

三商家購股份有限公司  
Simple Mart

2023年第二季經營績效說明  
Operation report of 2023Q2  
2023.9.22

股票代號：**2945**





# 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.
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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

## Introduction

### Introduction

# 基本資料

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 7<sup>th</sup>, 2013

上 市 日 期

Listed Date

110年11月30日

Nov 30<sup>th</sup>, 2021

實 收 資 本 額

Capital

6.75億元

675 million

合 併 營 業 收 入

Operating Income

93億元(112年1~8月)

9.3 billion (From Jan. to Aug, 2023)

組 織 規 模

Employees

3,875人(截至112.8.31)

3,875 people (As of Aug 31<sup>st</sup>, 2023)

通 路 數

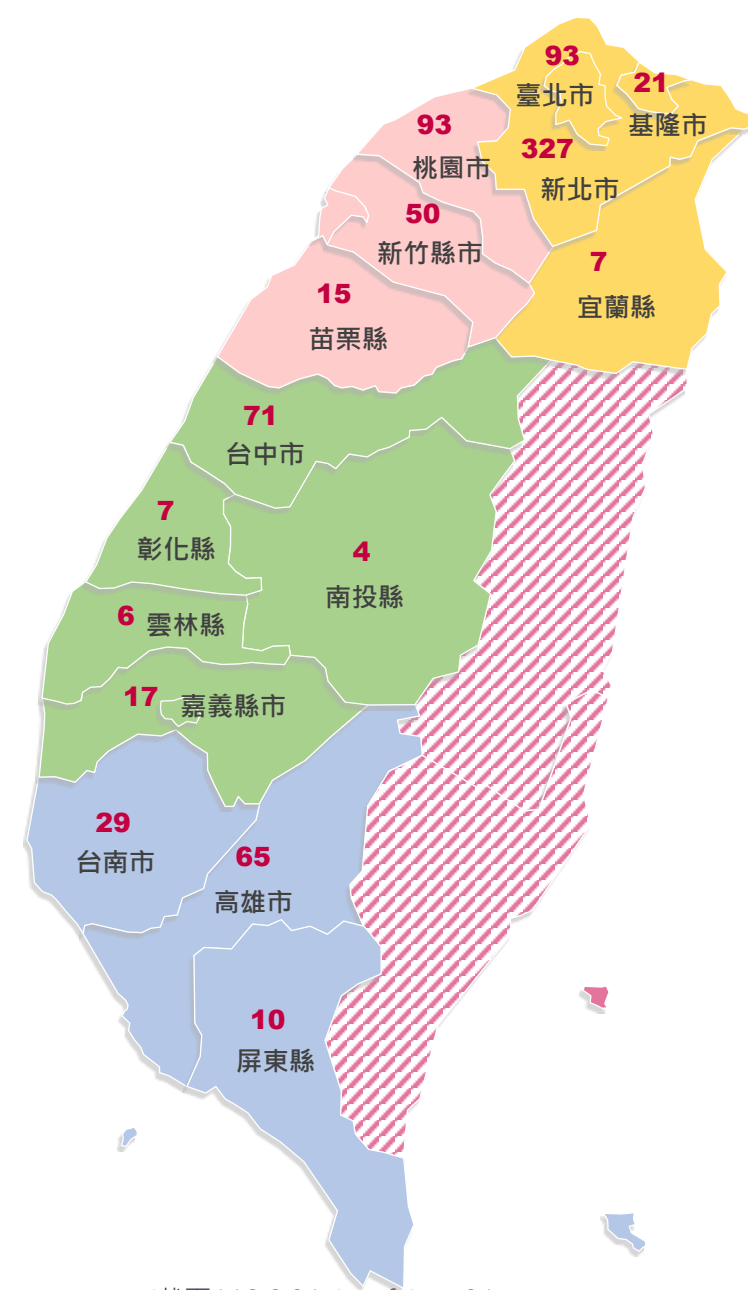
Marketing Brand

美廉社(815家)、心樸市集(2家)、

Tomod 's(18家)

