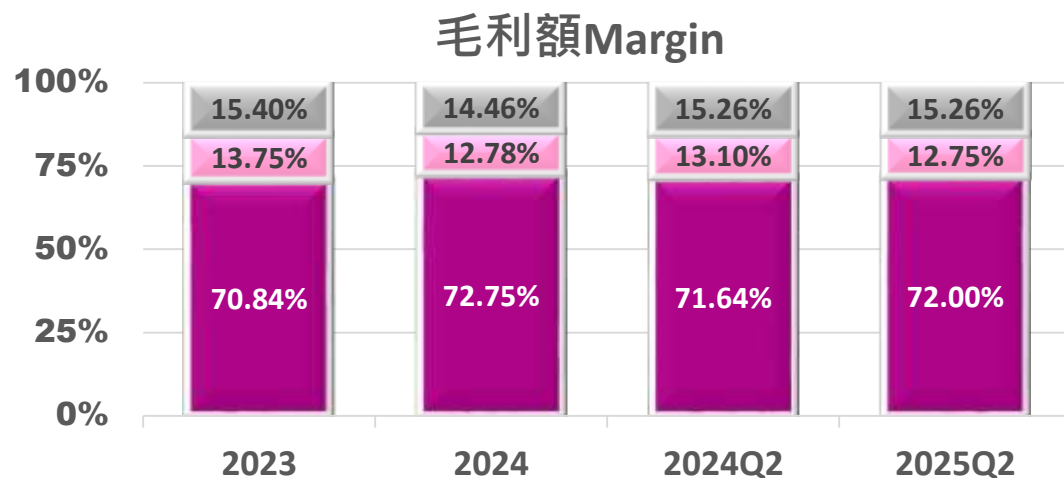
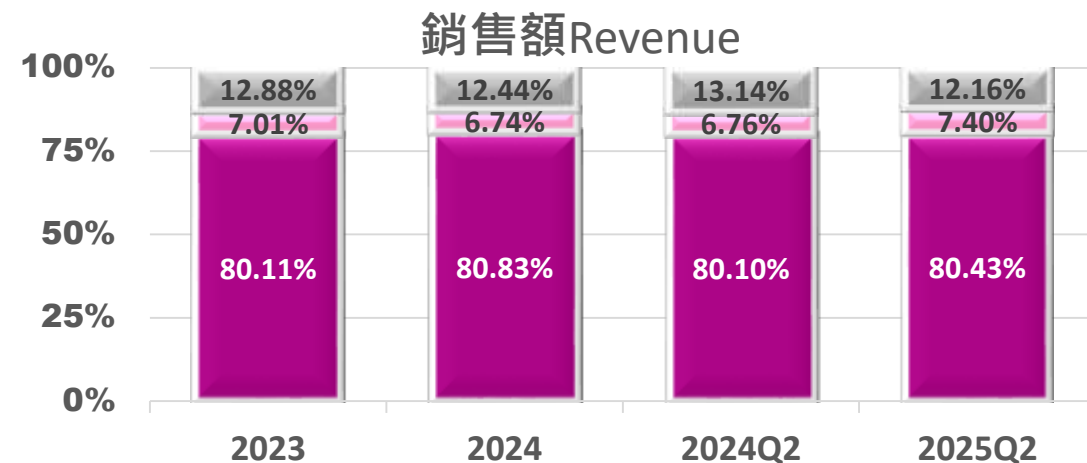


