

Disclaimer

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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 25th, 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

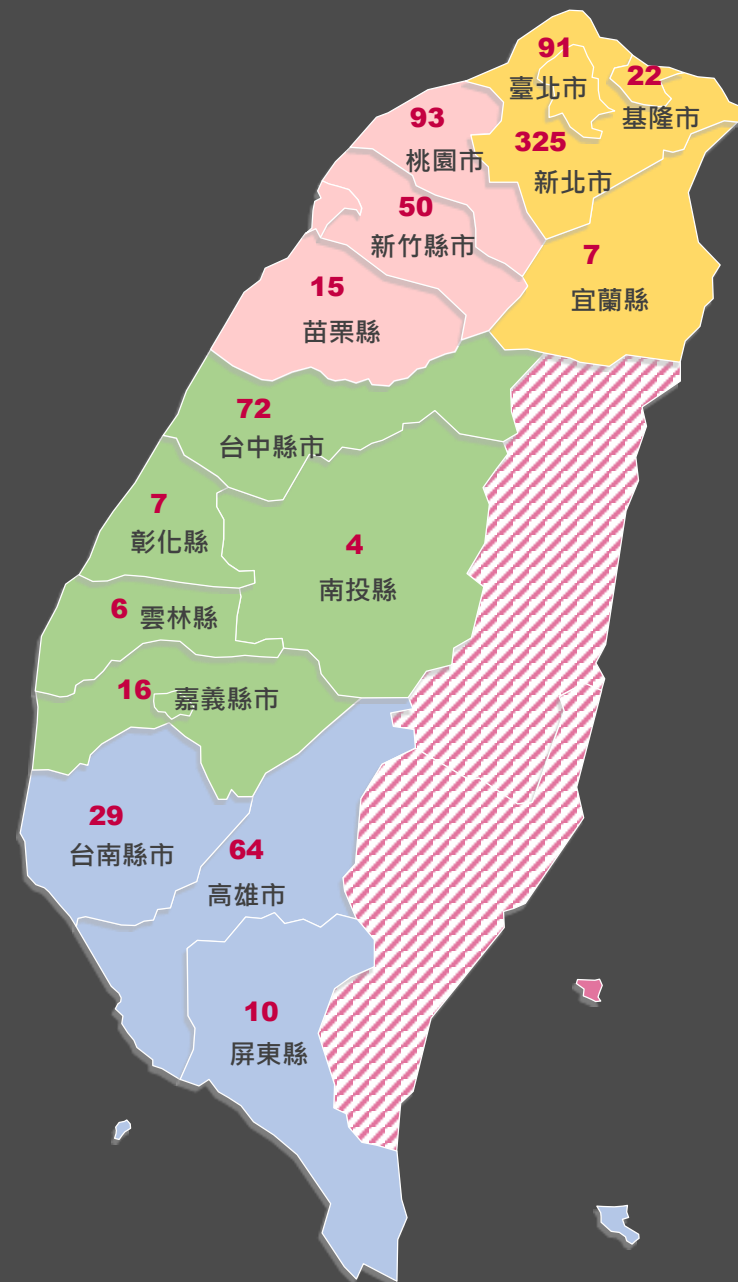
臺北市中山區民權東路三段 4 號地下一層
B1, No.4, Sec. 3, Minquan East Road Taipei

董事長
Chairman

陳翔玢
Shiang Feng Chen

總經理
GM

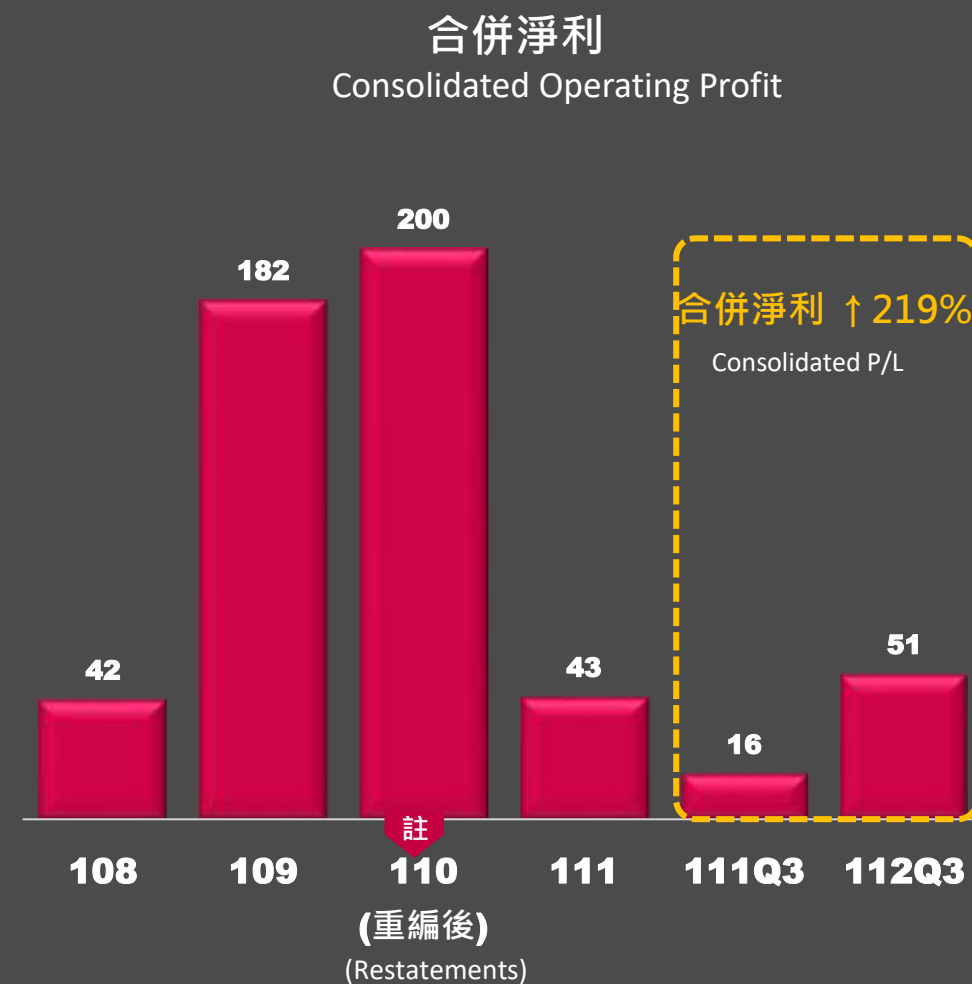
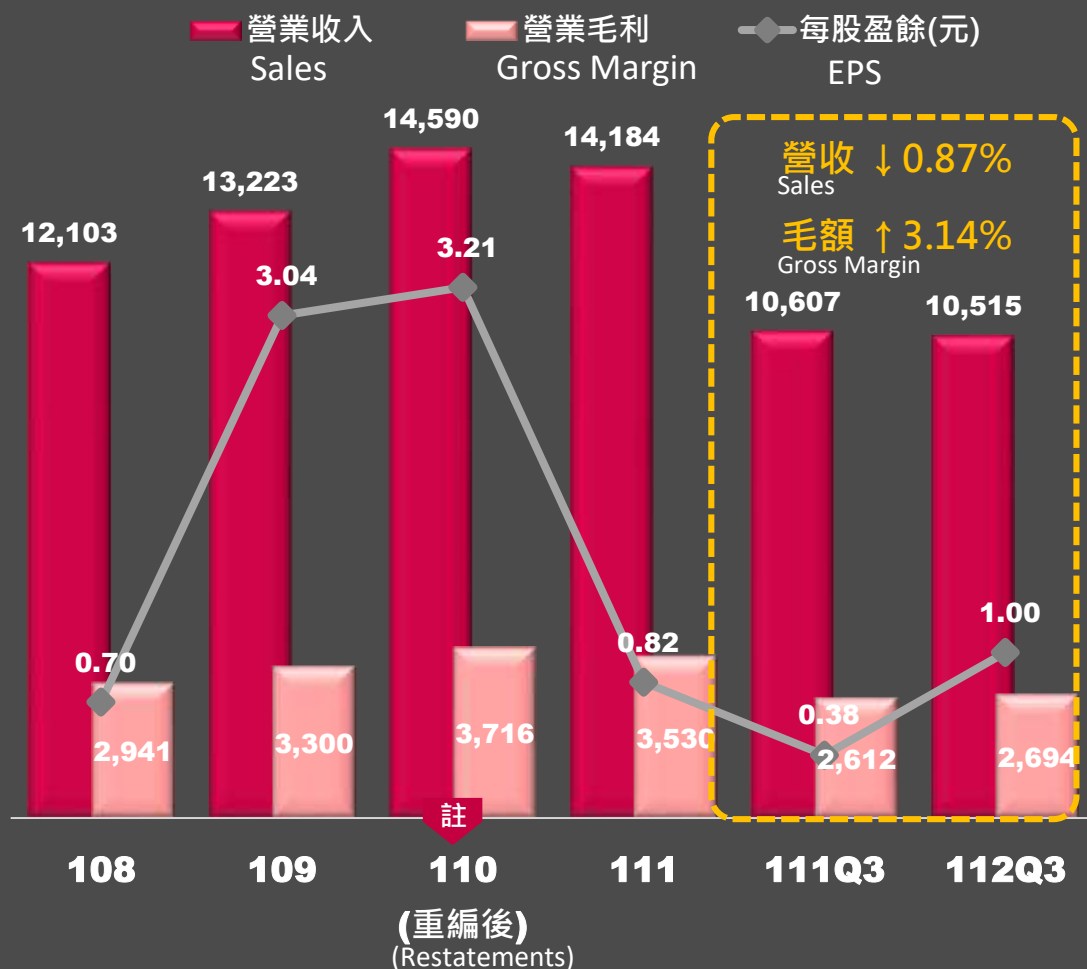
邱光隆
Kuang Lung Chiu



