

# Disclaimer

- This presentation may contain forward-looking statements with respect to the prospect of operations, financial condition, and business of Simple Mart. Above 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.

**2945**

**Simple mart**  
**三商家購股份有限公司**

# O 大 綱 Outline

**1** Introduction

**2** Financial Overview

**3** Prospect

**4** ESG

# 公司簡介

## Basic Information

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

102年2月7日  
Feb 7th, 2013

員工人數  
Employees

3,851人(截至112.12.25)  
3,851 people (As of Dec 25<sup>th</sup>, 2023)

實收資本額  
Capital

6.75億元  
675 million

營業項目  
Industry

民生消費品之零售  
Retail of Consumer Goods

登記地點  
Address

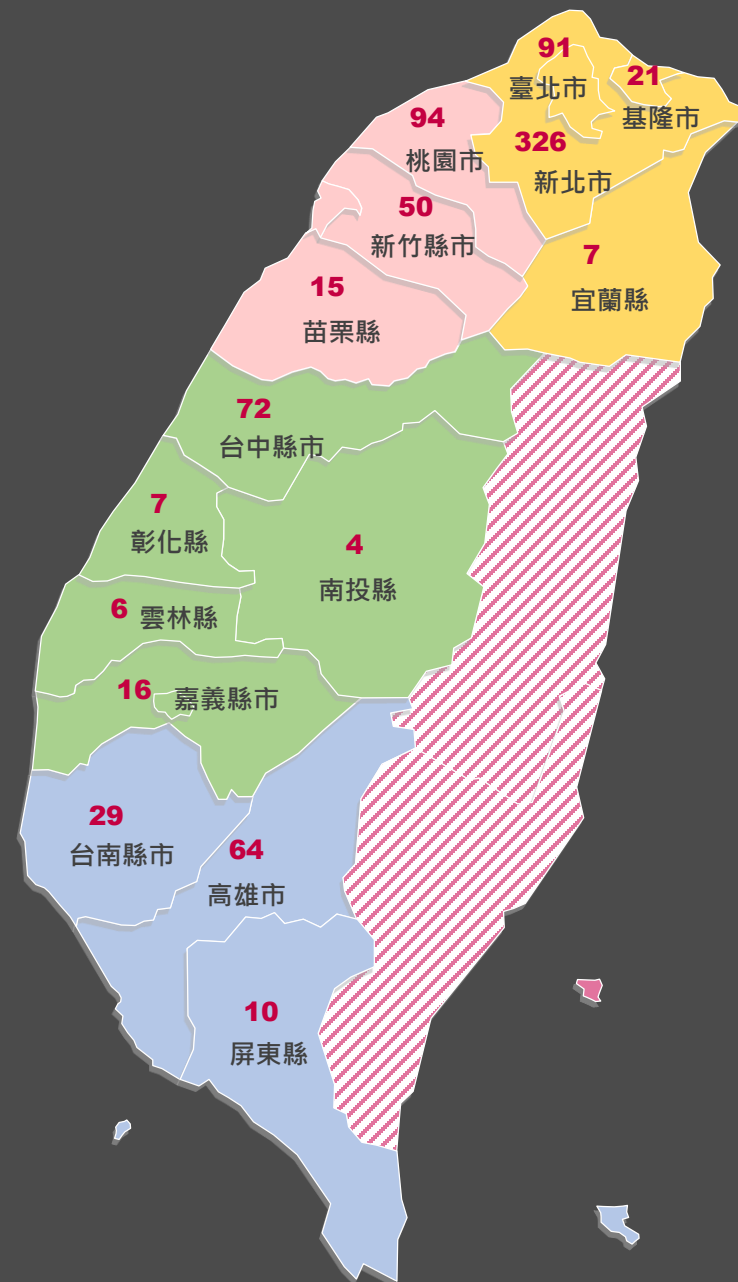
臺北市中山區民權東路三段 4 號地下一層  
B1, No.4, Sec. 3, Minquan East Road Taipei

董事長  
Chairman

陳翔玢  
Shiang Feng Chen

總經理  
GM

邱光隆  
Kuang Lung Chiu

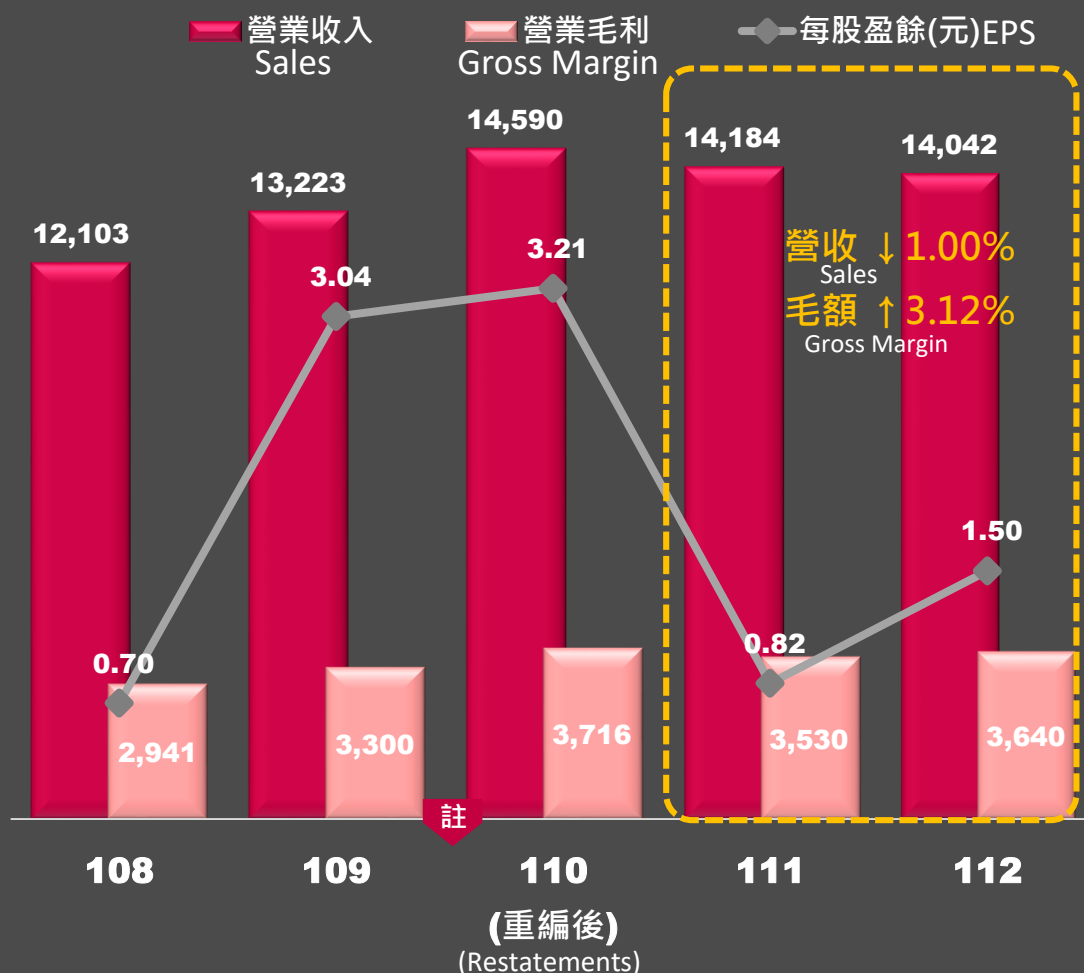


(截至113.2.29 As of Feb.29th, 2024 )  
全台門市數：812家  
Number of stores: 812 stores

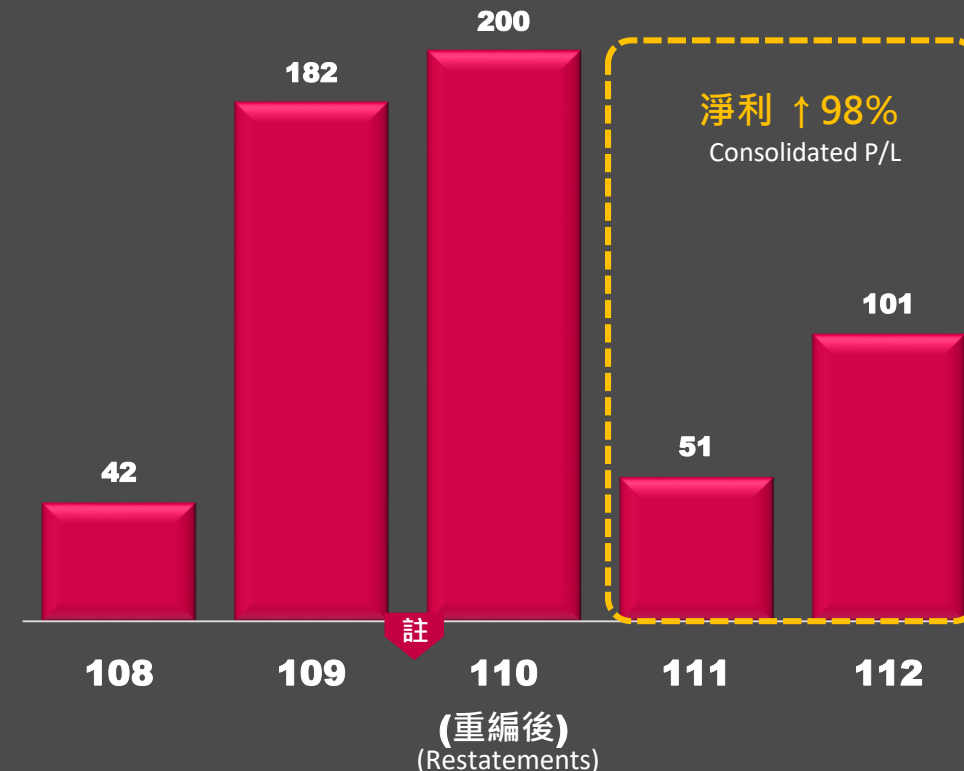


# Financial Overview

單位：新台幣百萬元  
(NTD \$Million)