Simple Mart (815 stores), Simple Mart

Plus (2 stores), Tomod 's (18 stores)



(截至112.8.31 As of Aug.31<sup>st</sup>, 2023)  
美廉社全台門市數：815家  
Number of stores: 815 stores

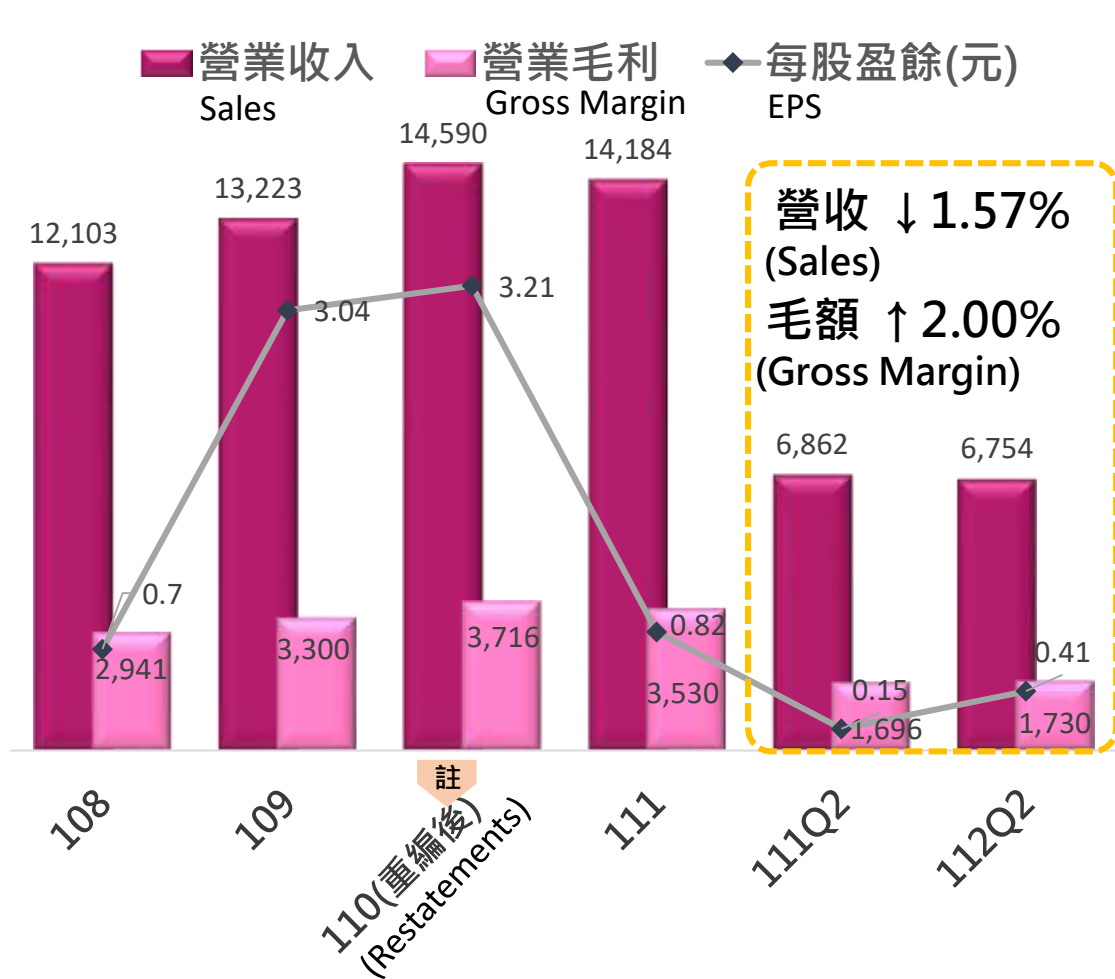
# Part II

## 財務概況

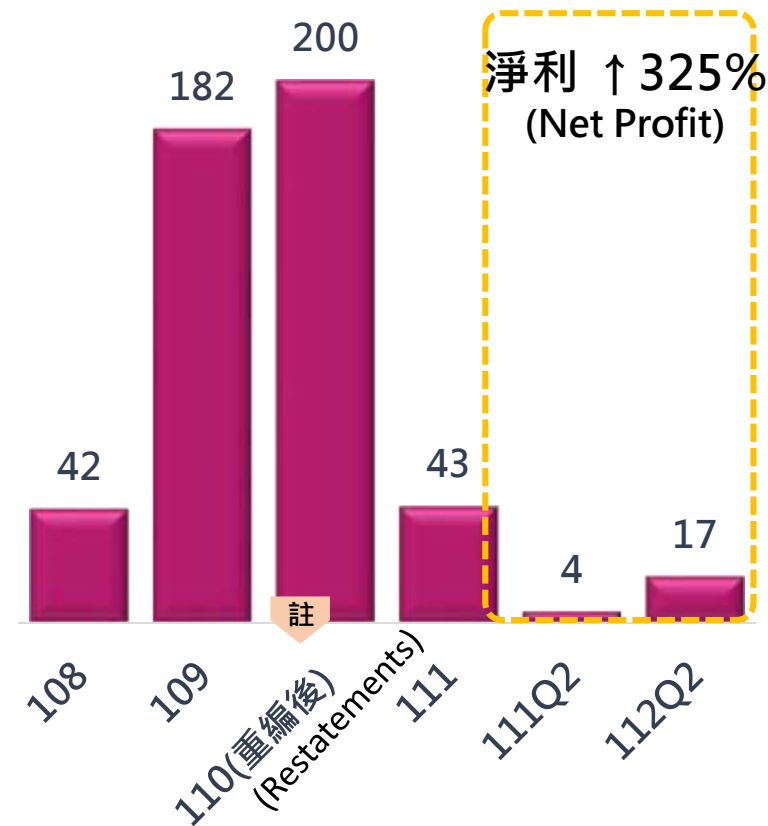
Financial Overview