(截至112.12.25 As of Dec.25th, 2023)
全台門市數：811家
Number of stores: 811 stores

財務概況

單位:新台幣百萬元
(NTD \$Million)



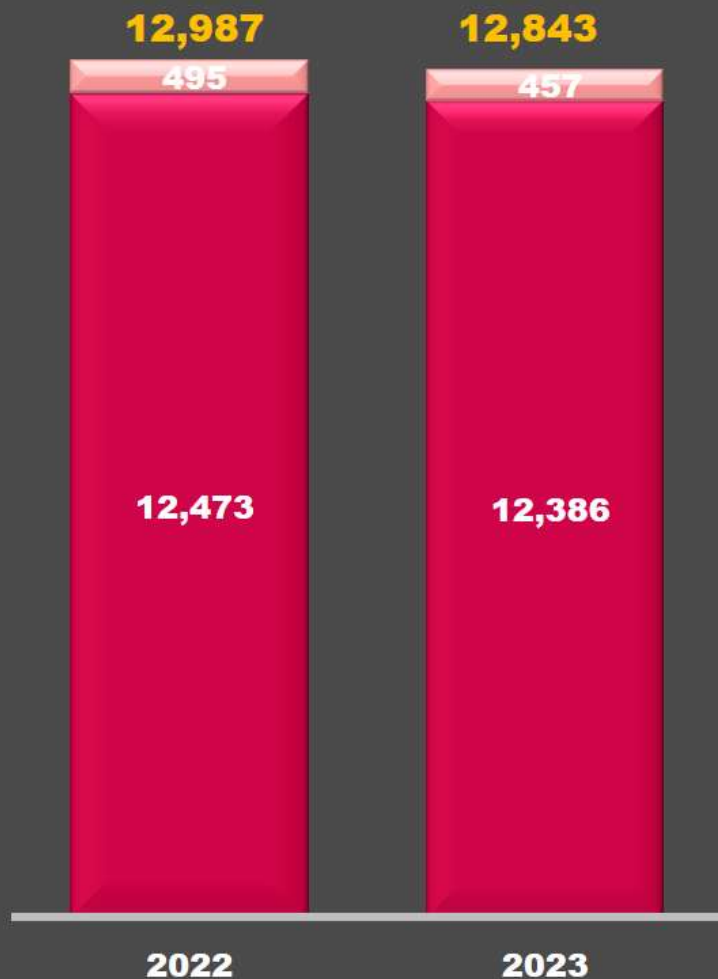
註 本公司於111年4月完成收購三友藥妝股份有限公司，係屬共同控制下組織重組，並視為自始合併，故重編110年同期金額。
 The Company has completed the acquisition of Sanyou Drugstores. Ltd. in April, 2022.
 The reorganization under common control is deemed to be a merger from the beginning. Therefore, the amount for the same period was restated.

1-11月財務概況

Financial Overview from Jan. to Nov.

合併營業收入

Consolidated operating income

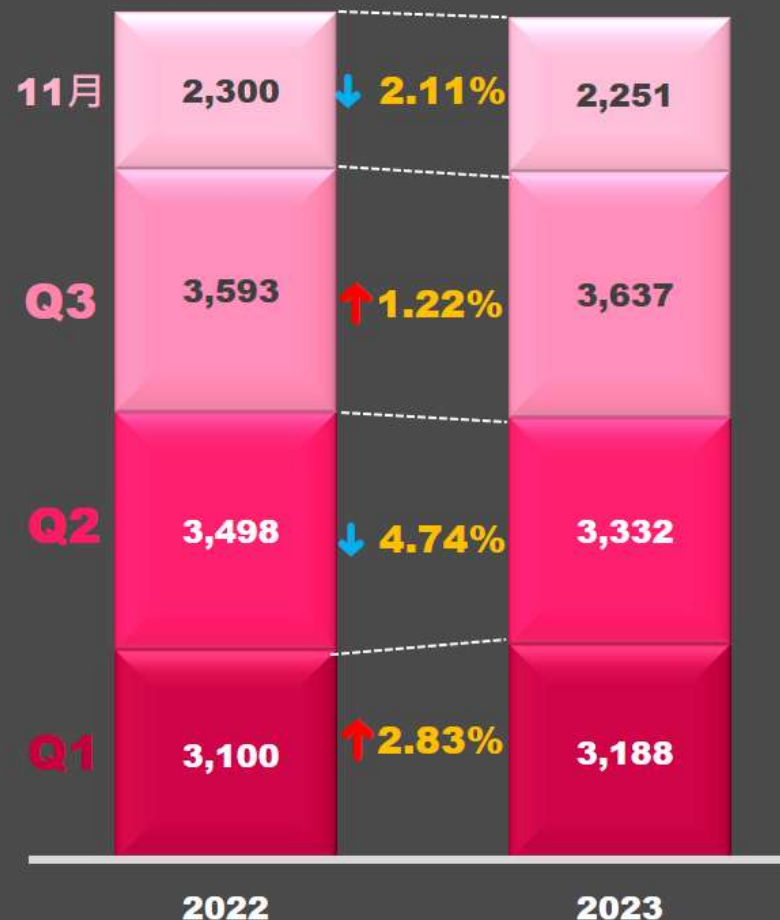


■ 三商家購 Simple Mart
■ 心樸市集(公司) Simple Mart +
■ 三友藥妝 Sanyou Drug

三商家購營業收入

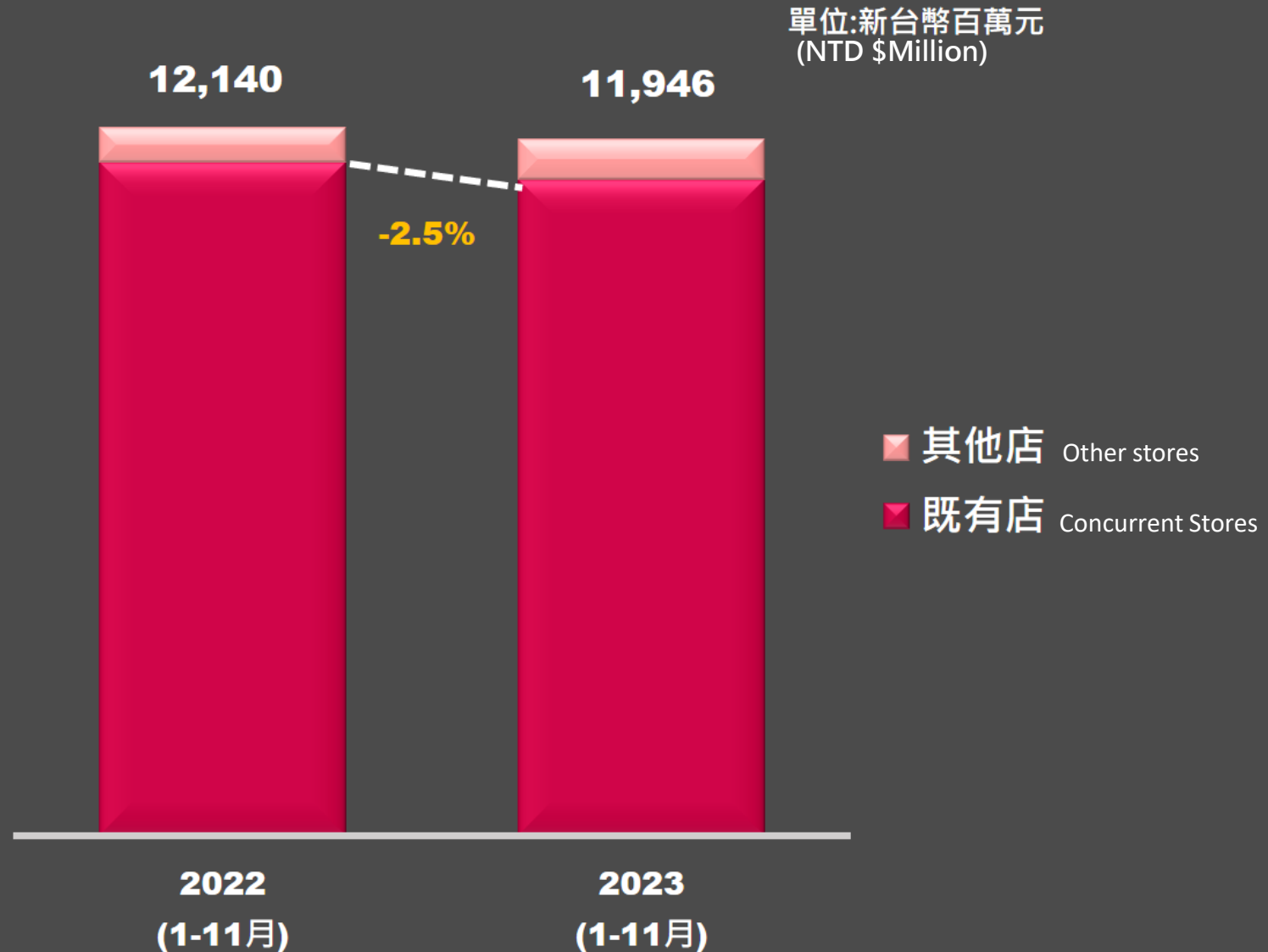
Revenue of Simple Mart

單位:新台幣百萬元
(NTD \$Million)



