

2025年度 經營績效說明 Operation report of 2025

2026.3.18





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● 報告大綱 Outline

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// 財務概況 Financial Overview

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Part I

公司簡介

LSIL

Introduction

Introduction

公司簡介Introduction (As of Dec. 31st, 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

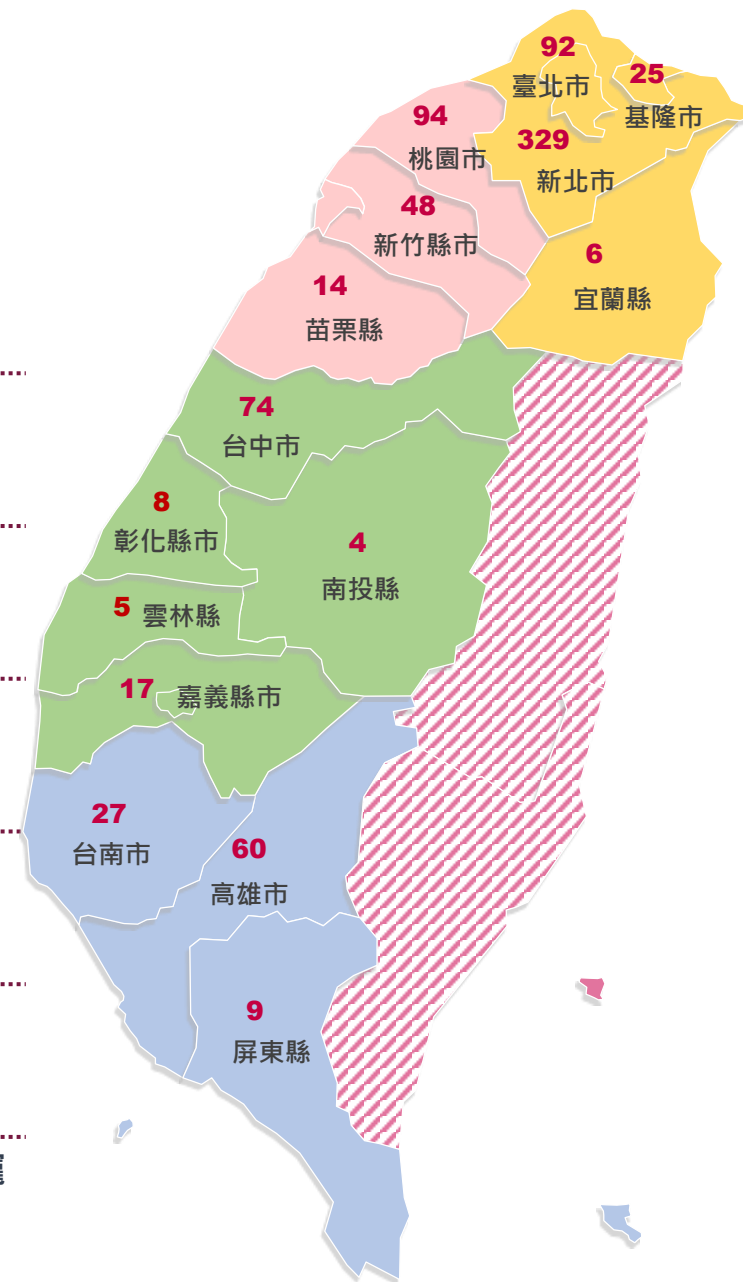
148.04億元
14.80 billion

員 工 人 數
Employees

3,472人
3,472 employees

通 路 數
Marketing Brand

美廉社(812家)、心樸市集(4家)、Tomod' s (15家)、寵物好事(9家)
Simple Mart (812 stores), Simple Mart Plus (4 stores), Tomod' s (15 stores)、Pet Wonderland (9 stores)