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



註 本公司於111年4月完成收購三友藥妝股份有限公司，係屬共同控制下組織重組，並視為自始合併，故重編110年同期金額。

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 amount for the same period was restated.

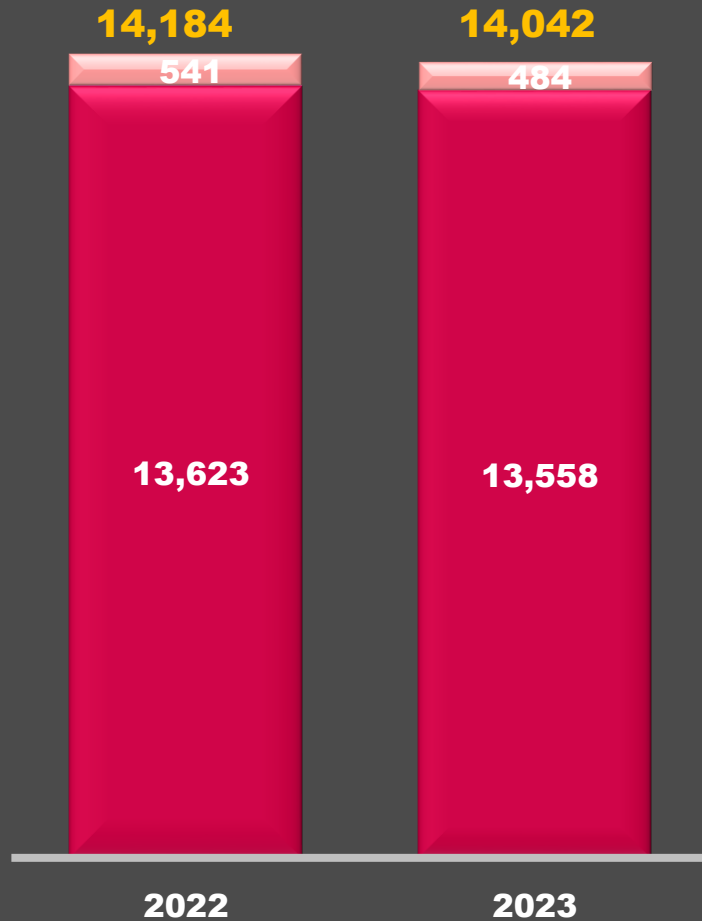


# Financial Overview

單位:新台幣百萬元  
(NTD \$Million)