1-11月財務概況-既有店業績

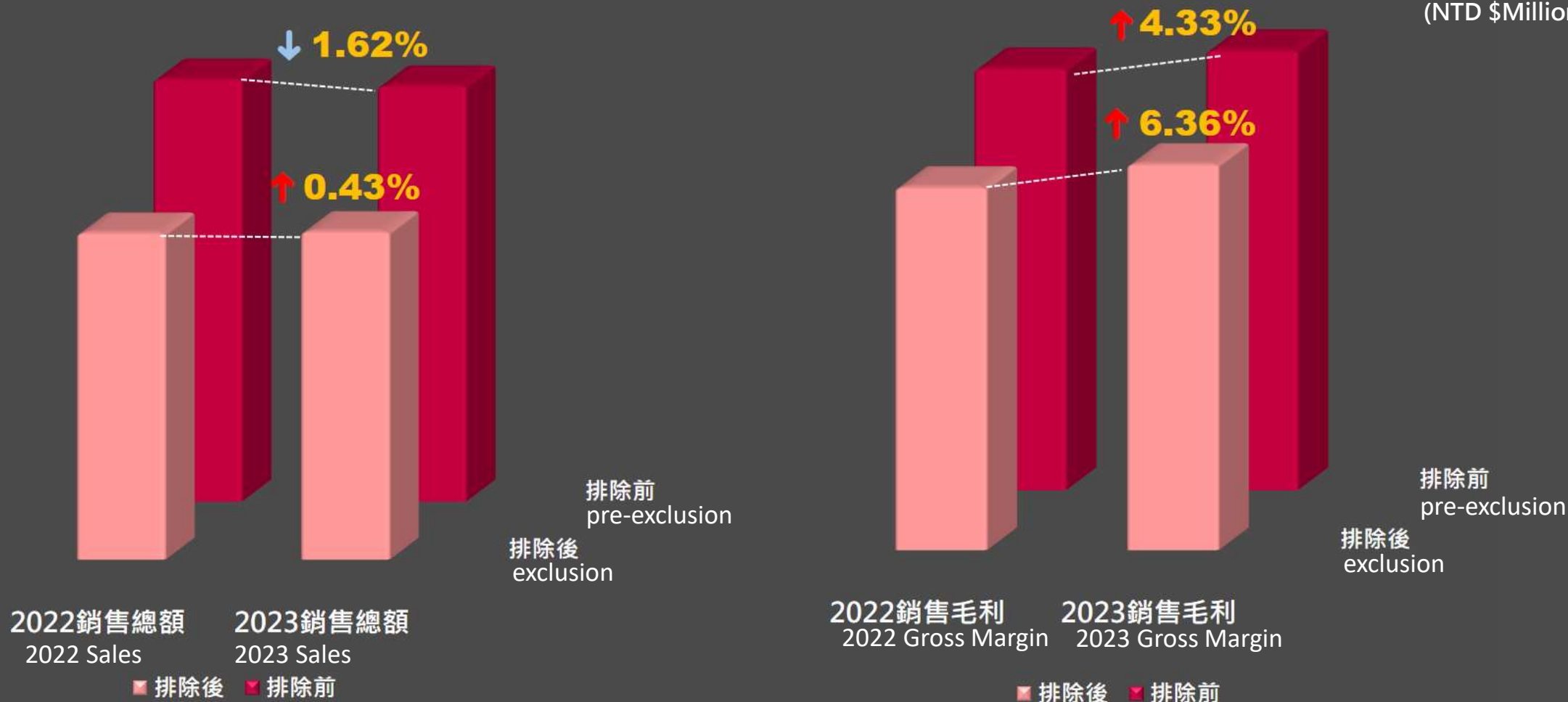
Financial Overview from Jan. to Nov. -Concurrent Stores



1-11月財務概況-疫情影響(全部店)

Financial Overview from Jan. to Nov. -Impact of Epidemic (All

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 :
How many
consumers can be
distributed to each
retail store

Think :
Cost Sharing of Developed
Goods(Domestic Demand
/ Export)

What changed after the epidemic?

◆When Repetitive Behavior Becomes a Habit (Boiled Frog)