Part II

財務概況

Financial Overview

財務概況 Financial Overview

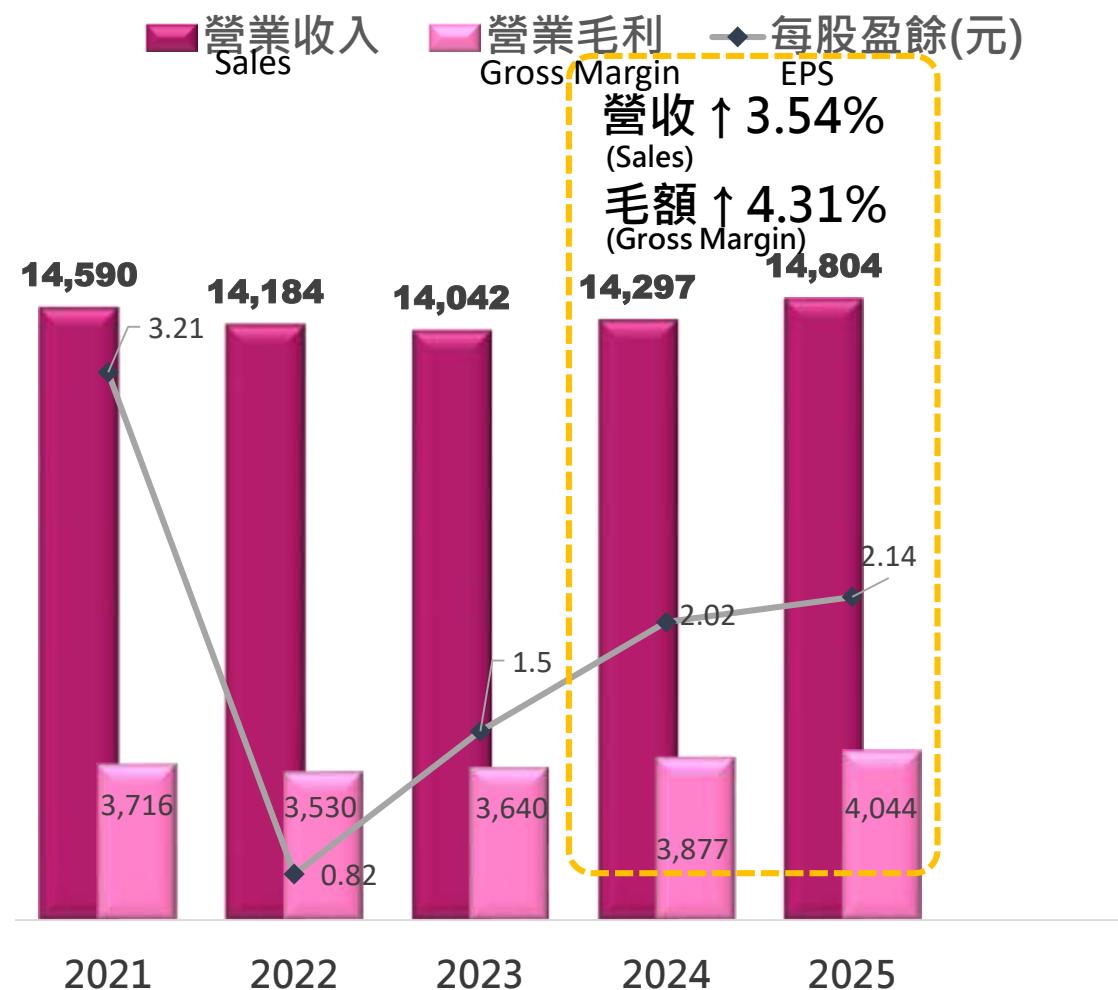
單位:新台幣千元
(NTD \$Thousand)

ITEM	2025Q4	2024Q4	Diff(%)
Operating revenue	14,803,779	14,297,180	3.54%
Gross margin from operations	4,044,370	3,877,336	4.31%
Operating expenses	3,873,410	3,699,805	4.69%
Net operating income	170,960	177,531	-3.70%
Profit from continuing operations before tax	154,325	153,088	0.81%
Profit	136,361	119,573	14.04%
Comprehensive income attributable to owners of parent	144,264	136,399	5.77%

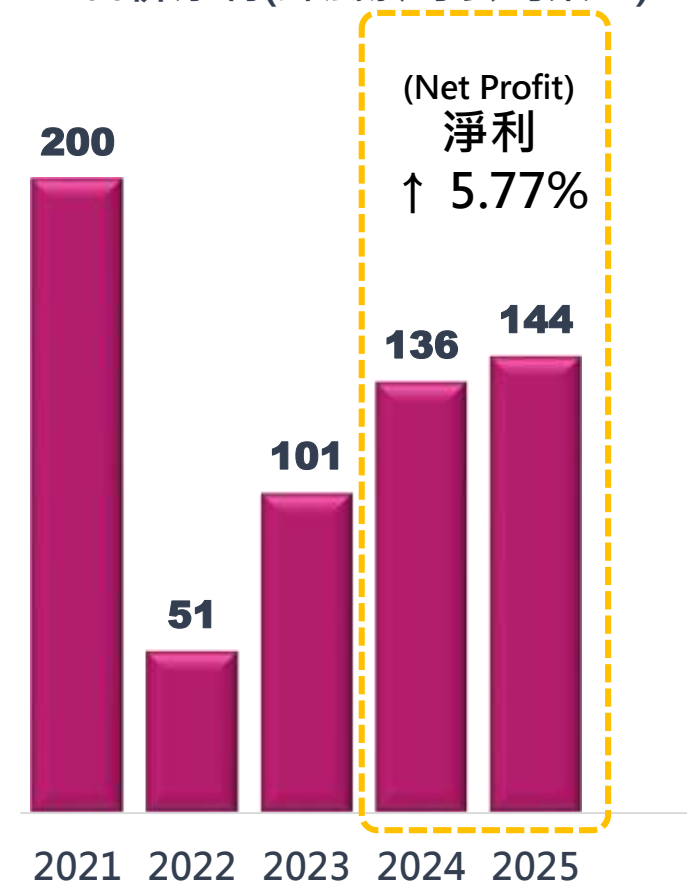
ITEM	2025Q4	2024Q4	Diff
EPS	2.14	2.02	0.12
Gross margin rate	27.32%	27.12%	0.20%
Operating expenses ratio	26.17%	25.80%	0.29%
Net operating income ratio	1.15%	1.24%	-0.09%
Profit from continuing operations before tax ratio	1.04%	1.07%	-0.03%
Profit ratio	0.92%	0.84%	0.08%