Drinking is prohibited  
if under 18 years old

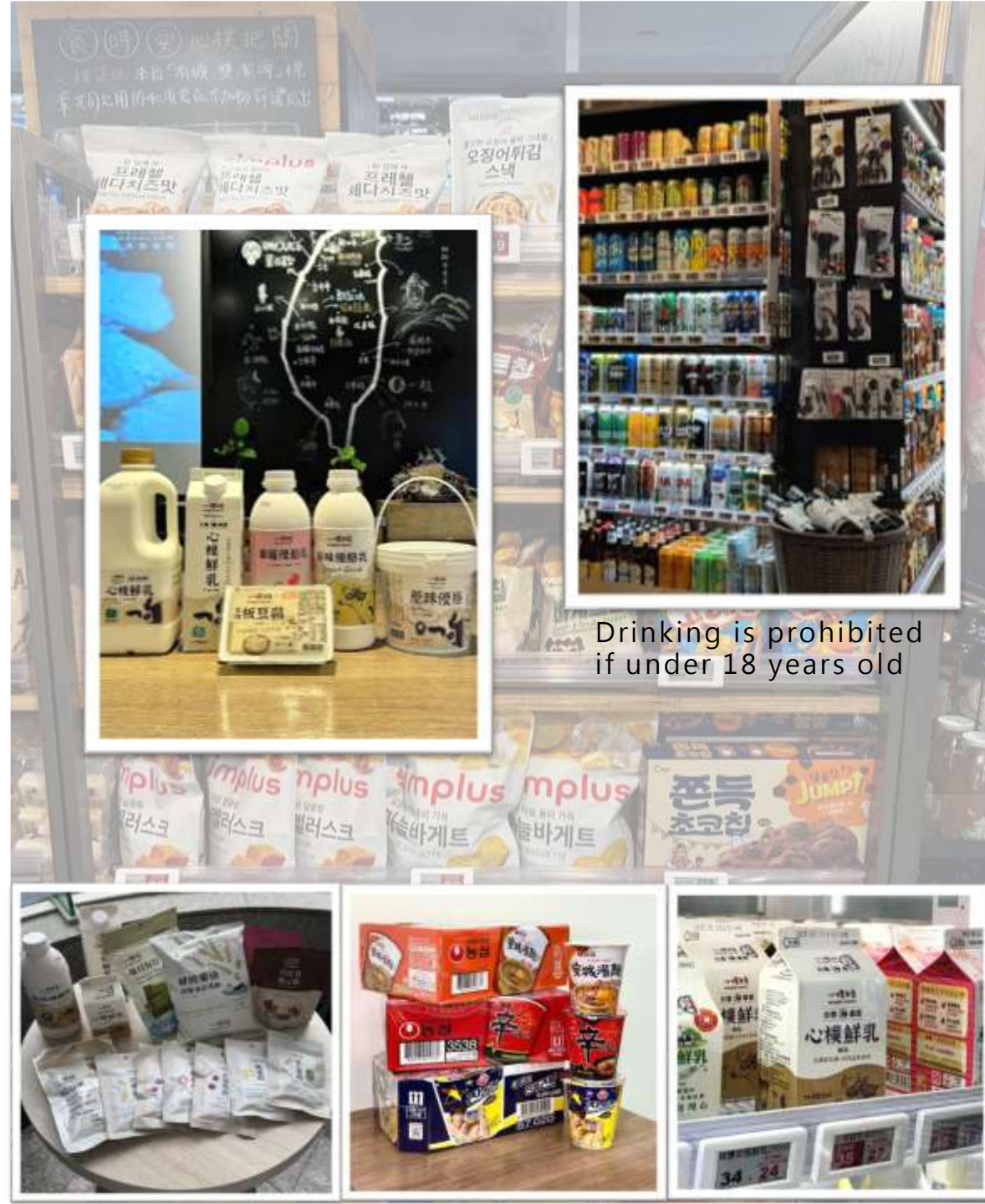


# 自有品牌、自行進口商品 好品質夠實惠

Private-brand and Self-imported Products-Good quality and affordable prices



■ OEM商品   ■ 進口商品   ■ 一般商品  
 General Items   Self-imported Items   Private-brand Items



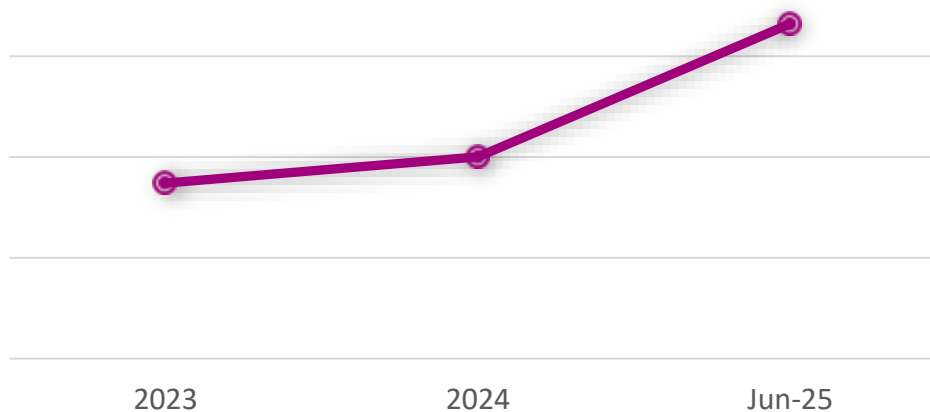
# 美好的一天從巷口咖啡開始

A wonderful day begins at Simple Cafe.

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

## 咖啡銷售杯數持續成長

Coffee sales continue to grow





# 萌宠經濟學 Pet Economy



美廉社  
Simple Mart

×  **寵物好事**  
猫の専門店

Convenient  
shopping

× Professional  
selection

One-stop  
shopping

× Double  
satisfaction

# 電子價卡 Electronic Shelf Labels

## Cost Savings

### Reduce Errors

- 避免標價不實引起消費糾紛  
Avoid consumer disputes caused by inaccurate pricing

- 簡化店務，節省人工成本  
Simplify store operations and save on labor costs
- 降低檔期轉換時之毛利損失  
Reduce gross profit losses during promotion changes

## Sustainable carbon reduction

- 降低碳排，減少紙張浪費  
Reducing carbon emissions and paper waste

## Digital Applications

- 即時變價彈性促銷  
Instant price change and flexible promotion
- RMN- Retail Media Network
- happy hour
- 時控條碼降低報廢  
Time-controlled barcodes reduce waste

# THANKS!

---

成為消費者最信賴的零售品牌。

三商家購  
2945