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

◆Consumers' Disposable Income as Everything Rises

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

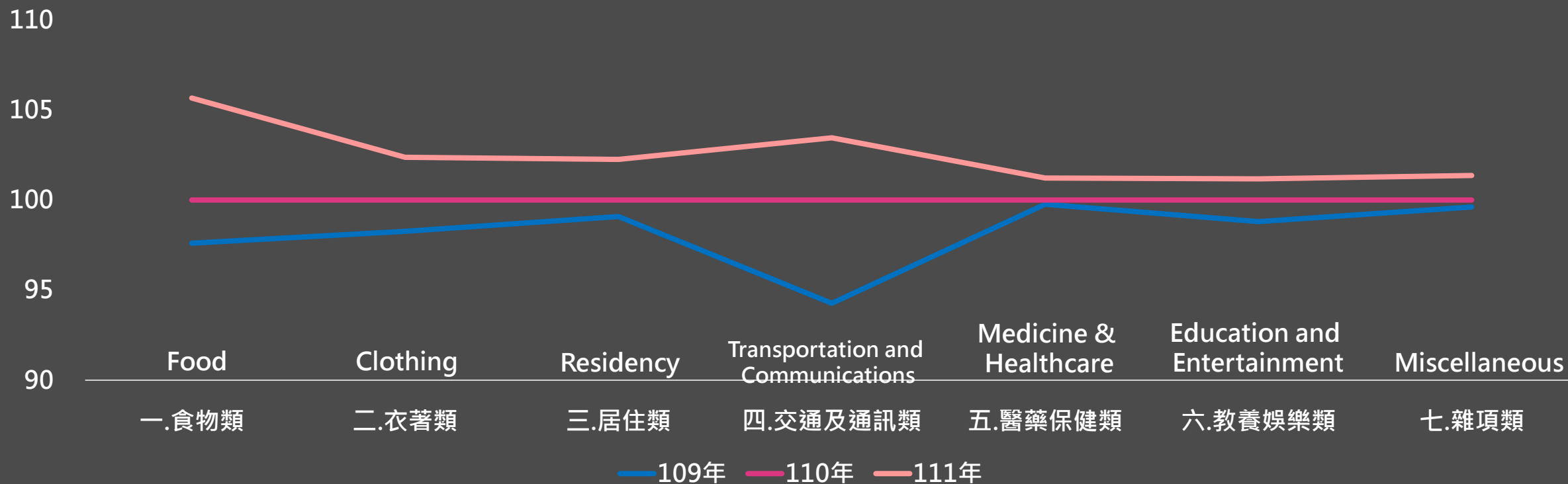
◆When there is no room for profit

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



消費者物價基本分類指數

Basic Index of Consumer Prices

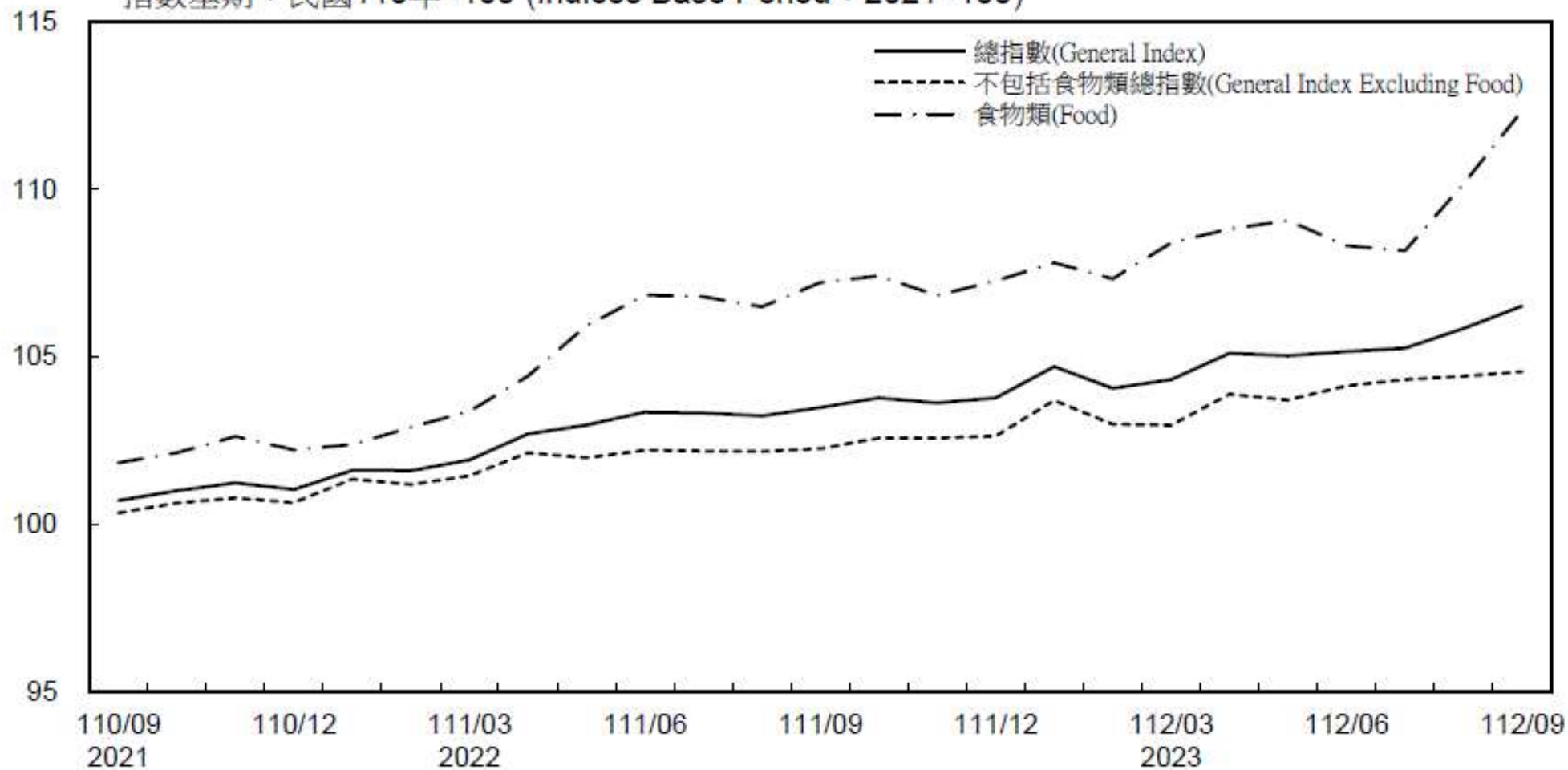


Basic Index of Consumer Prices							Index base period : year 110=100	
Period	Total Index	I. Food	II. Clothing	III. Residency	IV. Transportation and Communications	V. Medicine & Healthcare	VI. Education and Entertainment	VII. Miscellaneous
109	98.07	97.61	98.26	99.09	94.27	99.77	98.81	99.61
110	100.00	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

消費者物價指數及變動率圖

Trends of Consumer Price Indices

指數基期：民國110年=100 (Indices Base Period : 2021=100)



Continuous price stabilization



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

傳統OPL

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)

過去6週平均銷量
(不含前2高週)
or 安存量

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)

低於安存量當天的
隔天早上會啟動OPL

門市庫存量上限
可彈性的設定

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

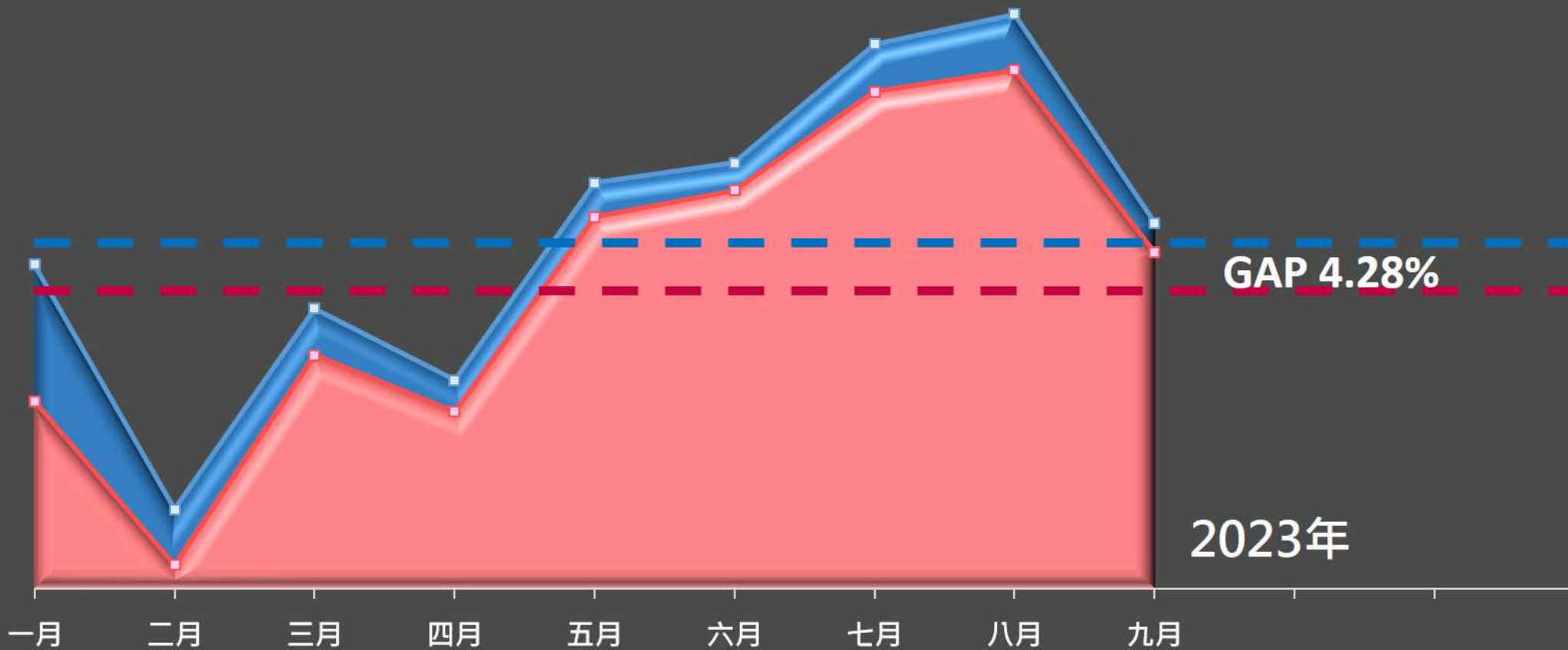
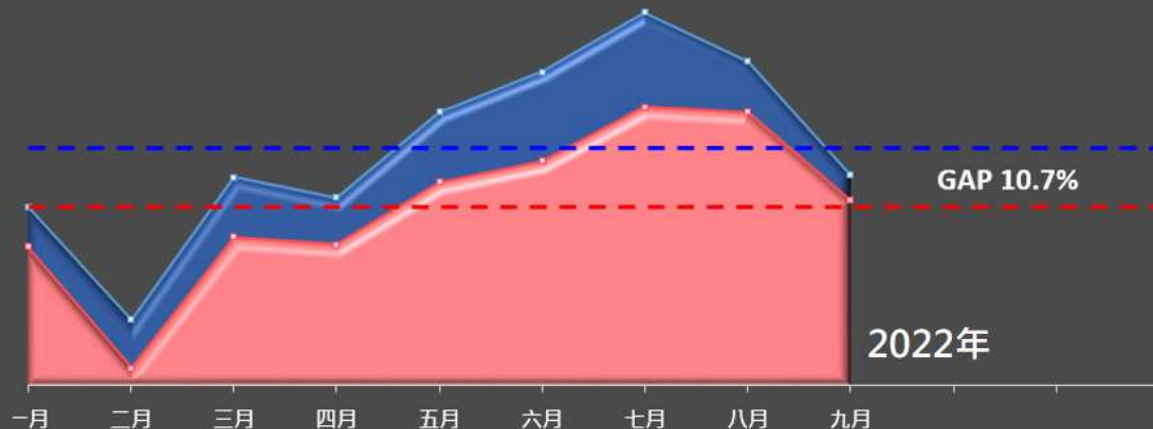




朝向全面自動化邁進

Towards Fully Automation

全面啟動OPL (Order Proposal List)