單位:新台幣百萬元
(NTD \$Million)

財務概況 Financial Overview

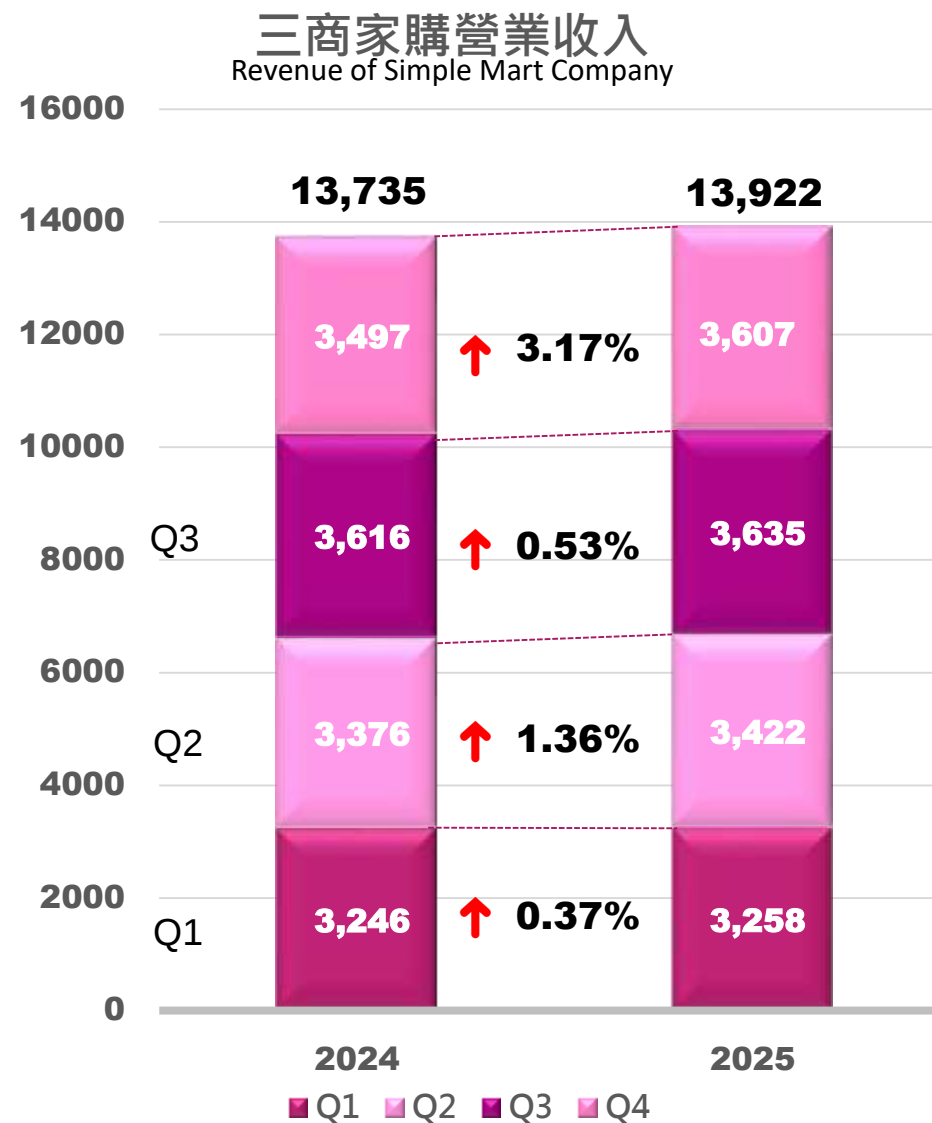
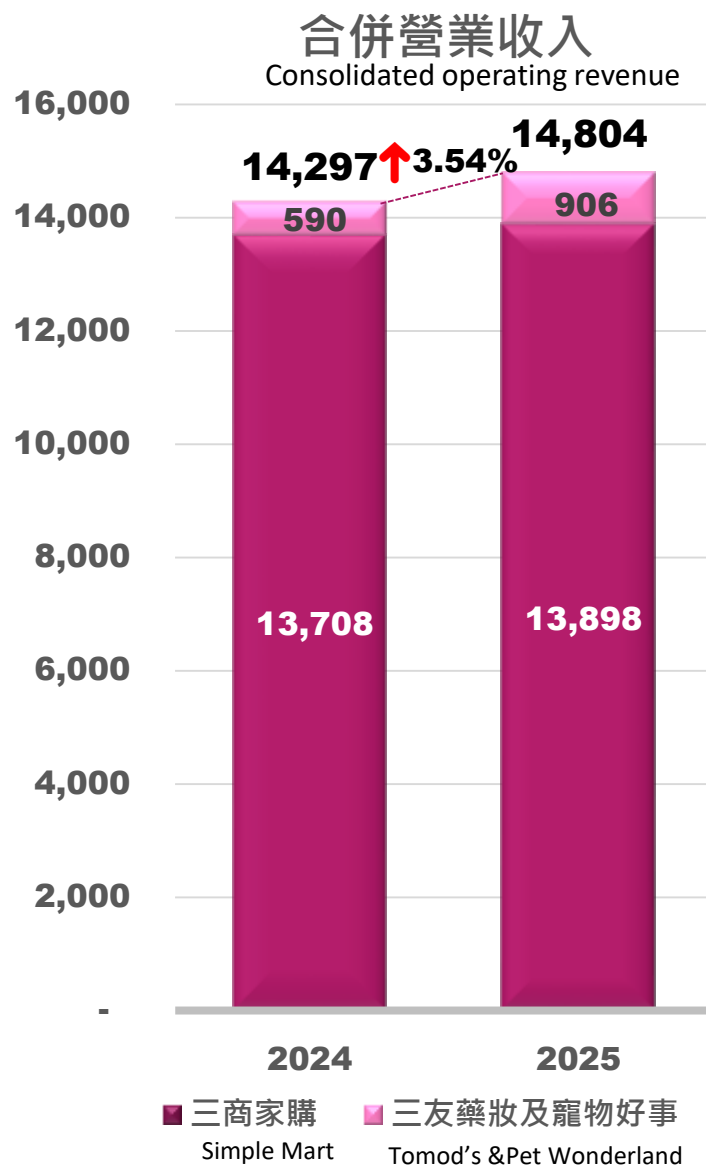