## 合併營業收入

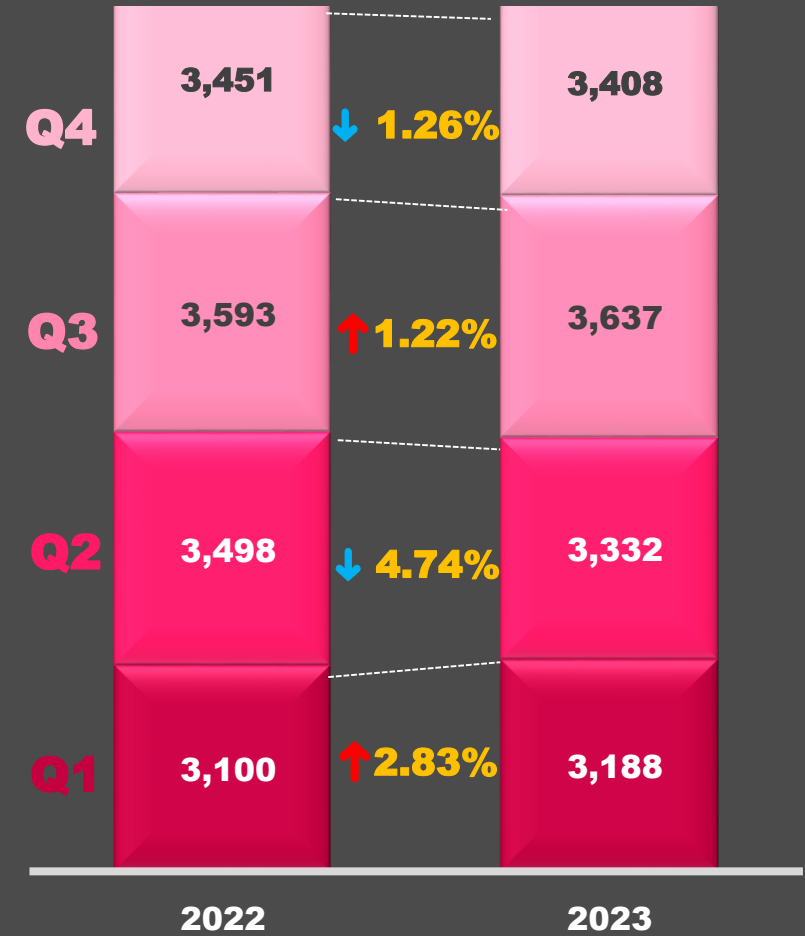
Consolidated operating income



■ 三商家購 Simple Mart  
■ 心樸市集(公司) Simple Mart +  
■ 三友藥妝 Sanyou Drug

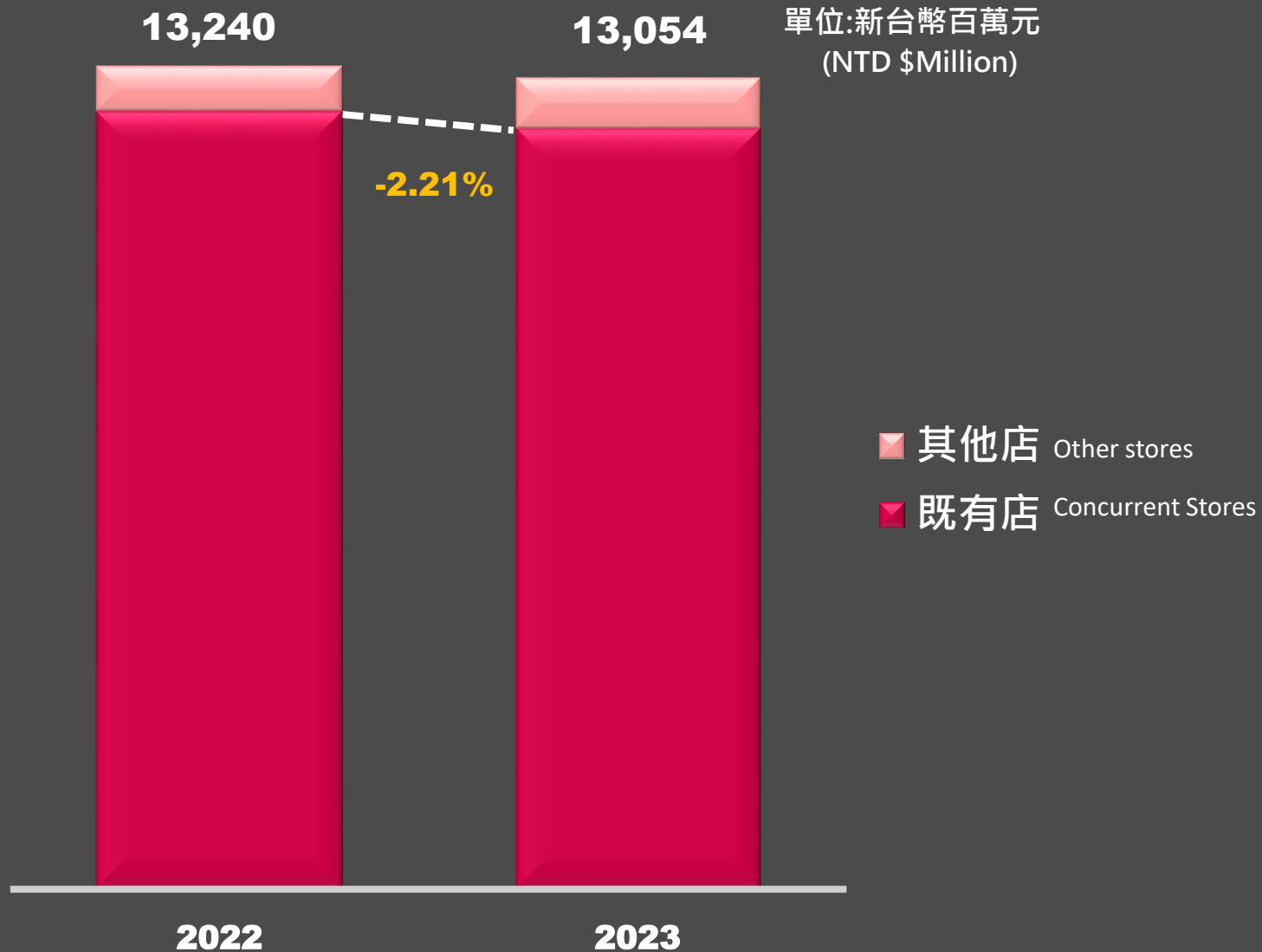
## 三商家購營業收入

Revenue of Simple Mart



# 財務概況-美廉社既有店業績

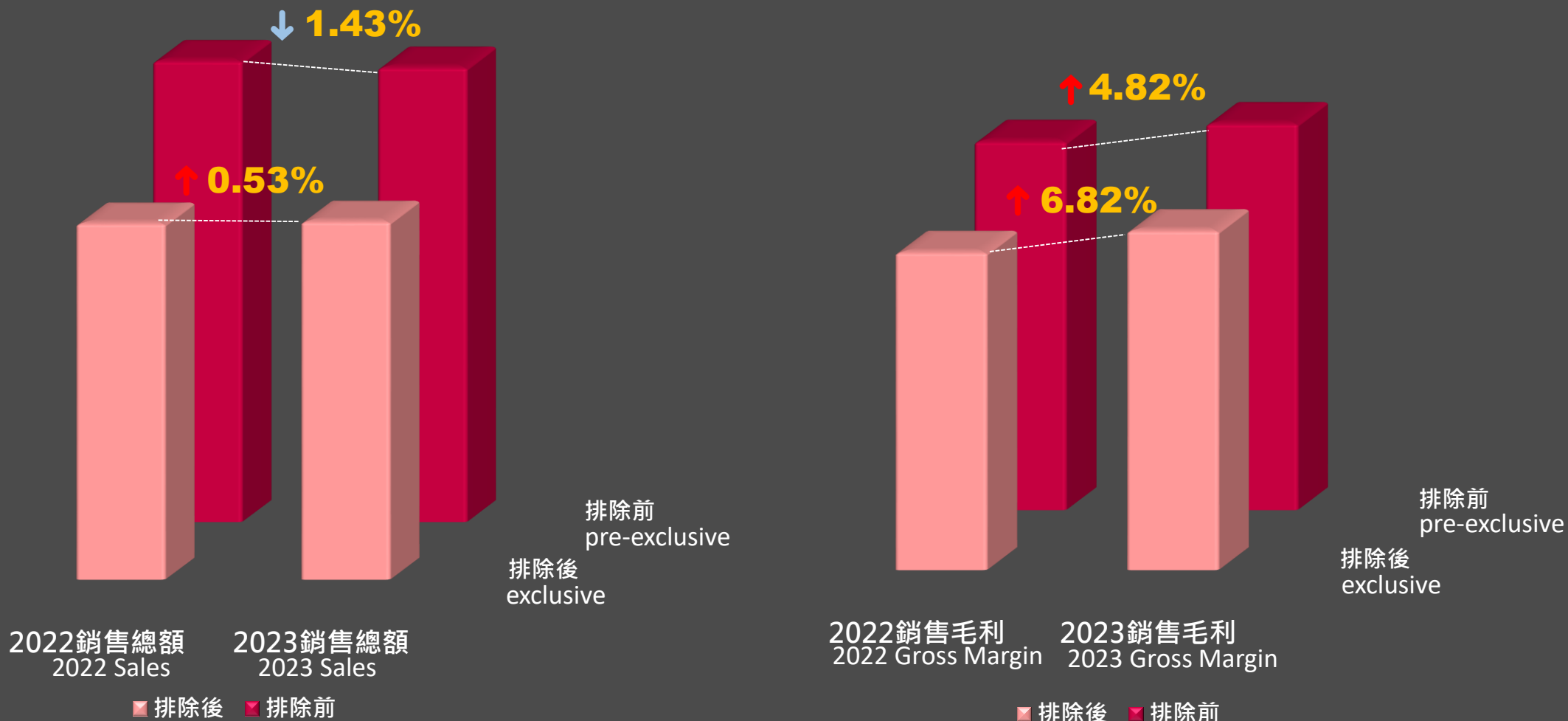
## Financial Overview - Concurrent Stores



# 財務概況-美廉社疫情影響(全部店)

Financial Overview - Impact of Epidemic (All Stores)

單位：新台幣百萬元  
(NTD \$Million)



說明：排除疫情影響，主要排除香菸及快篩、酒精、手部清潔等防疫商品

Note: Description: exclude the effects of the epidemic, mainly exclude cigarettes and rapid test, cleaning alcohol, hand cleaning and other anti-epidemic commodities.





Think : Increase Profitability

-Avoid out of stock

-Category Optimizations

Think : Reduce Costs

-Technology Application

-Reduction Thinking



# When More Becomes Normal

## ◆ Geopolitics and War

- Supply Flexibility in the Coexistence of Long and Short Chains
  - Globalization vs Localization

## ◆ Everything is going up. Consumption is going down.

- Category adjustment or quality downgrading
  - Non-essentials vs. essentials
  - First-tier vs. second-tier commodities
- Food Safety Issue

## ◆ When there is no room for making profit

- Cost pressure x price competitive pressure
  - Precise data management (both offense and defense must be considered)



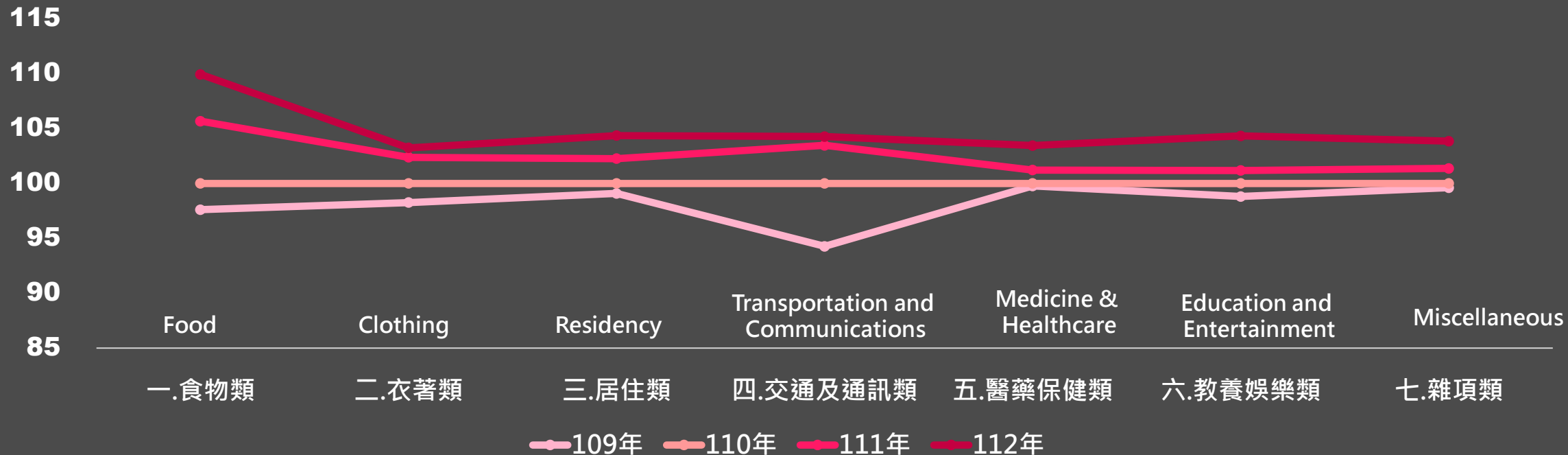
**Wir** richrath  
aus der Region!  
Kurze Wege, langer Genuss!