- Top page
- Frequency Pattern Model
- Topic Model
- Logout

Frequency Pattern

See explanation

Filtering options

MD Category
中分類名稱

Area / Stores
全店

Available POS duration: 2021/08/01 ~ 2023/07/31

Analysis period: Up to 1 year

Start date: 2023/06/01 End date: 2023/06/30

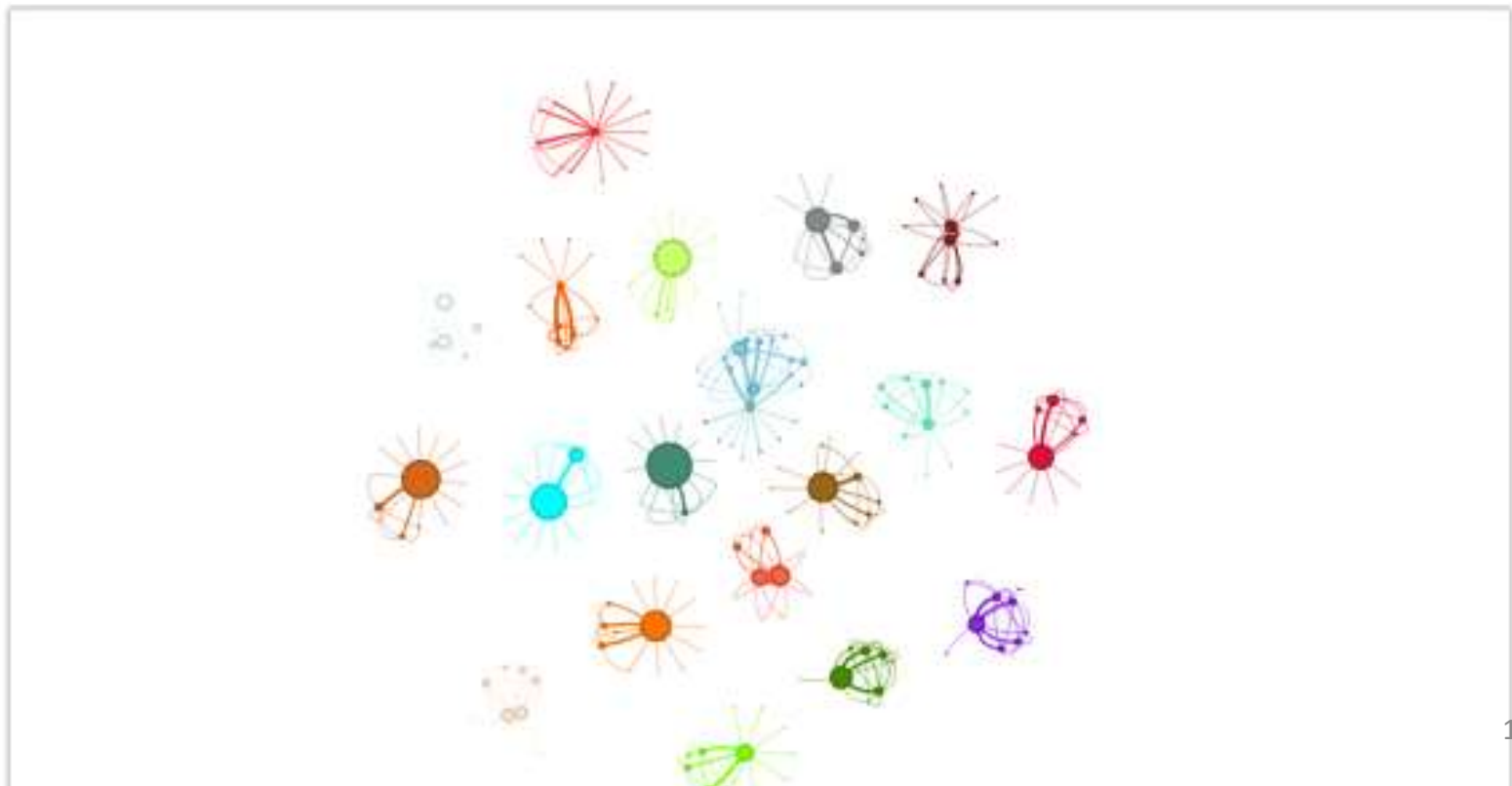
FOR YOUR FIRST TRY, the default "minimum support" and "minimum lift" parameters are recommended.

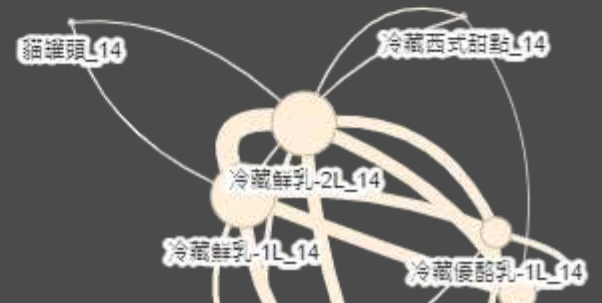
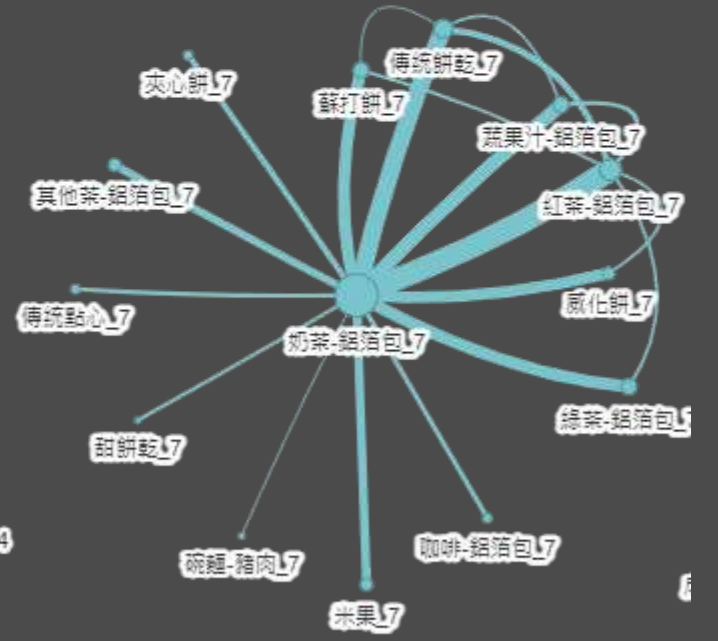
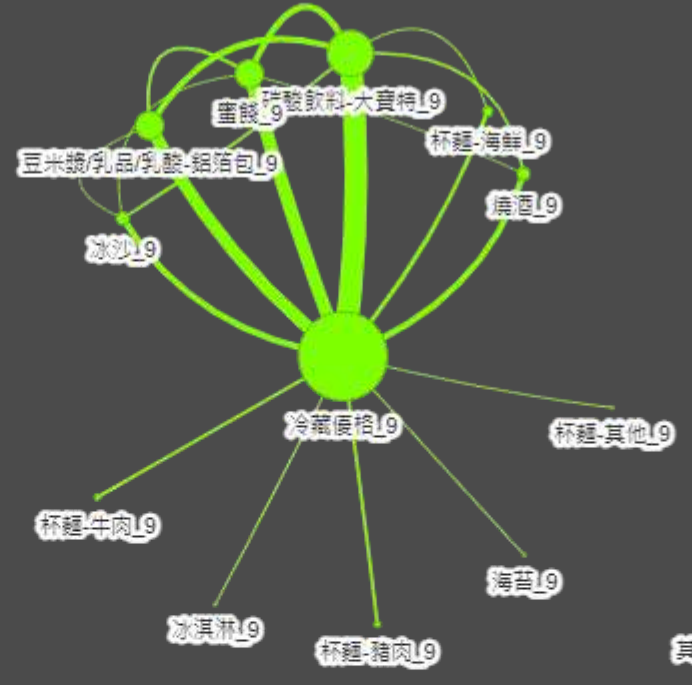
min support (%): 0.05% min lift: 0.50

Back to default parameters

Generate association data

Topic Probabilities (%)