Comprehensive income attributable to owners of parent
合併淨利(歸屬於母公司業主)



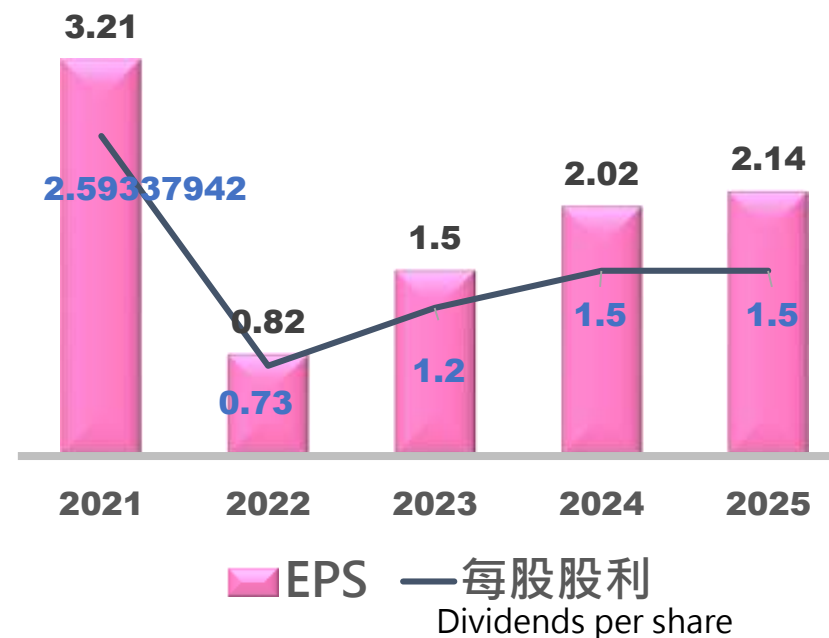
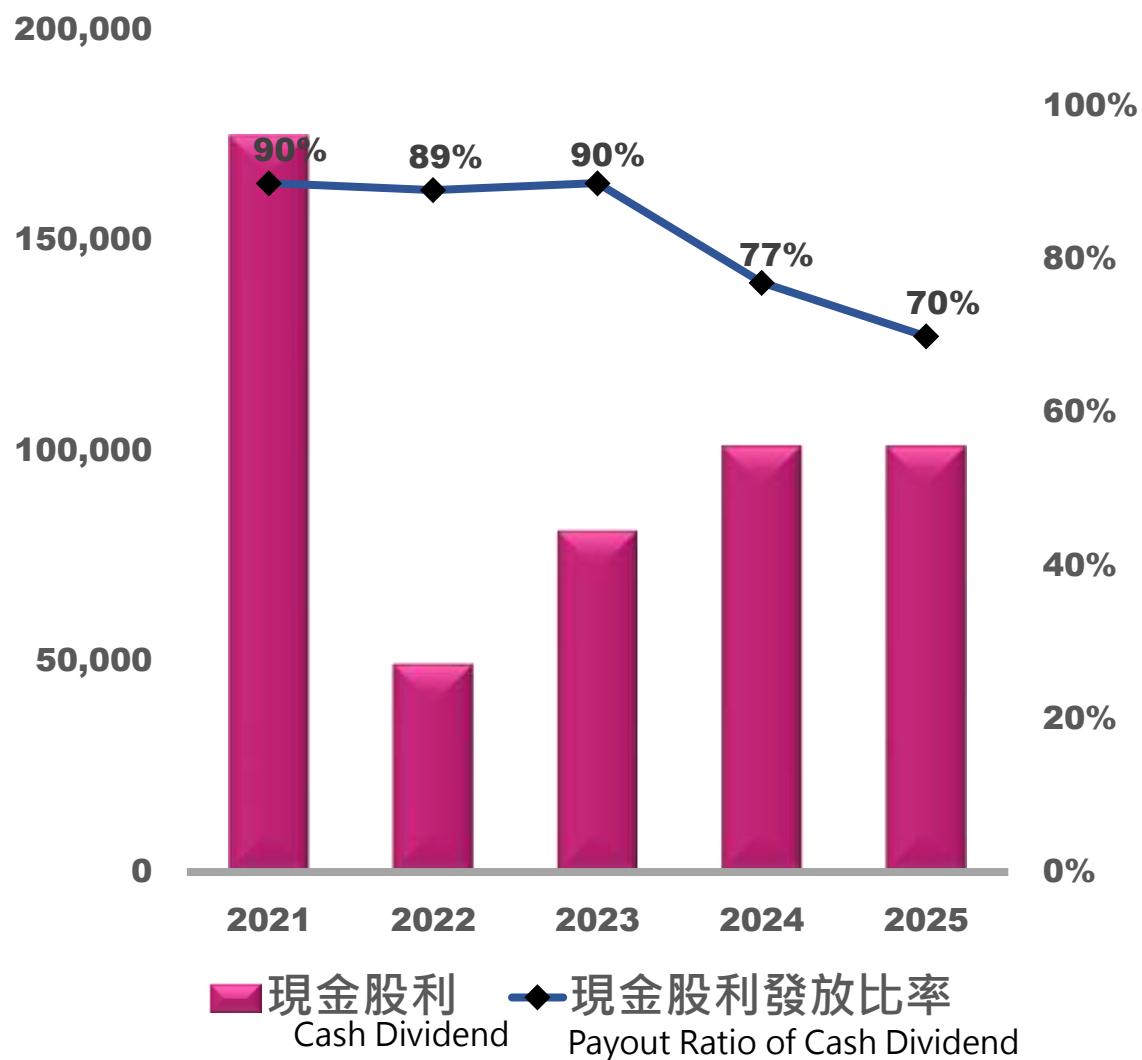
財務概況 Financial Overview

單位:新台幣百萬元
(NTD \$Million)



財務概況- 股利發放

Financial Overview -Dividend Distribution



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

To increase franchise ratio and mitigate impact of labor shortage

- 以人為本，持續調整商品結構

People-oriented, continuously optimizing assortment structure

- 因應商圈需求，逐步增加改裝巷口酒窖店