**WIR AUS DER REGION**  
Kurze Wege, langer Genuss.

Eine unserer besonderen Stärken ist der Einkauf und der Verkauf von Schweine- und Rindfleisch, Eiern, Bier, Honig, Fleischkonserven, Milcherzeugnissen, sowie Obst und Gemüse aus der Region: Ein Netz von landwirtschaftlichen Betrieben, die aus der Nachbarschaft direkt an uns ihre Erzeugnisse verkaufen.

# 消費者物價基本分類指數

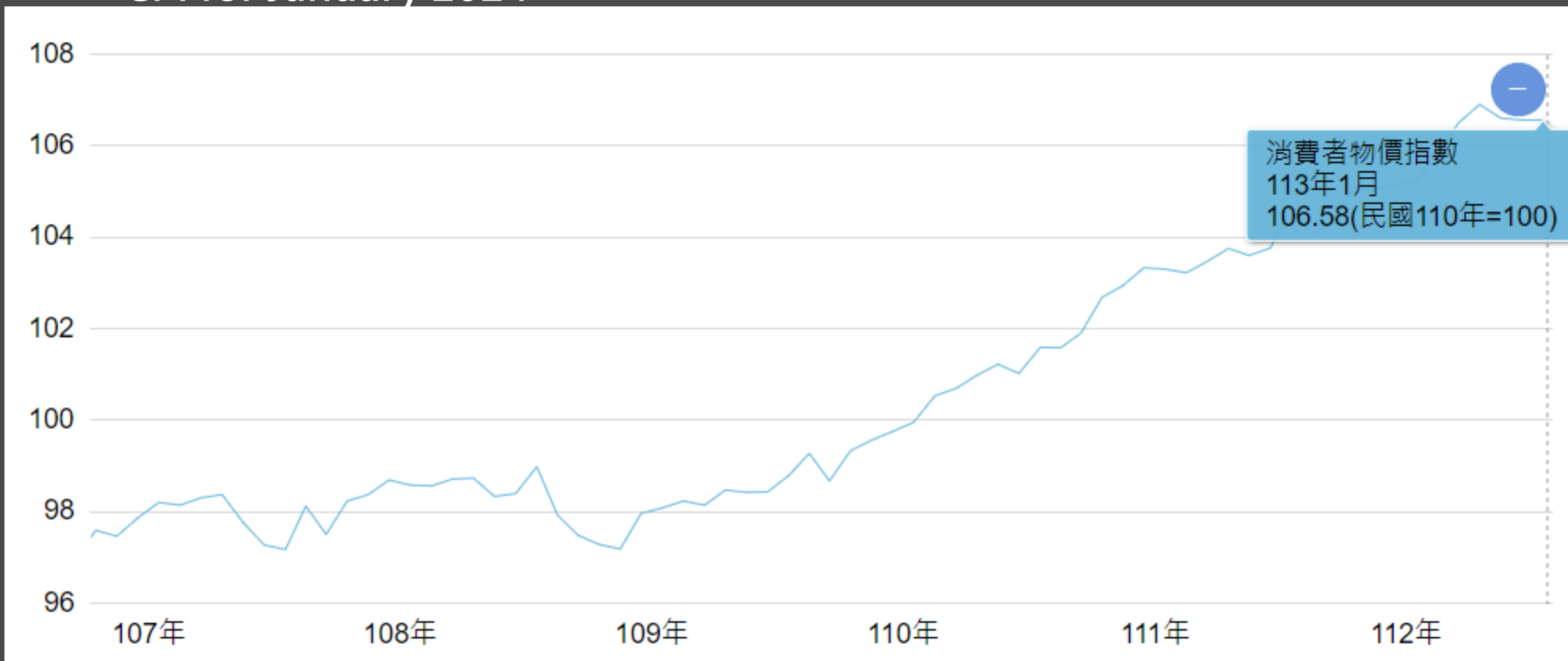
Consumer Prices Index



Basic Index of Consumer Prices							Index base period : year 110=100	
Period	Total Index	I. Food	II. Clothing	III. Residency	IV. Transportation and Communications	V. Medicine & Healthcare	VI. Education and Entertainment	VII. Miscellaneous
109	98.07	97.61	98.26	99.09	94.27	99.77	98.81	99.61
110	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
111	102.95	105.66	102.38	102.26	103.46	101.22	101.18	101.37
112	105.51	109.92	103.23	104.35	104.26	103.44	104.32	103.84

# 消費者物價113年1月指數

CPI for January 2024













Continuous  
price  
stabilization





Continuous price stabilization



選定你的美好生活

自有品牌  
單筆消費滿100元

現折 **10**元



\*活動不適用加價購商品。

心樸市集  
simple mart+

堅守安心實價，自主設立高標準選品原則，  
提供天然、安心、環境友善的加購品。

✓ 嚴選台灣豬肉生產製造  
每顆含肉率高達95%

NEW!  
新品



心樸新竹豬肉貢丸  
220g No.1204262  
市價99元/包 **69元**



心樸冷鮮雞蛋  
(白蛋)  
480g(8入)  
No.05302  
市價119元/盒 **89元**



心樸冷鮮雞蛋  
巨大鮮雞蛋  
500g(8入)  
白蛋No.00379  
紅蛋No.00374  
市價119元/盒 **92-109元**



心樸High優酪乳  
946ml  
原味  
No.1100079  
草莓  
No.1170010  
市價89元/瓶 **69元**



心樸巧克力牛乳  
938ml  
No.1120445  
市價89元/瓶 **59元**



心樸鮮乳  
1858ml  
No.1084807  
市價183元/瓶 **159元**

Simple Life

簡單生活，挑選日常所需用品，  
讓您品質價錢都能兼顧。



心樸X風味  
手工麻花捲  
75g/包  
原味  
No.1170083  
黑糖  
No.1172081  
市價39元/包 **30元**



Simple Life  
120g  
沙茶豆干  
No.03885  
黑胡椒豆干  
No.00979  
V V鮮基改120g  
紅標棧辣干  
No.1070175  
黃金辣辣干  
No.1071081  
市價48-50元/包  
特價2包 **65元**



Simple Life  
四分片風梨  
227g  
No.00521  
市價52元/罐 **29元**



Simple Life  
75-100g  
厚切鮭魚香絲  
(柴魚風味)  
No.1150168  
蜜沙茶魚片  
No.1127119  
市價85元/包 **85元**

未滿十八歲禁止飲酒



心樸陳年大麴  
53度高粱酒  
600ml  
No.1130948  
市價319元/瓶 **279元**



心樸100%  
鮮乳優格  
120g  
No.1100017  
市價10元/包 **18元**



心樸  
1.5kg  
台灣香米  
(一等米)  
No.1160047  
有米米  
(一等米)  
No.1129147  
市價189-195元/包 **109-139元**



心樸成人平雷管嚼口口  
50入  
草莓No.1134303  
綠茶No.1134305  
香蕉No.1134345  
市價300元/盒  
特價2包 **169元**



Simple Life  
簡絲牙線棒  
350支 No.11487  
市價118元/包 **79元**



Simple Life  
廚房紙巾  
80抽x6捲 No.12402  
市價99元/包 **75元**



Simple Life  
超柔抽取衛生紙加量版  
100抽x12包 No.03300  
市價155元/包 **119元**



V V手工豬肉水餃720g  
高麗菜No.1129847 韭菜No.1129844  
市價139元/包 **85元**



V V雞塊600g  
黑胡椒No.00007  
原味No.00006  
市價119元/包 **99元**



V V茶品  
500ml  
日式無糖綠茶  
No.47926  
日式無糖  
烏龍茶  
No.47925  
美式紅茶  
No.48101  
檸檬紅茶  
No.48103  
市價25元/瓶 **25元**



V V爆米花55g  
焦糖牛奶  
No.00708  
市價25元/包 **25元**



V V蘇打餅140g  
蘋果No.05934  
草莓No.05933  
市價45元/包 **30元**



V V心酥餅乾45-100g  
香濃酥餅乾No.00421  
巧酥餅乾No.00420  
總仔餅No.00423  
芝蘭巧酥No.00442E  
市價35元/包 **45元**



V V夾心酥180g  
檸檬No.11300  
牛奶No.11300  
花生No.11304  
市價42元/包 **66元**



tgh V V  
蛋餅  
35-70g  
50包裝  
No.1008309  
鹹蛋蛋餅  
No.1008329  
起司餅  
No.1008311  
市價35元/包  
特價2包 **55元**

# 持續提升選品原則

Continuous enhancement of assortment principles

## 高品質



- 1 **九大不添加**：人工香料、人工色素、人工甜味劑、防腐劑、漂白劑、保色劑、結著劑、含鋁膨脹劑、殺菌劑
- 2 **四點不添加**：基改、味精、糖精、阿斯巴甜
- 3 相較為國內政府公告允用**添加物**，**減少94%**。
- 4 成份標準高於**有機**、**雙潔淨**、**單潔淨**。

5 **有機**標章

有機農產品

產銷履歷

生產追溯

雙潔淨

單潔淨

6 **履歷**標章



0101000001



慈悅 TIC



慈悅 TIC

## 好品質



- 1 **八大不添加**：人工色素、人工甜味劑、防腐劑、漂白劑、保色劑、結著劑、含鋁膨脹劑、殺菌劑
- 2 **三點不添加**：基改、糖精、阿斯巴甜
- 3 相較為國內政府公告允用**添加物**，**減少85%**。

4 選用**台灣在地食材**



5 **非基改**食品

6 **主成份高含量**的真材實料 (ex每顆含肉率高達95%)

7 **魅力商品** (具商品特色/其他宣稱)



# 讓員工薪資可以對抗物價，才能成為夥伴

We can only be partners if we can make our staff's salaries match the price of goods.