# 財務概況 Financial Overview

單位:新台幣百萬元  
(NTD \$Million)



## 淨利 Net Profit



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 2021 amount was restated for the same period.



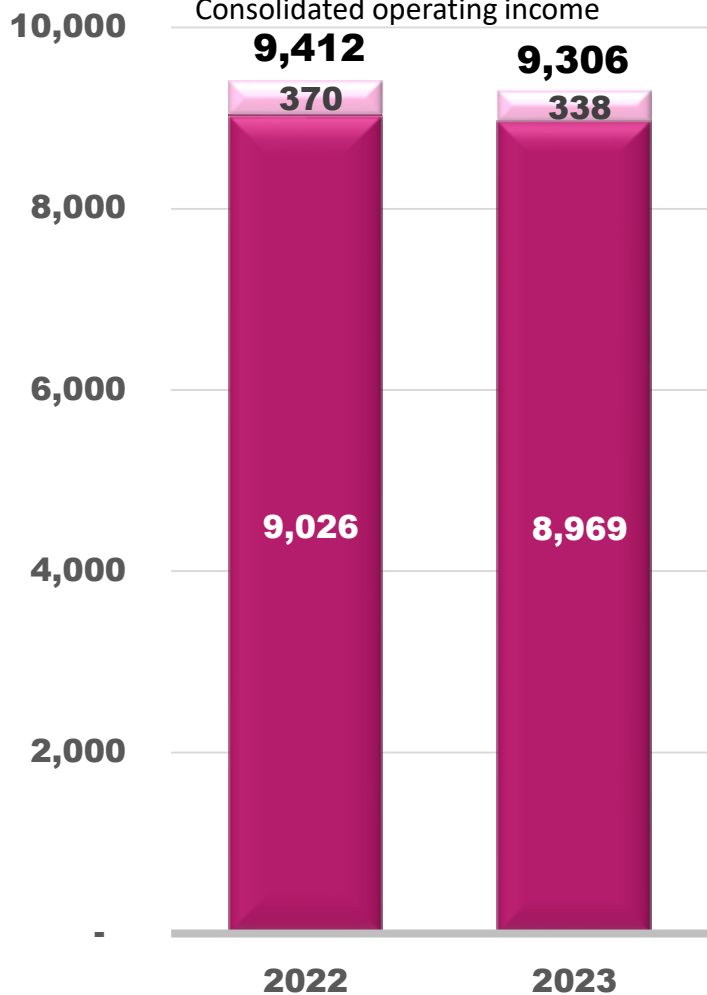
# 1-8月財務概況

## Financial Overview from Jan. to Aug.

單位:新台幣百萬元  
(NTD \$Million)