Progressively expand the liquor-style stores to meet the needs of the retail catchment area.

- 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 stores, selecting high-turnover assortments, and expanding self-imported products and private-label products.

- 擴大寵物好事規模及增加寵物商品品類

Expanding Pet Wonderland and increasing the variety of pet products.

- 投資來來超商，強化社區便利服務

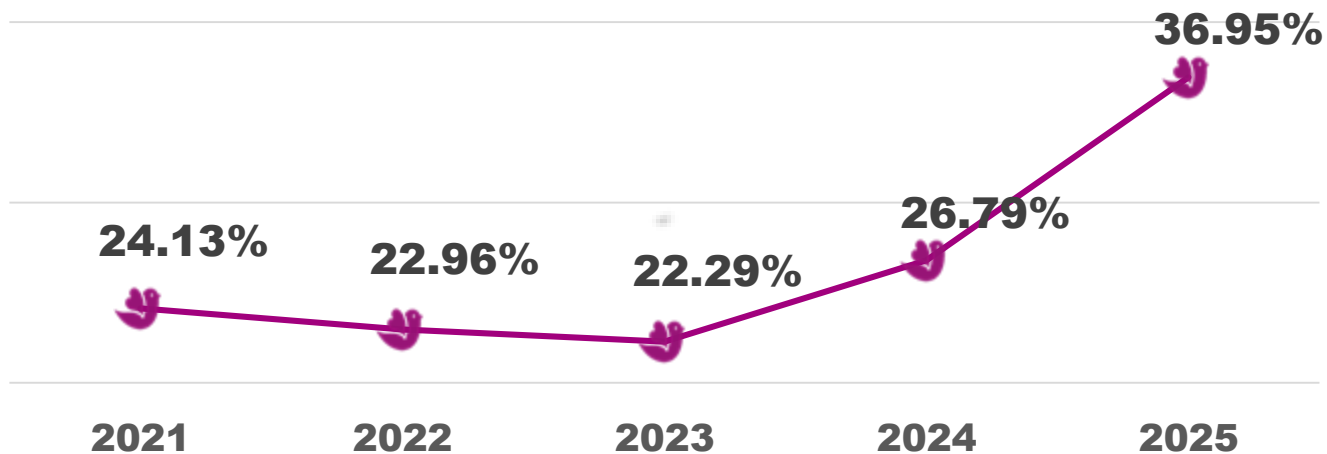
Invest in OKmart to enhance community convenience services