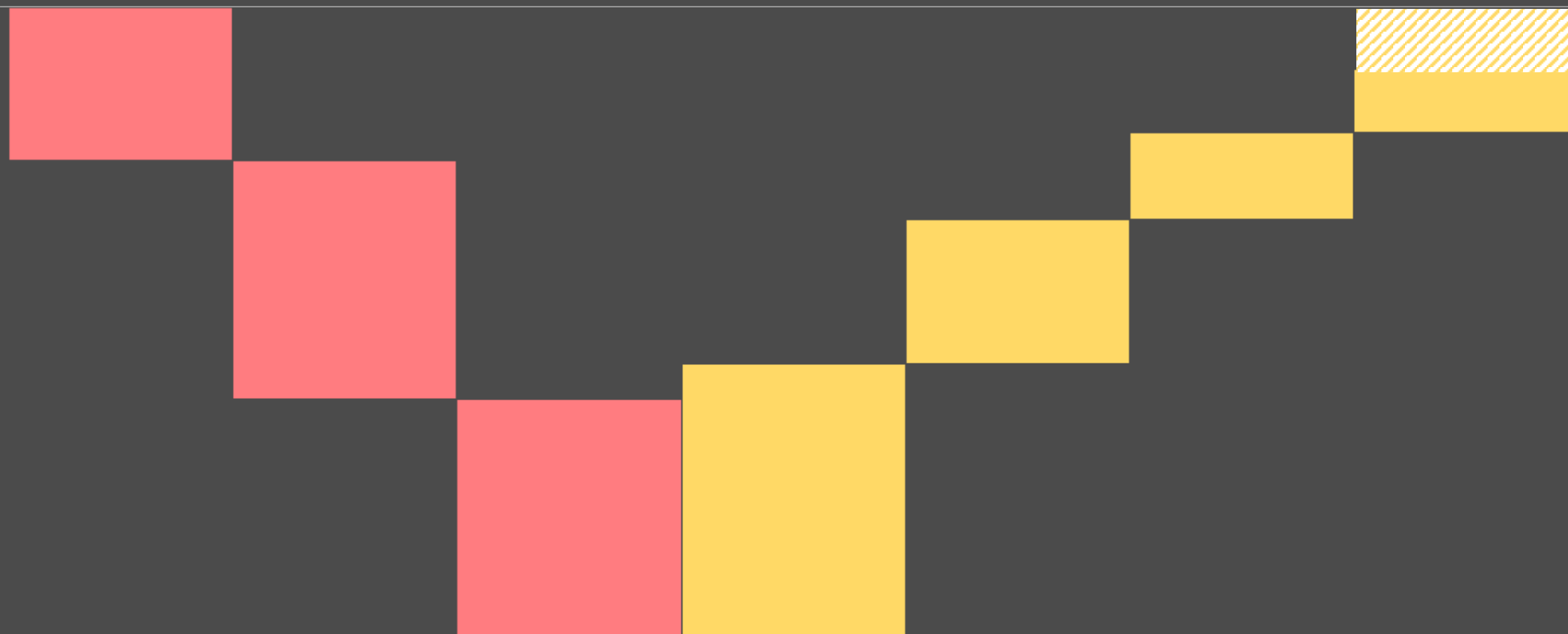


營收

Operating income

(35,869,470)

0



居家護理
Homecare

香菸
Cigarettes

其他負成長
Other negative growth

酒
Wine

常溫飲料
Ambient Beverages

休閒食品/餅乾
Snacks/Cookies

其他正成長
Other positive growth

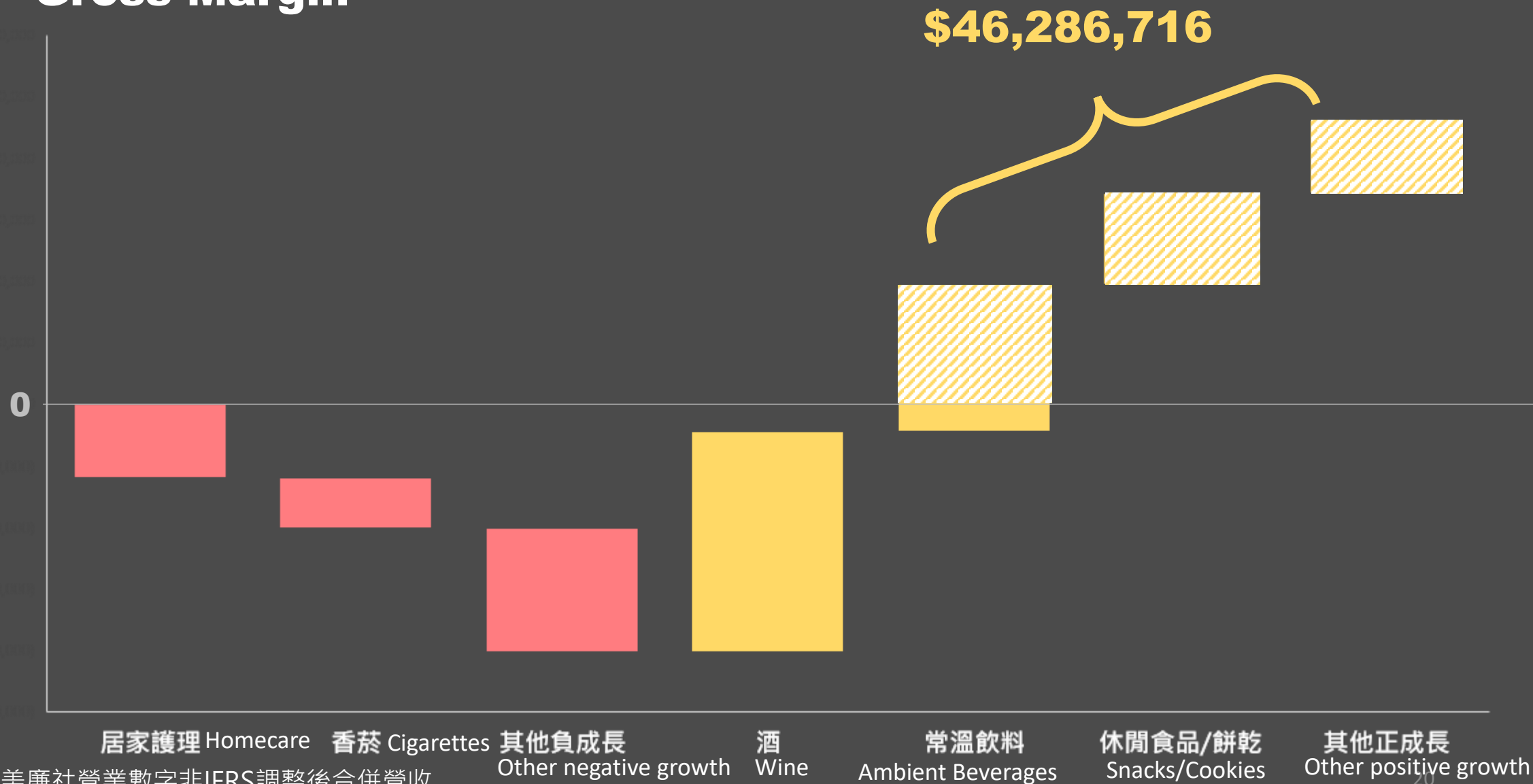
*僅含1-9月美廉社營業數字非IFRS調整後合併營收

*Consolidated Revenues from Jan. to Sep. not adjusted as IFRS basis



毛利

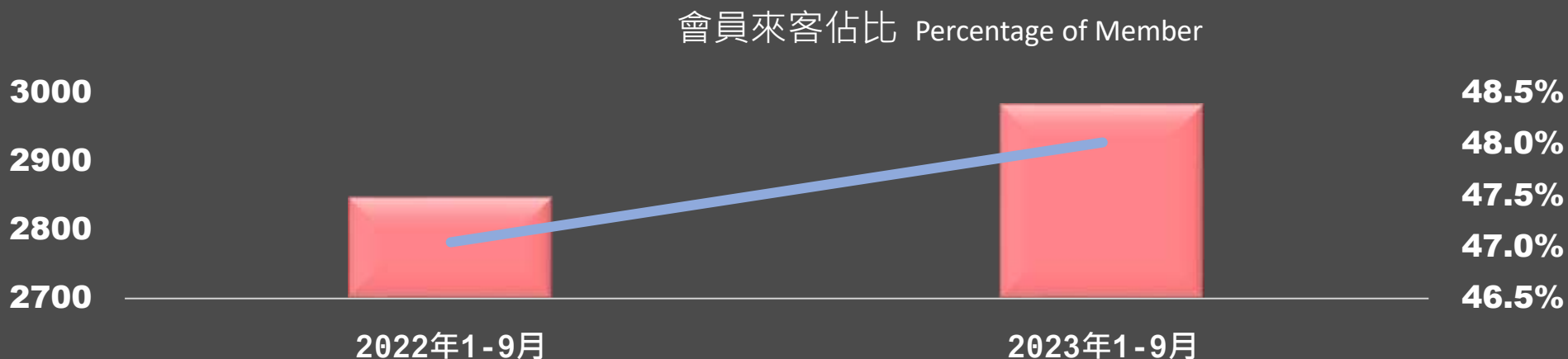
Gross Margin



*僅含1-9月美廉社營業數字非IFRS調整後合併營收
 *Consolidated Revenues from Jan. to Sep. not adjusted as IFRS basis