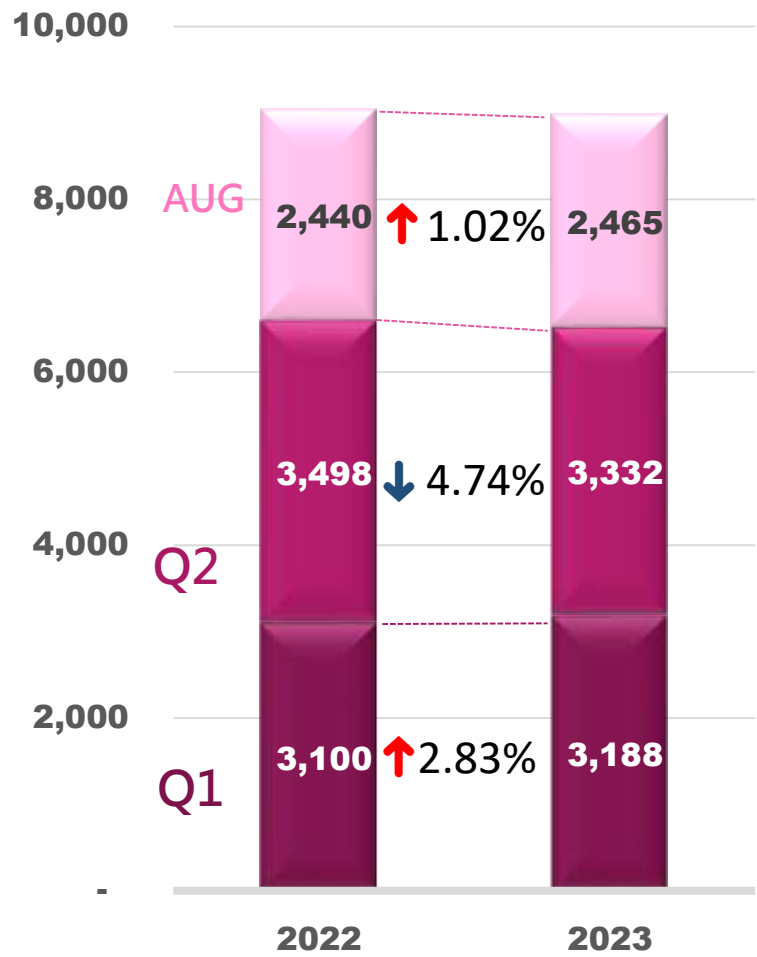
### 合併營業收入

Consolidated operating income



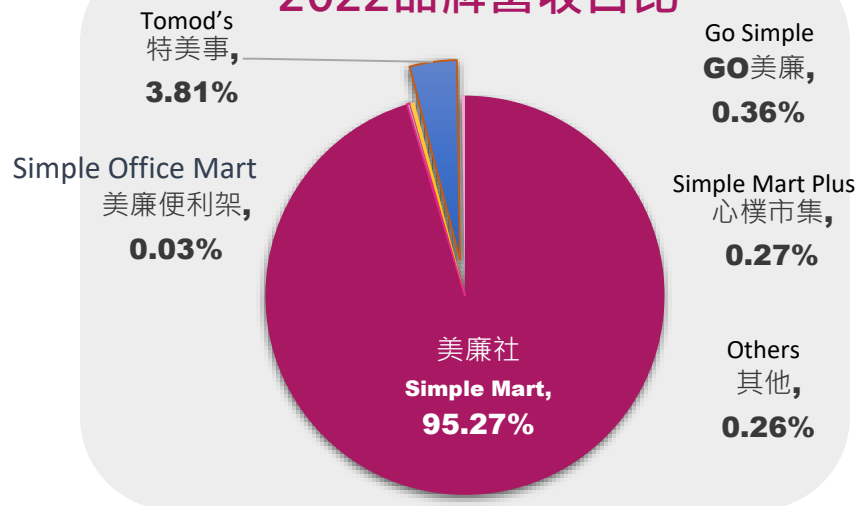
### 三商家購營業收入

Revenue of Simple Mart Company