- 數位應用- 電子價卡(ESLs)

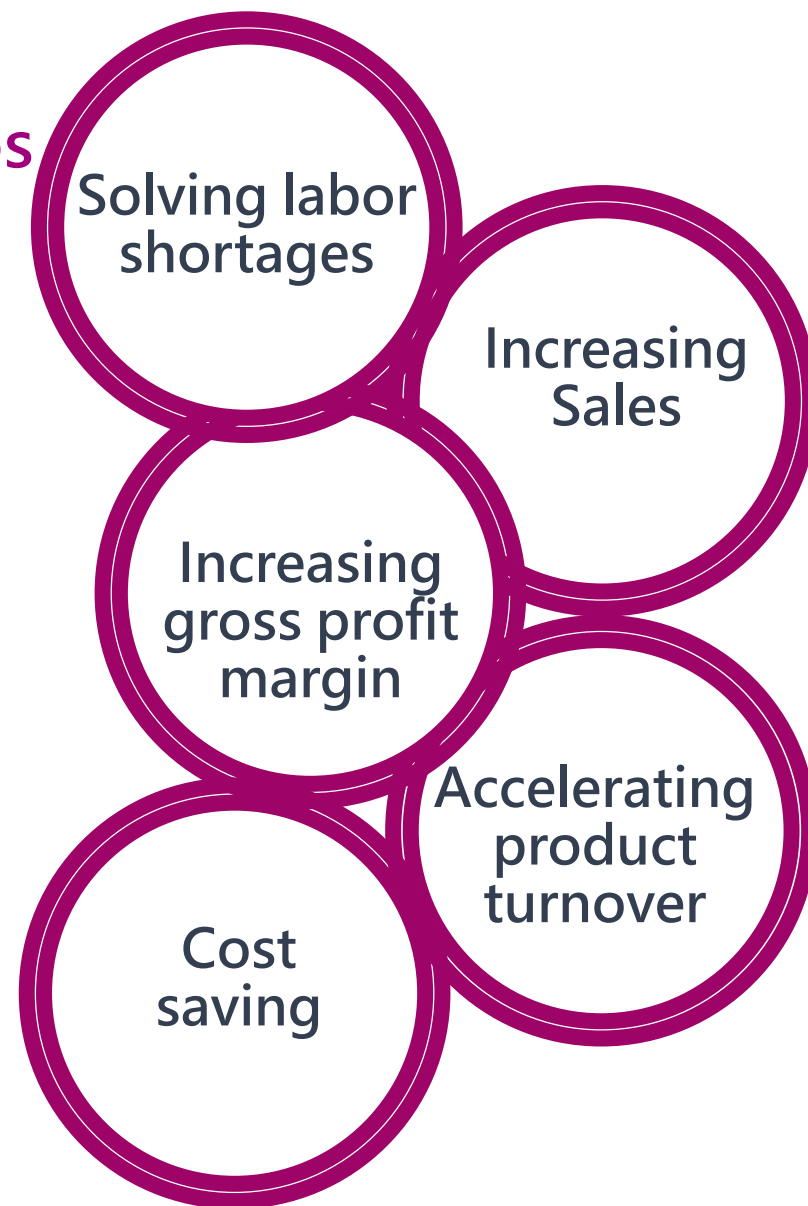
Digital Applications - Electronic Shelf Labels (ESL)



提升加盟比例 To increase franchise ratios



	2021	2022	2023	2024	2025
Direct-operated store	607	624	631	593	512
Franchise store	193	186	181	217	300
Franchise Ratio%	24.13%	22.96%	22.29%	26.79%	36.95%



商品力- 零售經營的核心根本

Product power - The core of retail operation



Drinking is prohibited
if under 18 years old

酒窖專區

Liquor Zone

383

Liquor-style
stores

(As of 2025/12/31)



差異化商品

Unique Products

25.15%

(As of 2025/12/31)



咖啡

全門市導入

Coffee Launched
in All Stores



寵物專區

Pet Zone

126 stores

(As of 2025/12/31)