Type	Name
Convenience store	Fa
Supermarket	Si

美廉社 Simple Mart

# 誠徵

就業首選就是美廉社

期待你的加入!

儲備幹部

- 薪資**32,500元**
- 通過考核後(四個月)即晉升為店長並調整薪資為**35,500元+**門市績效獎金
- 積極主動、認真負責
- 具備零售服務業1年以上管理經驗
- 需早晚輪班、區域輪調

門市夥伴

- 薪資**30,000元**  
起薪29,000元·通過考核後(2個月)即調整為上述薪資+門市績效獎金
- 早晚輪班，依店鋪狀況排班
- 早班 06:30 ~ 15:30
- 晚班 15:00 ~ 24:00

兼職夥伴

- 時薪**183元起**
- 每週排班至少**16小時**
- 營業時間內彈性排班  
(依店鋪需求)

徵才專線

台北基區 (02)2516-8827 分機162-171 雲嘉區 (05)264-1347

桃竹苗區 (03)374-9125 分機26-28 南高屏區 (07)222-1995 分機109-202-209

中彰投區 (04)2293-9643 分機205-207 [www.simplemartretail.com](http://www.simplemartretail.com)

	2024 Monthly salaries (first half of the year)*
a)	\$27,720
al)	\$27,470
h)	\$27,470
	\$29,000
	\$29,000
	North of Hsinchu \$29,000 South of Miaoli \$28,500
	\$30,000

\*資料來源202402  
Source of informat

## 需求預測PJ概要

### 6家店 模擬結果

6家門市的缺貨天數都會減少，  
庫存量水準也至少能夠保持現在一樣或下降

#### AI模型

依照商品類型特性，  
挑選最合適的邏輯  
(i.e. 氣象資訊、節日、  
促銷訊息等)

即使當天尚未低於安存量，  
也會提早啟動下單  
(會預測未來幾天的需求量)

門市庫存量上限  
可彈性的設定

#### 傳統OPL

過去6週平均銷量  
(不含前2高週)  
or 安存量

低於安存量當天的  
隔天早上會啟動OPL

2023年3月-  
門市庫存量上限20天

### (i.e.) 香菸TOP180SKU庫存模擬結果 @6528: 文山萬安二店



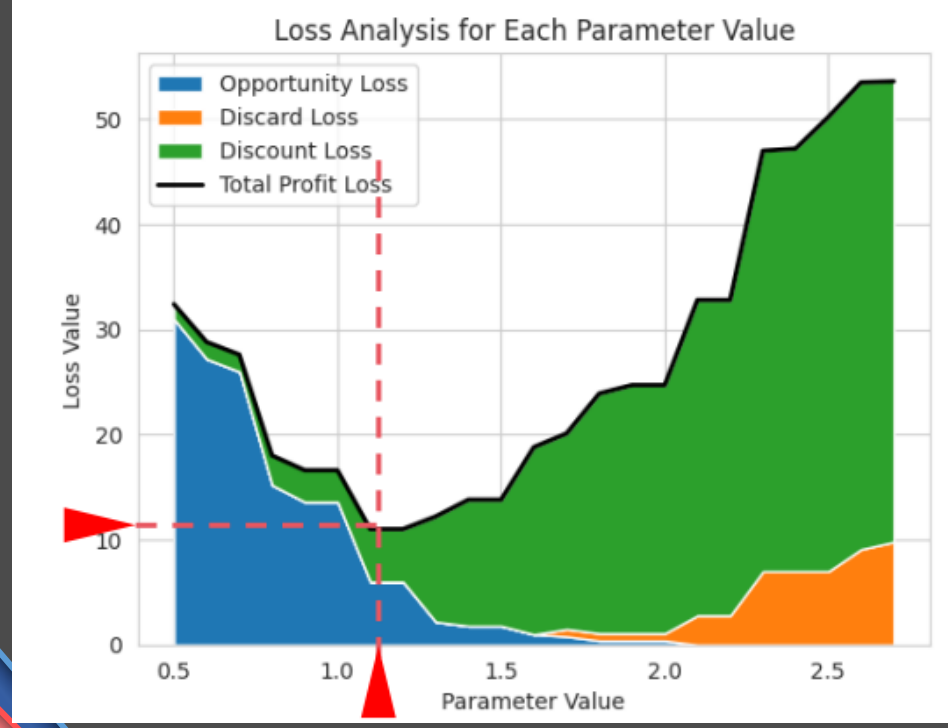
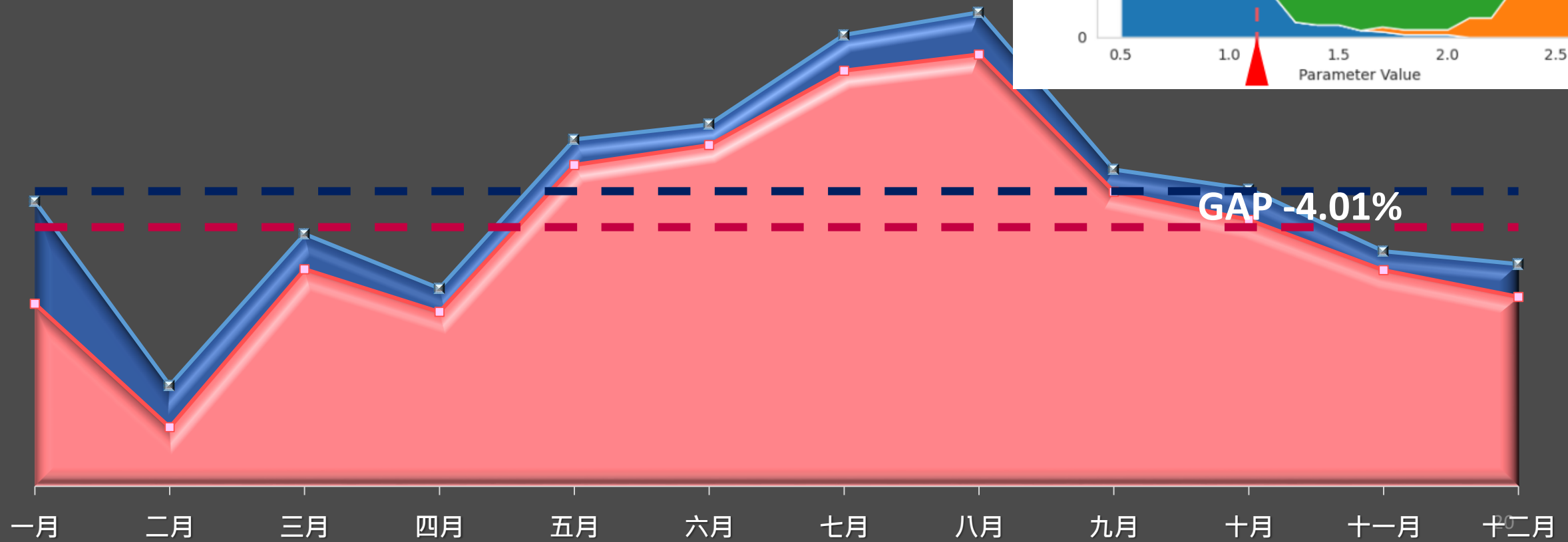


# 朝向全面自動化邁進

Towards Fully Automation

全面啟動OPL (Order Proposal List)