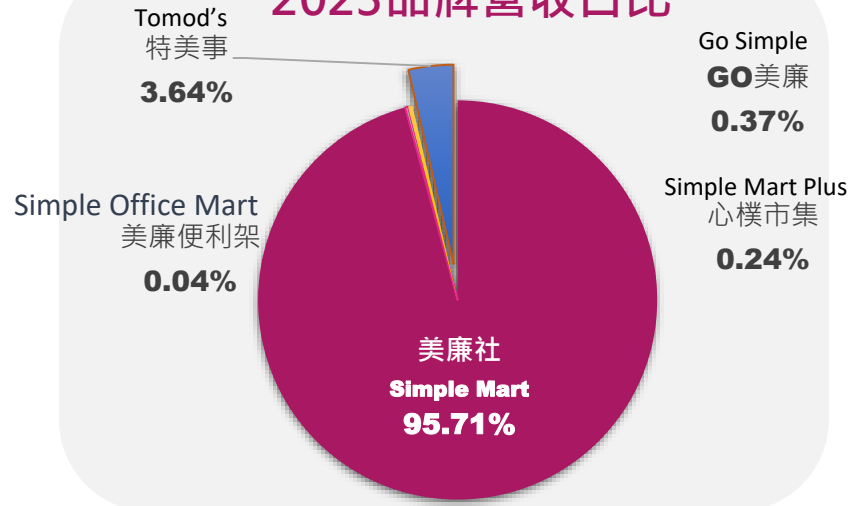


### % of Revenue from each brand

#### 2022品牌營收占比



#### 2023品牌營收占比



■ 三商家購 Simple Mart  
■ 心樸市集(公司) Simple Mart +  
■ 三友藥妝 Tomod's

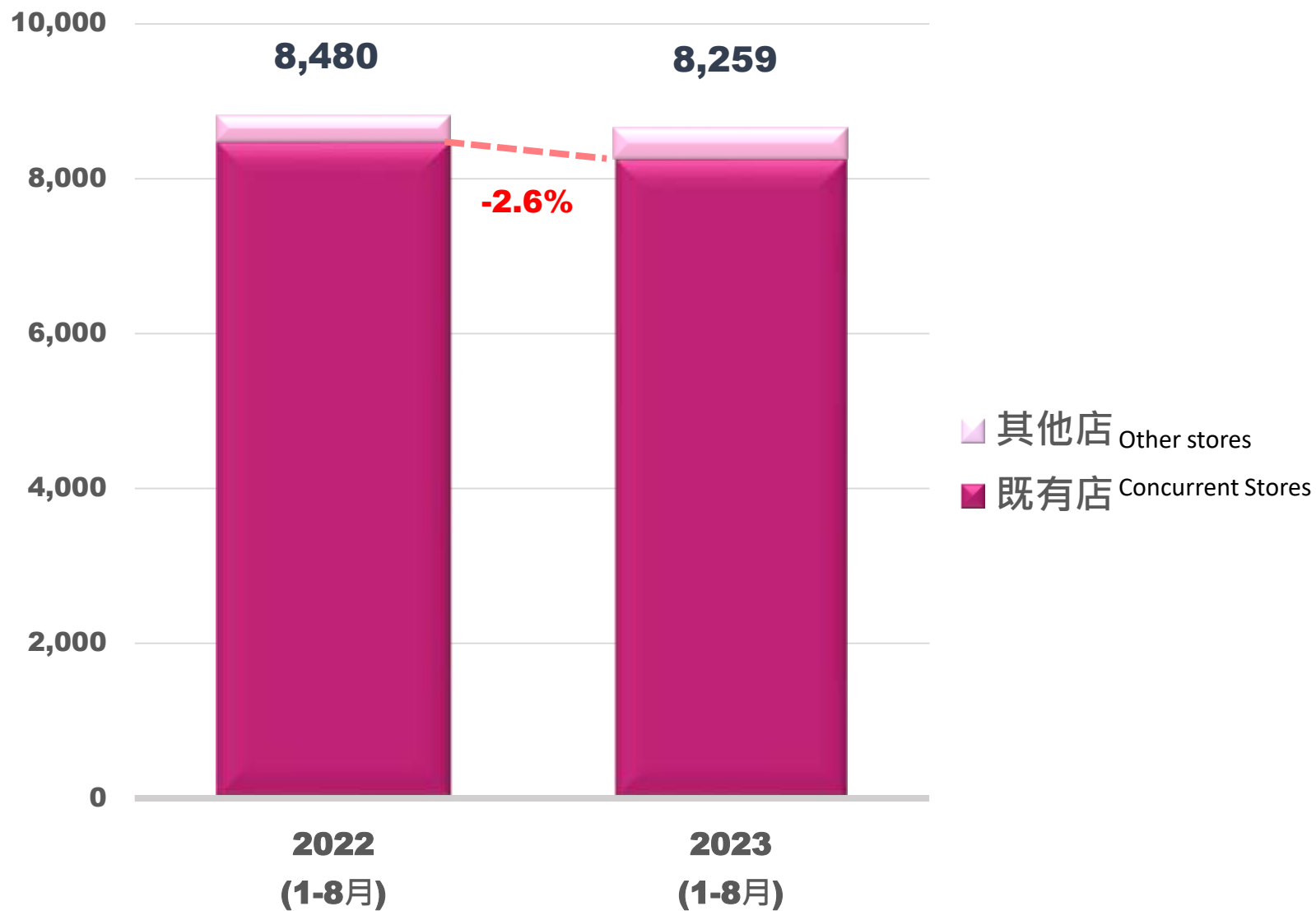