Accompanying your
important moments
through Simple
Mart's taste



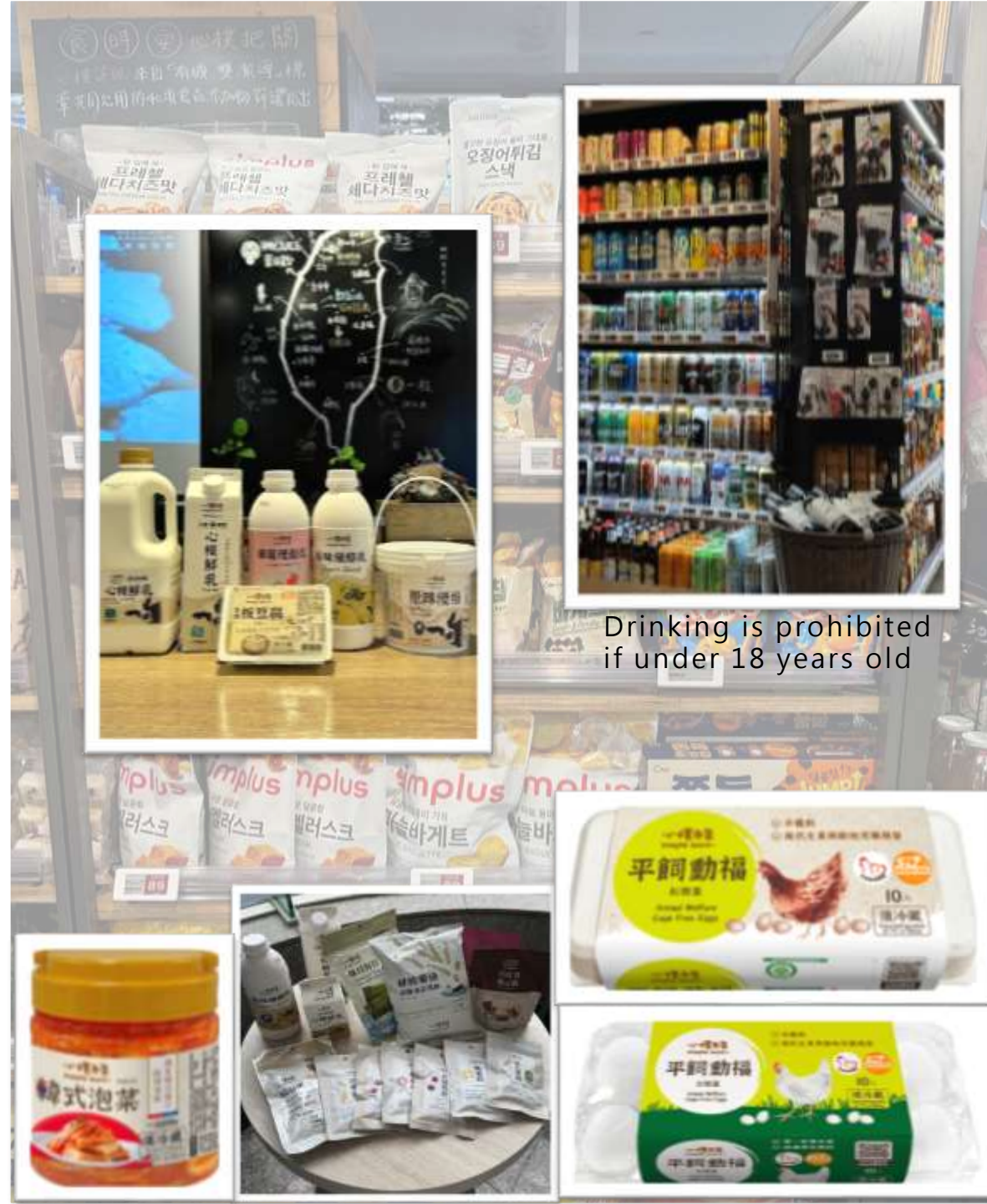
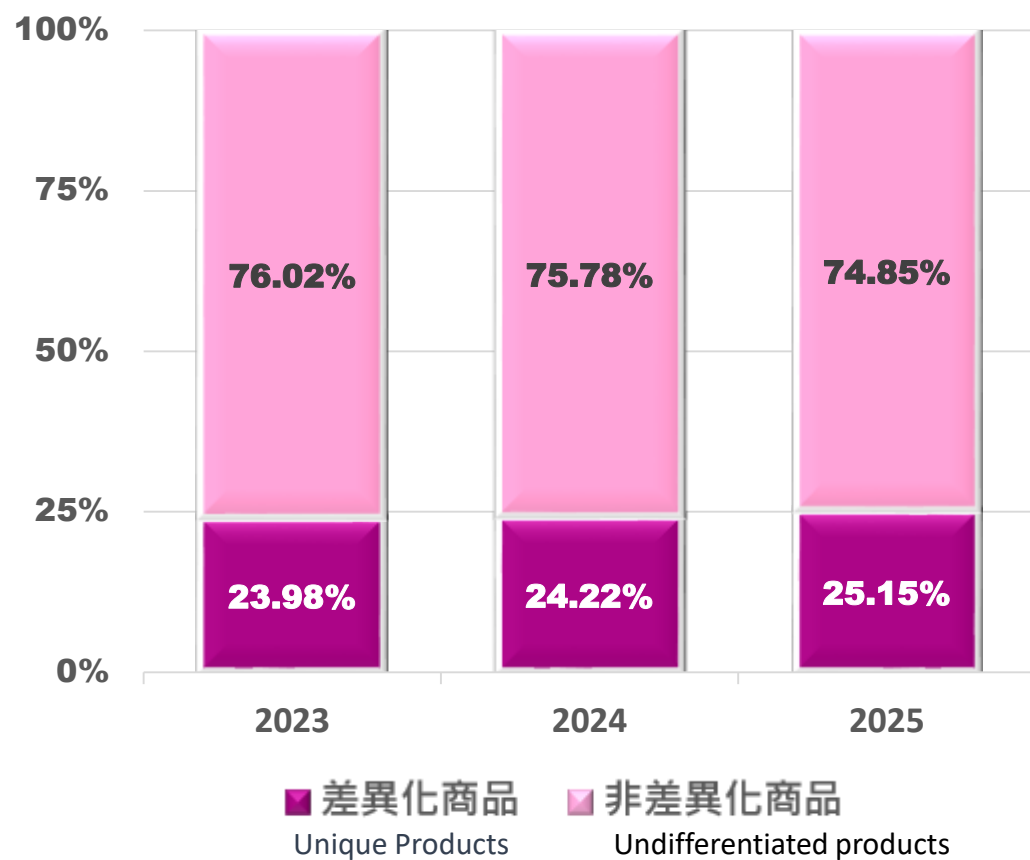
Drinking is prohibited
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自有品牌、自行進口商品
好品質夠實惠