2023



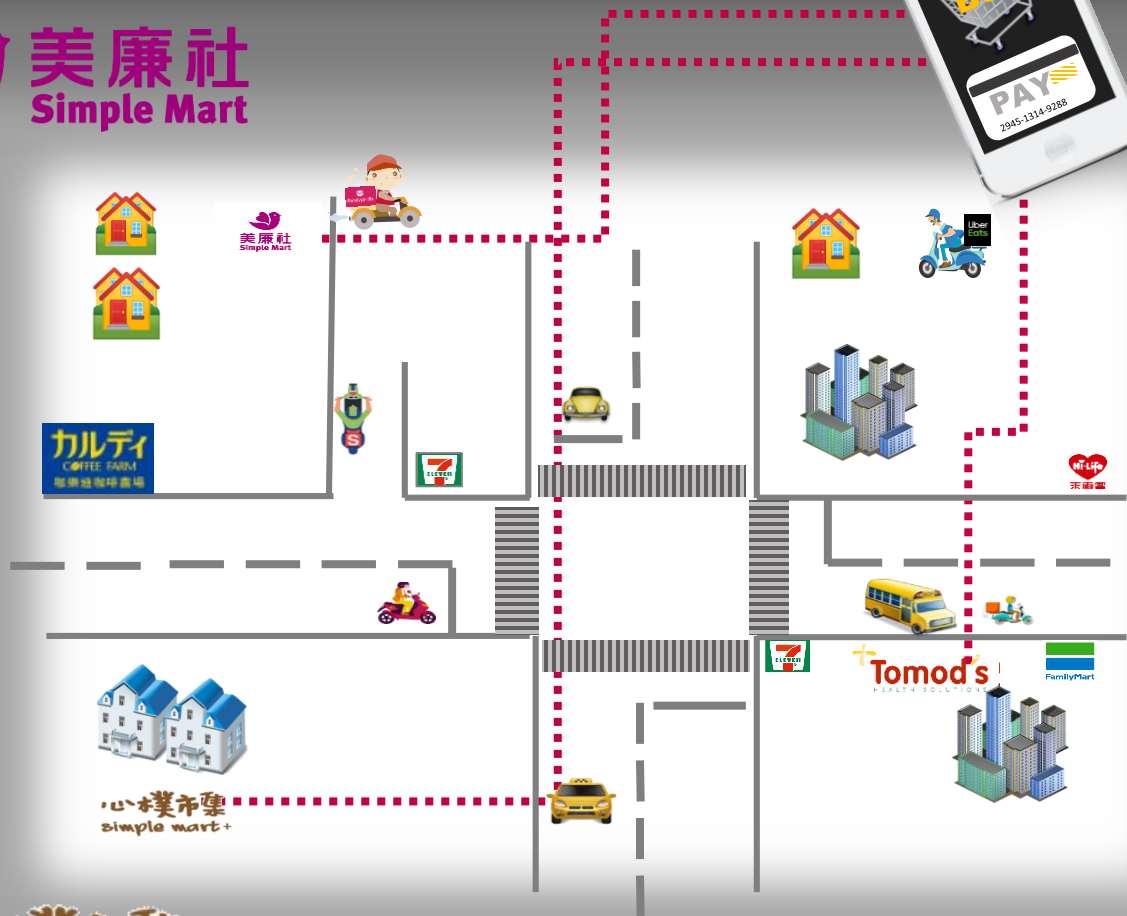


1. Low- and middle-income neighborhoods are the main business districts
2. Satisfy the basic needs of families
3. Tobacco, alcohol, beverage, food

社區鄰居的儲藏室  
warehouse for Neighborhood

店取 { **Line**社群  
**APP**

到府 { **UBER**  
**Foodpanda**



1. Middle- and upper-income neighborhoods are the main TA
2. Satisfy these families with the needs of eating
3. Organic fruits and vegetables, imported food, health care and senior citizen related products

1. Located on major transportation and near convenience stores.
2. Catering to women's personal needs (beauty from inside to outside)
3. Cosmetics, imported foods, medicines and nutritional supplements

\$

\* 所有行動都要思考 ESG  
Thinking of ESG before all actions

+50%

APP 串聯  
全會員的 L T V

Tomod's 街邊店  
心樸市集社區店  
新概念  
新專區  
擴大店內寵物品類 - 測試10店  
美特店(新)  
酒窖測試(24店)

1 2 3 4 5 6 7 8 9 10 11 12 1 2 3 4 5 6 7 8 9 10 11 12

2023

2024

2025

2026

- Continue with the strategy map
1. Wine cellar and pets
  2. Coffee provided in all stores

- Assortments Review
1. Accelerate the development of differentiated products
  2. Reduce the SKU in the stores
  3. Develop flexible layout modules to fulfill "regional" needs.

展開與銀髮相關的事業規劃  
Developing business plans related to senior citizen



Tomod's





# Enhancement of internal strength

酒窖店→51店

美特店→51店

寵物店→11店







## Enhancement of internal strength

Continuous No>Returns Policy for 5 years:

Win-win situation for all parties



Suppliers, consumers, logistics, SimpleMart, and Earth

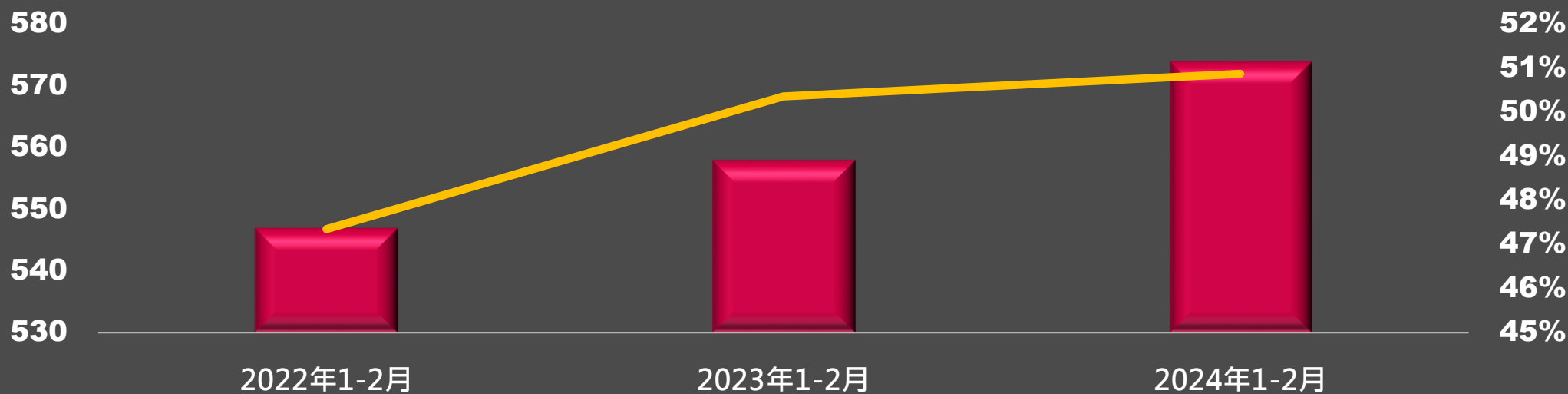
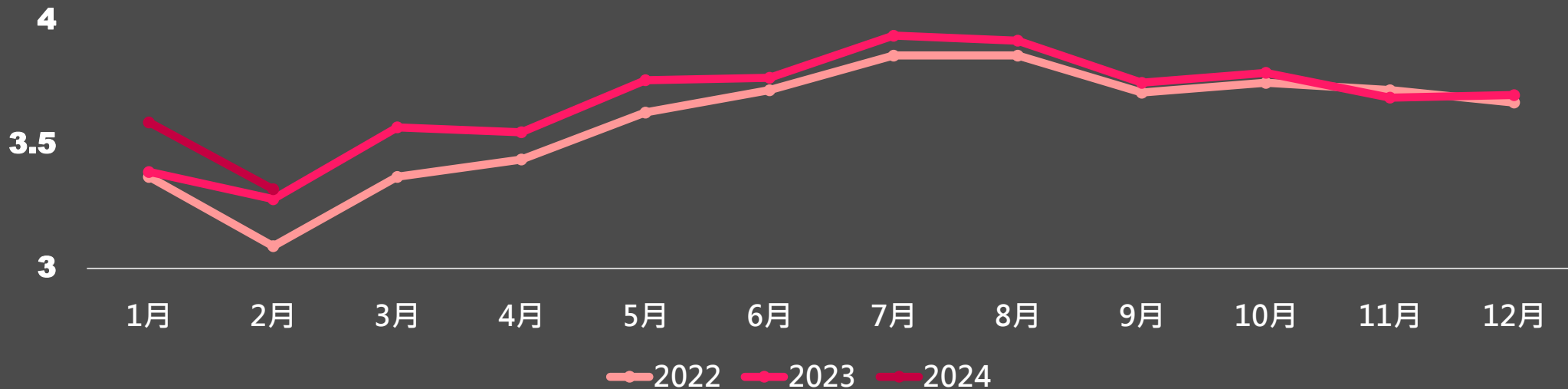
Reduce 2.6 million pieces, about 3,000 tons of waste from 2020 to 2023