# 1-8月財務概況-既有店

Financial Overview of Jan-Aug Concurrent Stores

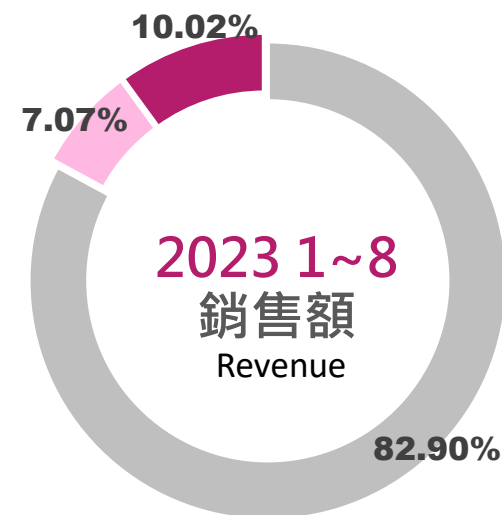
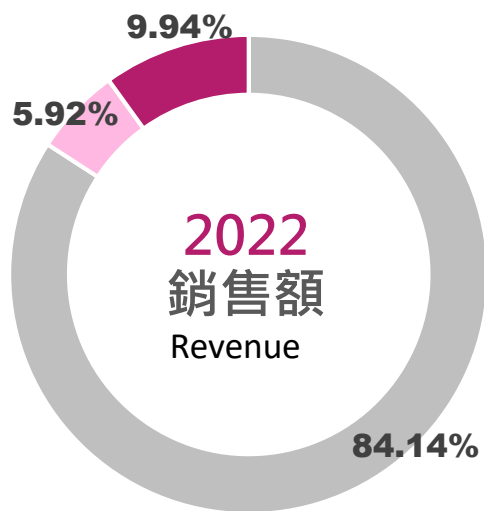
單位:新台幣百萬元  
(NTD \$Million)