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

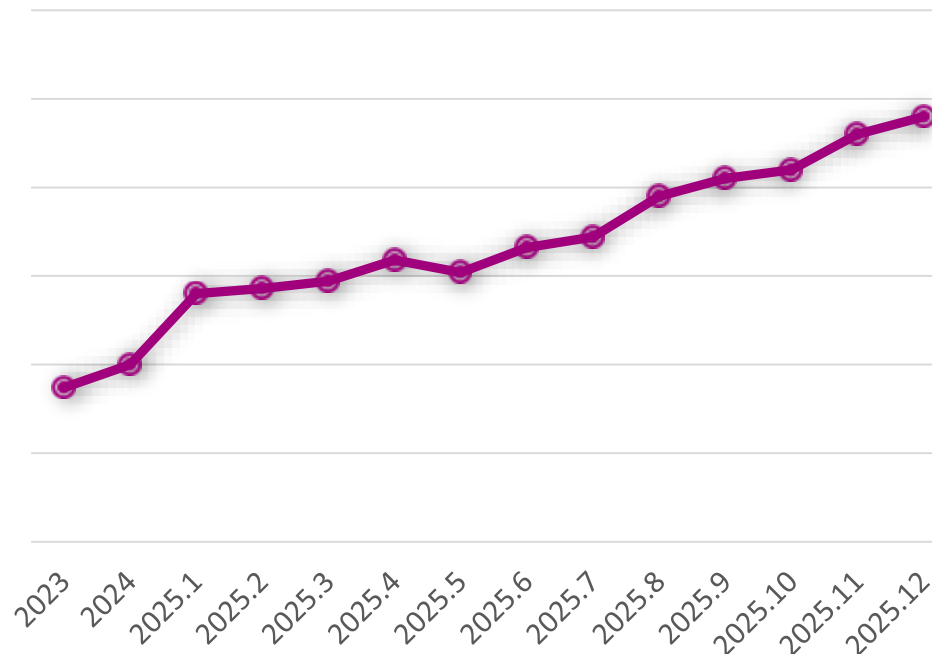
銷售額佔比 Revenue %



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 Launched

咖啡銷售杯數持續成長 Sales on coffee continue to grow



萌宠經濟學 Pet Business



美廉社
Simple Mart

4 items of Private-brand supplies

Convenient
shopping

One-stop
shopping

×

×

×



寵物好事

貓の專門店

9 stores

Professional
selection

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**
To avoid consumer disputes caused by inaccurate pricing

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

Sustainable carbon reduction

- **降低碳排，減少紙張浪費**
To Reduce carbon emissions and paper waste

Digital Applications

- **即時變價彈性促銷**
To change price instantly and promote flexibly
- **RMN-** Retail Media Network
- **happy hour**
- **時控條碼降低報廢**
To reduce waste by time-controlled barcodes



未滿十八歲禁止飲酒
Drinking is prohibited
if under 18 years old



電子看板

Digital Display



THANKS!

成為消費者最信賴的零售品牌。

三商家購
2945