# 來客數成長

Growth in customer numbers

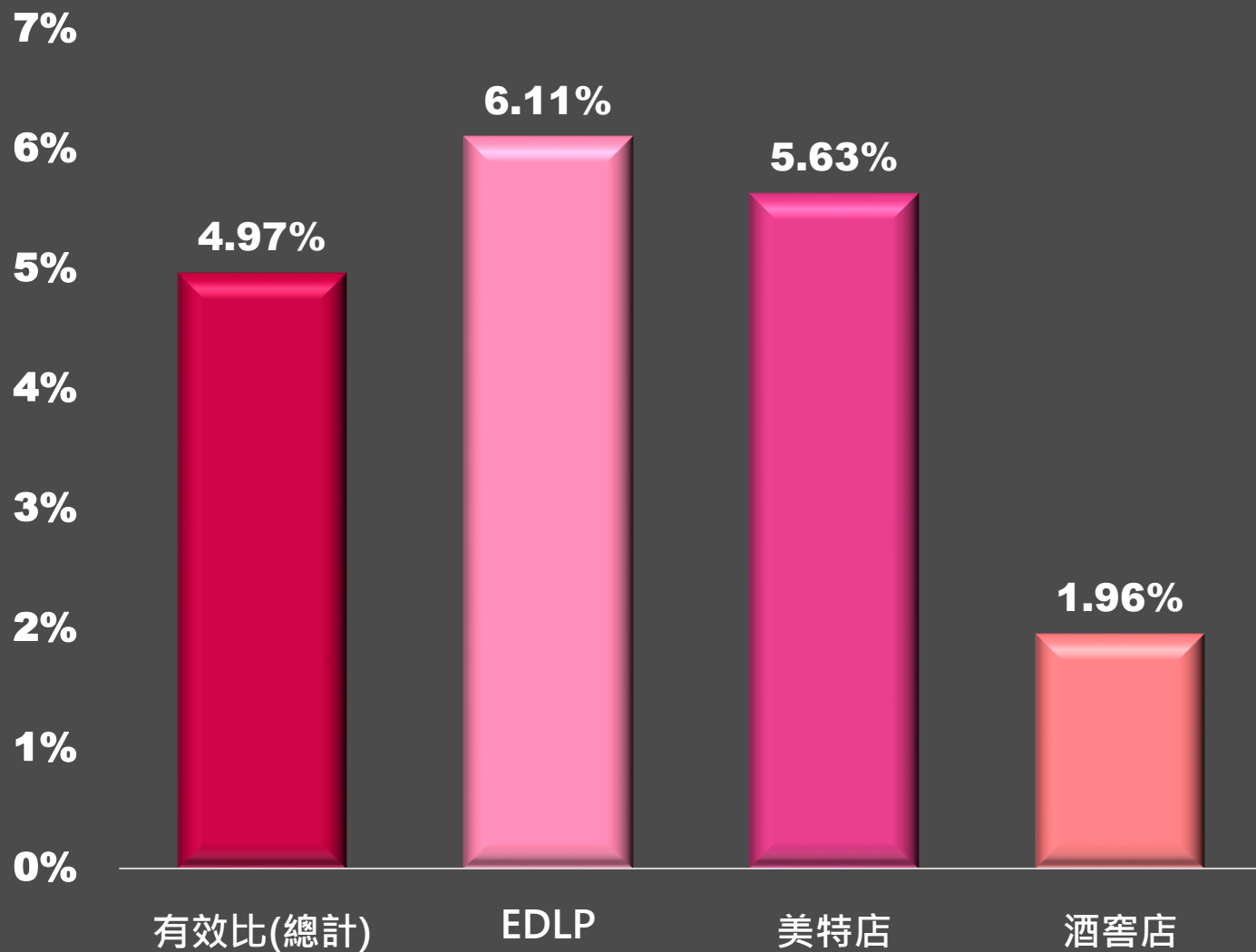
會員來店頻次 Membership Frequency



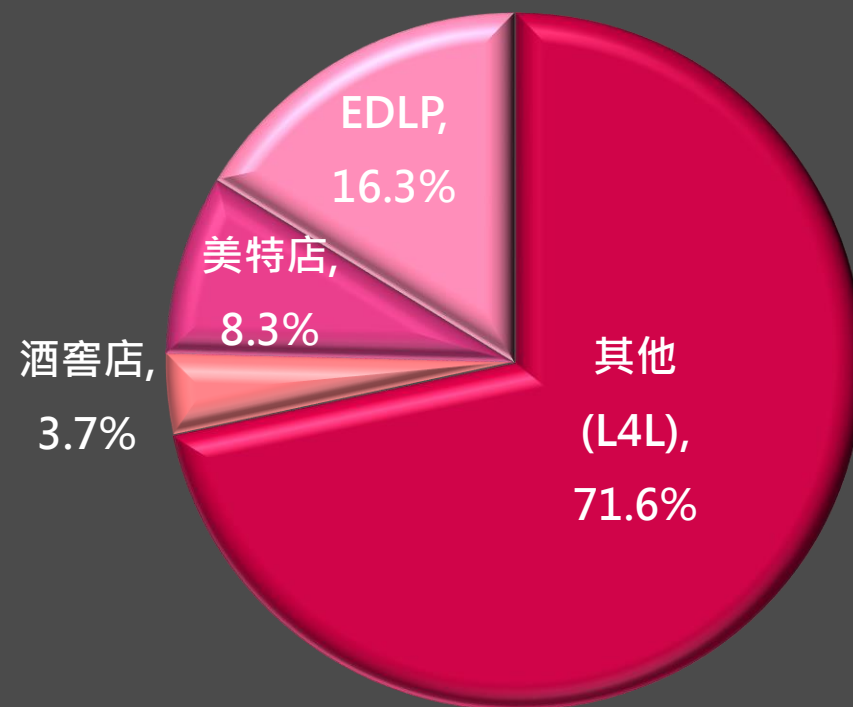
總來客數 Total Customers  
會員來客佔比 Percentage of Member

# 1-12月來客數成長

Growth in customer numbers from Jan.-Dec.