會員來客數與頻次穩定成長

Stable growth in the number and frequency of member visits



*僅含1-9月美廉社營業數字非IFRS調整後合併營收

*Consolidated Revenues from Jan. to Sep. not adjusted as IFRS basis

■ 總來客數
Total Customers

— 會員來客佔比
Percentage of Member

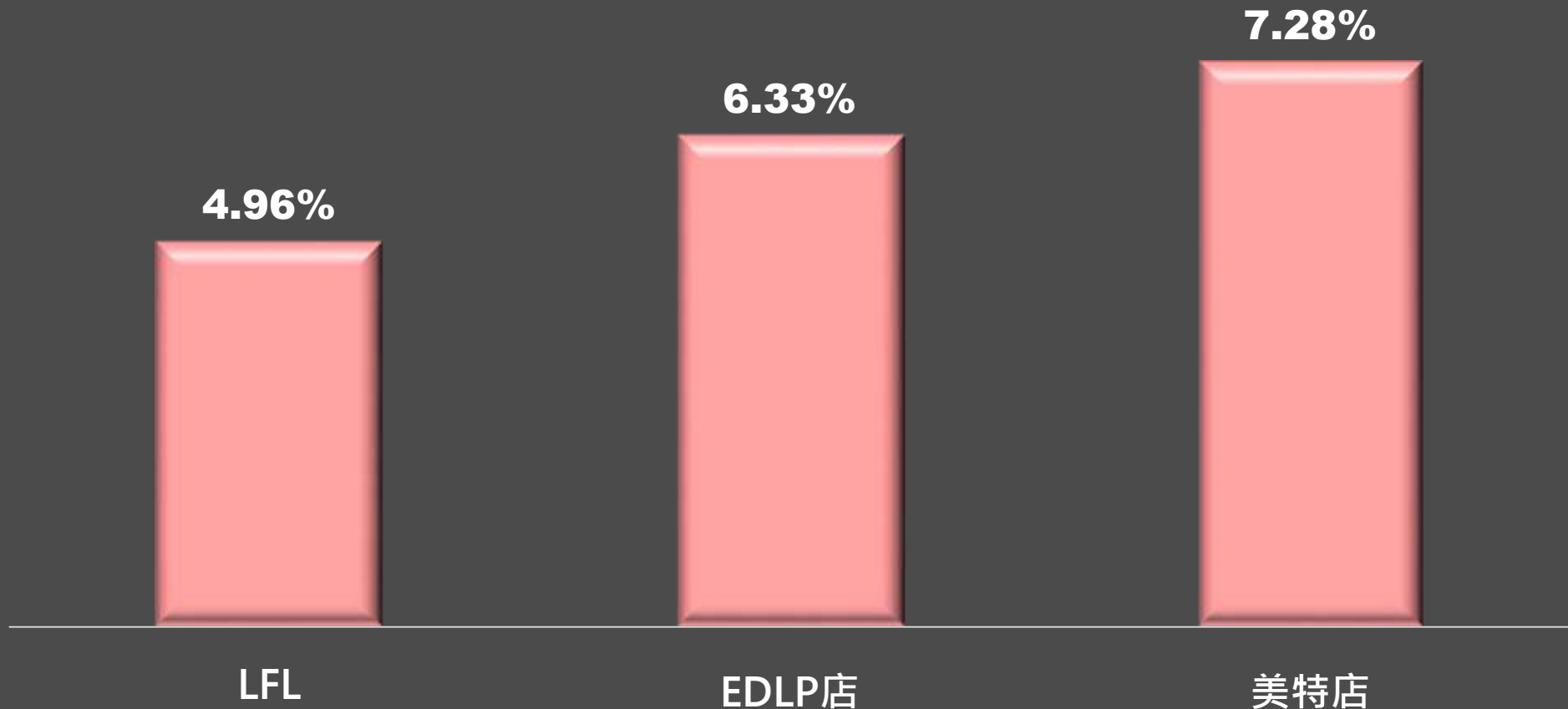


來客數成長

Growth in customer numbers

1-9月來客數

Number of customers from Jan. to Sep.



*僅含1-9月美廉社營業數字非IFRS調整後合併營收

*Consolidated Revenues from Jan. to Sep. not adjusted as IFRS basis



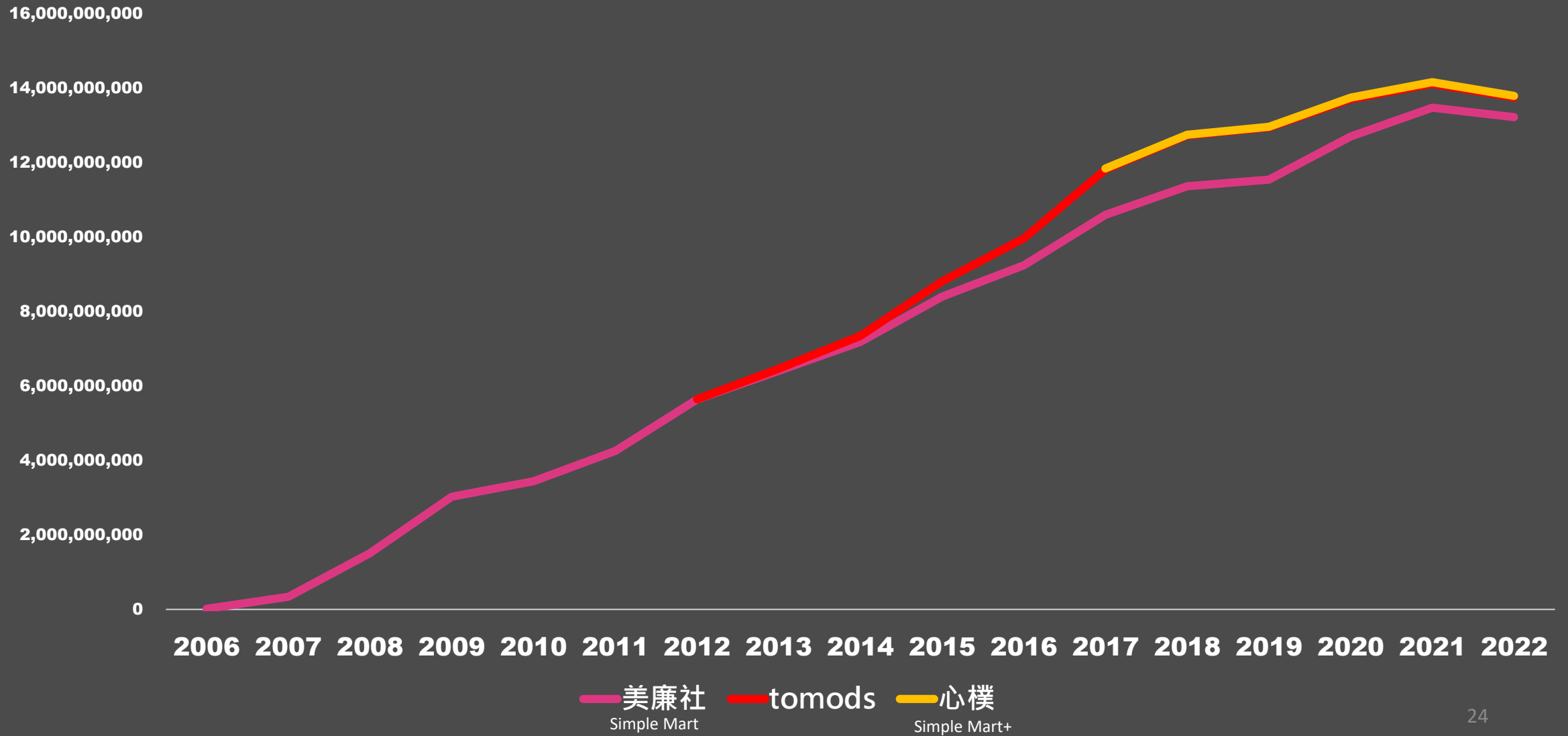
Tomod's





第二曲線

Second Curve



\$

* 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
心樸市集社區店

新概念

新專區

酒窖測試(24店)

美特店(新)

擴大店內寵物品類 - 測試10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 from "regional" needs.

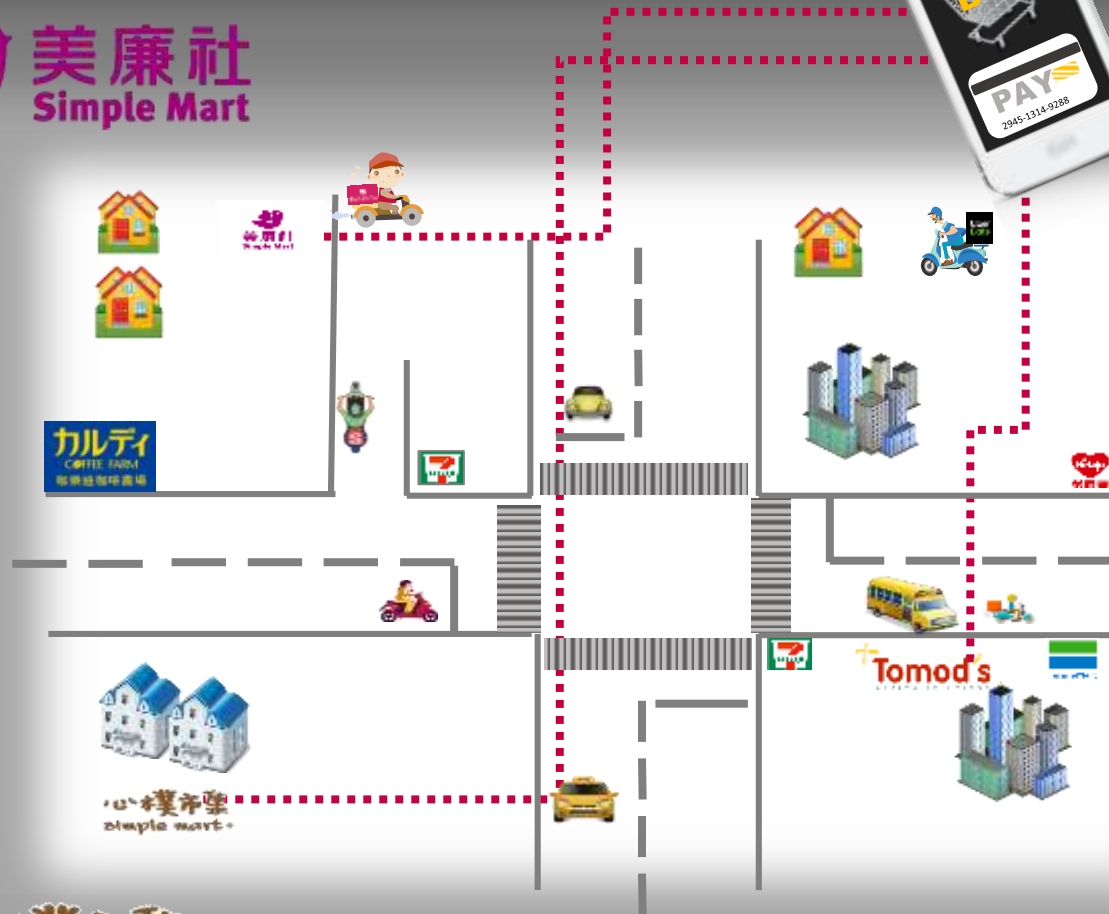
Developing business plans related to senior citizen

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 Storage 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 out)
3. Cosmetics, imported foods, medicines and nutritional supplements

物流中心擴建

Expansion of Logistics Center



坪數增加 **1,580** 坪
Increase 5,223 m²

板數增加 **3,060** 板
Increase 3,060 boards

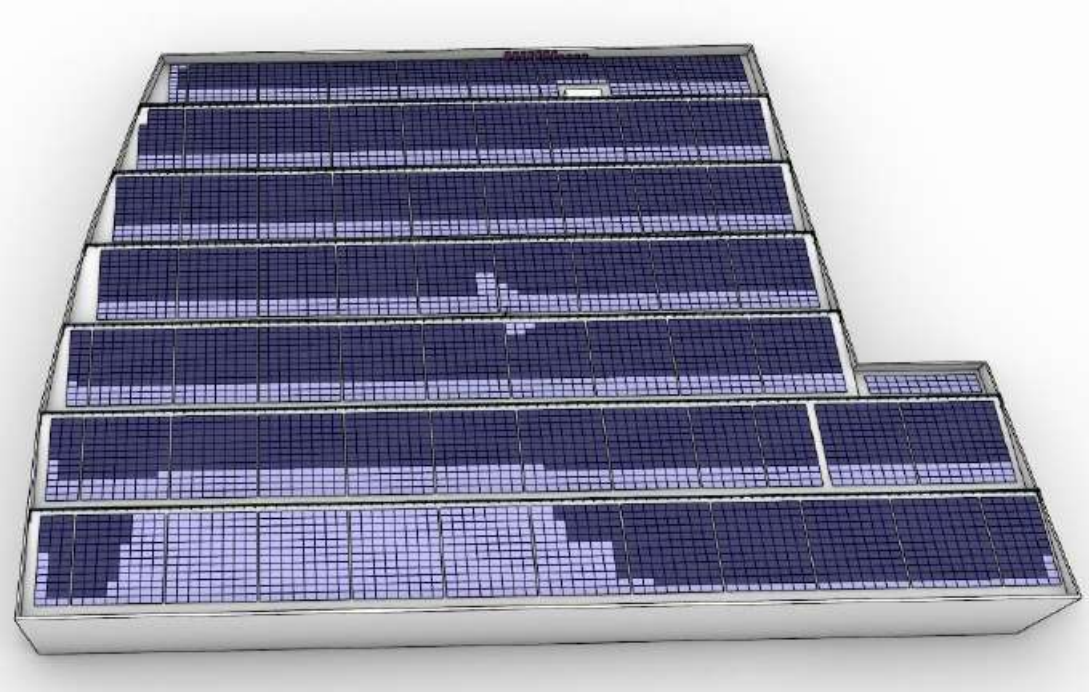
自動化設備(貨->人)
Automation Equipment (Goods -> People)

- 機器人四具 4 Robots
- 兩座自動滑道 Two-seater automatic slide



預計 **2024Q3** 完工
Estimated completion in **2024Q3**

太陽能發電 Solar Power



Installation Type: Roof-mounted Flat

Estimated installation capacity: 2,500kW

Estimated generation capacity: 2.8 million kWh/year

Estimated carbon emission reduction: 1.39 million kilograms/year

(Calculated based on the electricity emission coefficient of 2022)

Estimated electricity consumption for logistics: 570,000 kWh/year

The remaining electricity is still evaluated to be transferred to the market, sold to Tai-power, or sold to the green power market.



Carton recycle plan

recycle

626 ton

Carton

Recycling waste cartons and reach waste reduction goals



Glass bottle recycle plan

recycle

16.36M

Glass bottle

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



Saving food plan

save

11 ton

Gradually Expiring Items

Regular donate Gradually Expiring Items to food bank



Momo Recycling bag

save

1,172

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

28,170

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



Simplemart reduced weight

reduce

33.62 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
CO₂

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
CO₂

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

2658 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 CO₂)
4. Estimated green electricity share in 2024 years: 3%.
5. Current application progress: Bid awarded, time tariff change application/contract signing in progress, pending confirmation from TEPCO that it is eligible for Green Power.



Enhancement of internal strength

Assortments Adjustment → Total 503 items in 15 categories

Store Adjustment → Optimization and Re-layout of 147 Stores



Enhancement of internal strength

Assortments Adjustment → One category per month

Store Adjustment → Optimization and Re-layout of 147 Stores

Continuous No>Returns Policy for 5 years:

Win-win situation for all parties →

Suppliers, consumers, logistics,

SimpleMart, and Earth



Continued expansion of 1,300 stores

Extension from existing shopping areas

- Tomod's
- SimpleMart+

Response Inflation

- Importing high value goods
- Private Brand merchandise

Use AI

- Controlling Costs
- Precision Marketing

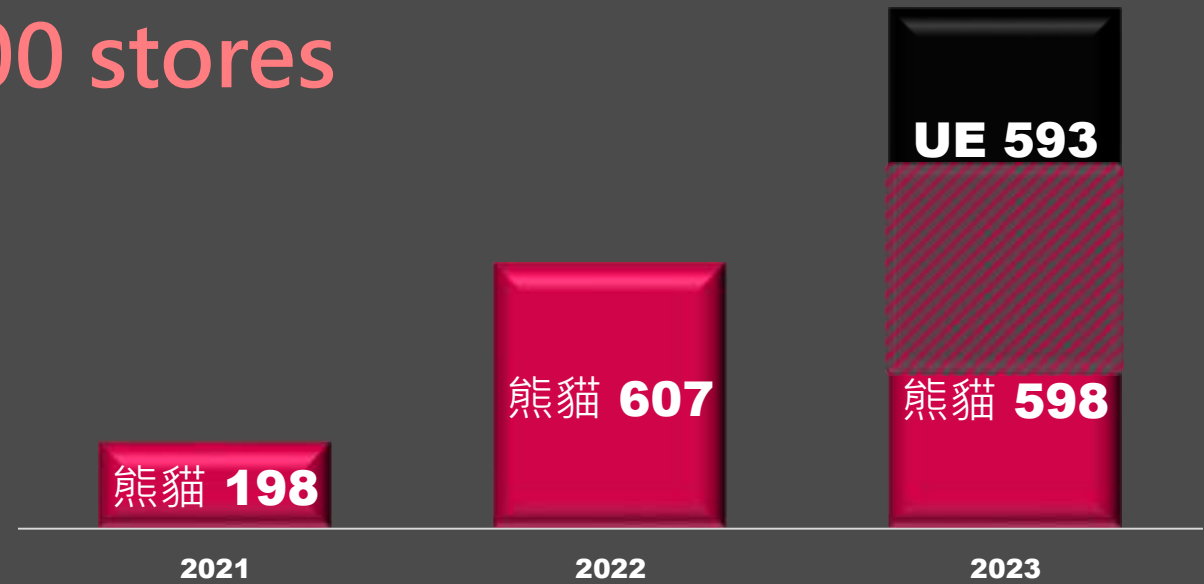
APP Development - Toward OmO Total Channel Management

Integrated Membership (Payments, Points, Carriers)

Pre-Order, Group Buying

Pick-up another day (cross-store pickup)

Online Shipping-Hybrid



QA



綠動不停 心球永續