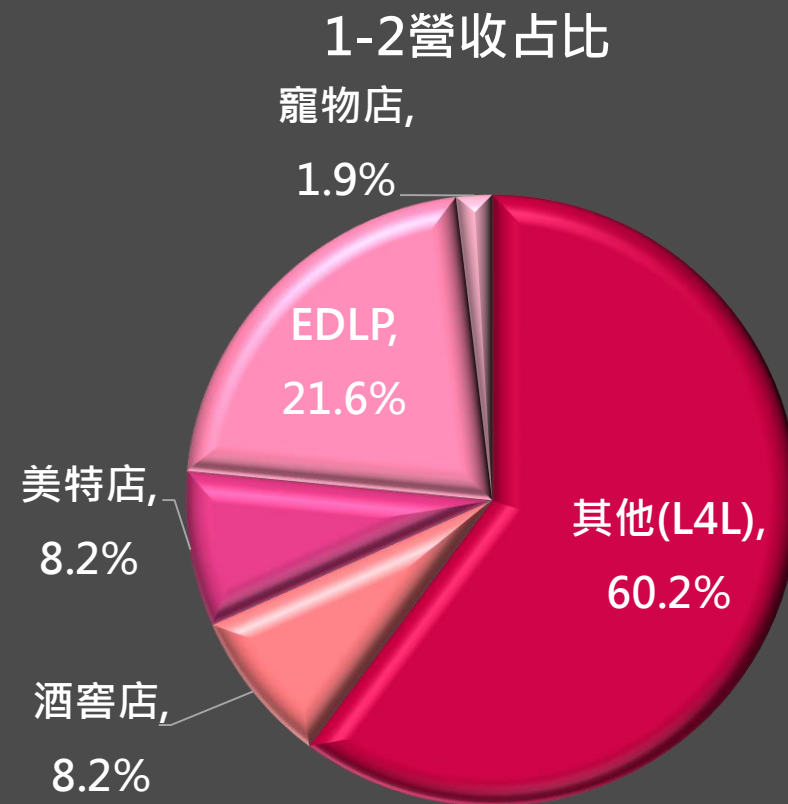
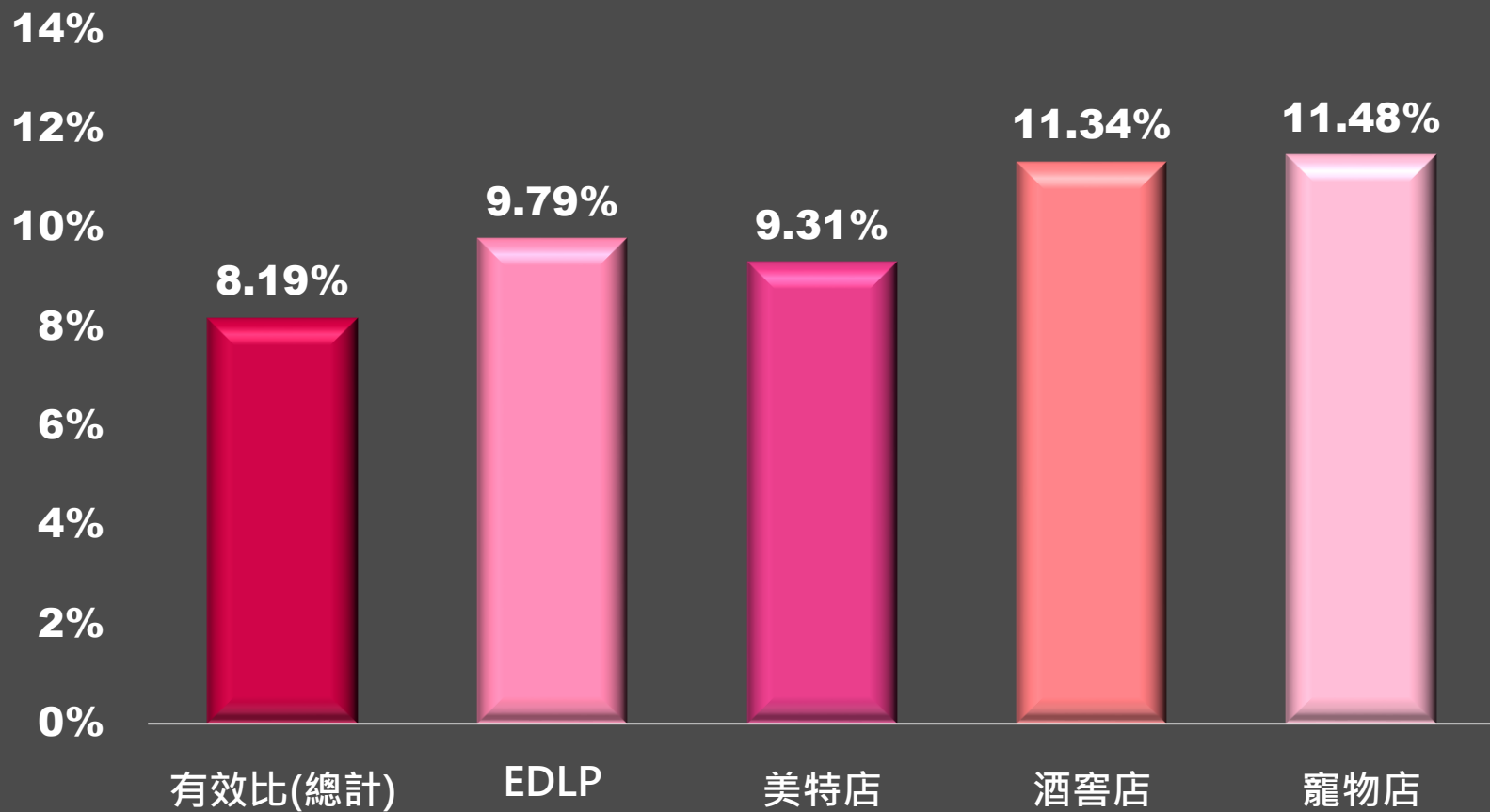


1-12營收占比

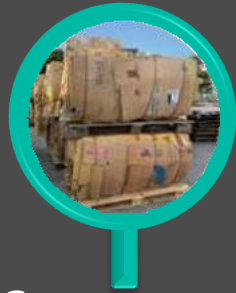


# 1-2月來客數成長

Growth in customer numbers from Jan.-Feb.







Carton  
recycle plan  
recycle

**980**ton  
Carton

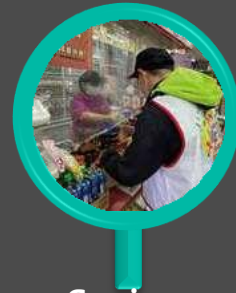
Recycling waste cartons and reach waste reduction goals



Glass bottle  
recycle plan  
recycle

**1,656**M  
Glass bottle

Cooperate with environmental protection policy, Glass bottles recycle in any store



Saving  
food plan  
save

**14.78**ton  
Gradually Expiring Items

Regular donate Gradually Expiring Items to food bank



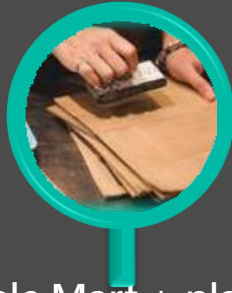
Momo Recycling bag  
save

**1,826**  
Recycling bag

Each Simplemart stores is a recycled center for Momo Recycling Bags.



綠動不停 心球永續



Simple Mart + plastic  
reducing plan  
collect

**32,650**  
used paper bags

Encouraging consumers to donate paper bags to collect points to reduce plastic used



Simple Mart plastic  
saving plan  
reduce

**92.22%**  
Plastic Items

use alternative containers to reduce 91.5% plastic in egg, bread and vegetable packing



Supply

reduce  
**33.68**ton  
weight

Replacement containers for eggs, pastries, bread, etc. fruits and vegetables, etc., resulting in a real reduction in the amount of plastic used.



Energy Saving Program  
reduce

**15.5** ton  
CO<sub>2</sub>

Energy-saving action plan for stores (based on lighting on 18 hours a day) Energy savings of 30.478 kWh



Energy Saving Program for Newly Opened Stores  
reduce

**33.84** ton  
CO<sub>2</sub>

Reduce 2890.8 kWh of electricity consumption in a year by replacing to high efficiency 25W LED lamps in a new store.



Ministry of Environment Green Spot Program  
join

**8,947** item  
Number of public participation

Simplemart participate in the Ministry of Environment's Green Commodity Collection Points Responding to Net Zero Green Living



Laptop Recycling Program  
join

**6** city  
Recycling of Waste Laptops

Collaborated with GIGABYTE's BYTE International on the Recycling Program for Abandoned Laptops in Stores



綠動不停 心球永續



Supporting the underprivileged

2021~2023 have donated

**NT\$2,614,269**

2023 Charity Partner is the Women's Relief Fund, which advocates for digital sexual violence issues; long-term involvement in charity road races.



# Small Green Power

## Green Power 10,000 kWh for 1 year (2024)

1. Number of kilowatt-hours awarded (maximum amount of kilowatt-hours in a single year): 10,000 kW
2. Term: 1 year
3. Start and end year : 2024
4. Project Name: Solar Power Phase III Project (Changhua Changbin Solar Power Project), Tainan Yantian Solar Power Station
5. Purchase limit during the contract period : 10,000 kW
6. Number of T- Rec : 10

## Application Information

1. Apply Store : SimpleMart+ Shiwai Store
2. Estimated Maximum Annual Electricity Usage: 310,000 kW
3. Estimated Carbon Saving: 4,950 kg (Assuming using Green Power with zero CO<sub>2</sub>)
4. Estimated green electricity share in 2024 years: 3%.
5. Current application progress: Signing completed, use green power from 2024.

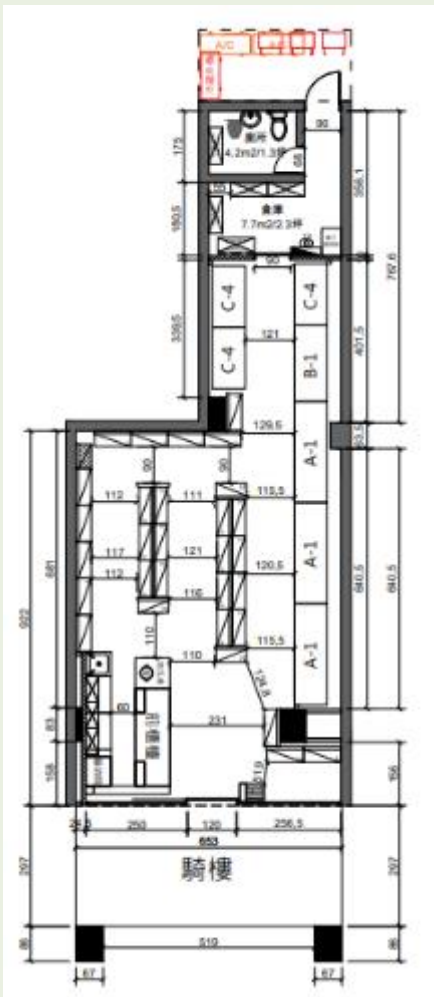




# 美廉社IoT雲端平台

## Simplemart IoT Cloud Platform

Installed in the test store on 1/15,  
observation is scheduled to start on  
4/1.



### 即時用電能源數據呈現



### 即時能源數據曲線軌跡查看



### 各設備即時運轉狀態呈現



# 2024

## Six ESG Programs







節能減碳



回收與減塑



責任消費



惜食良品



社區關懷

# 美廉綠動

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