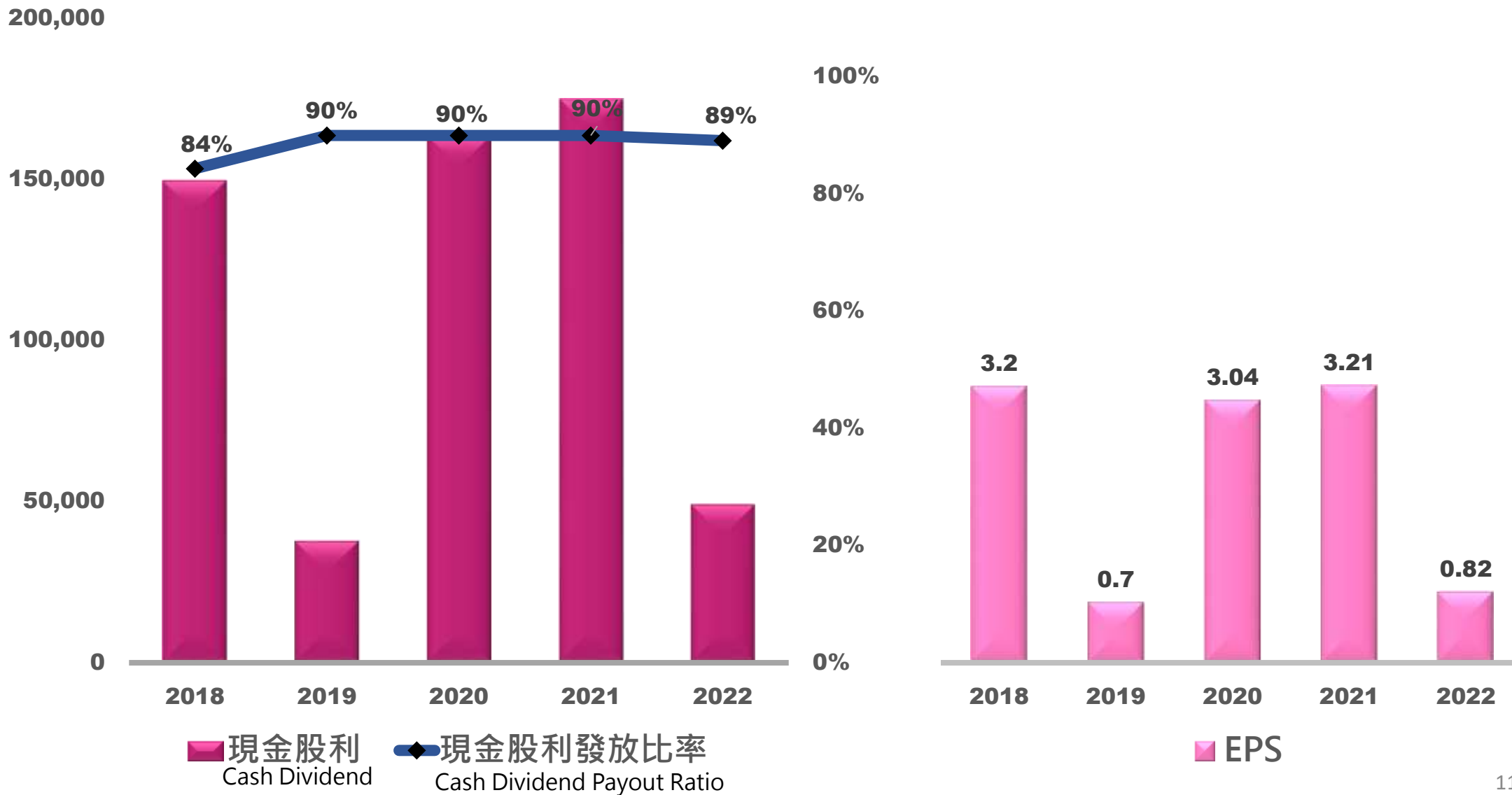
# 品類組成 Category Composition

- 一般商品  
General Items
- 進口商品  
Imported Items
- PB商品  
PB Items





# 股利政策 Dividend Policy



# Part III

## 未來展望

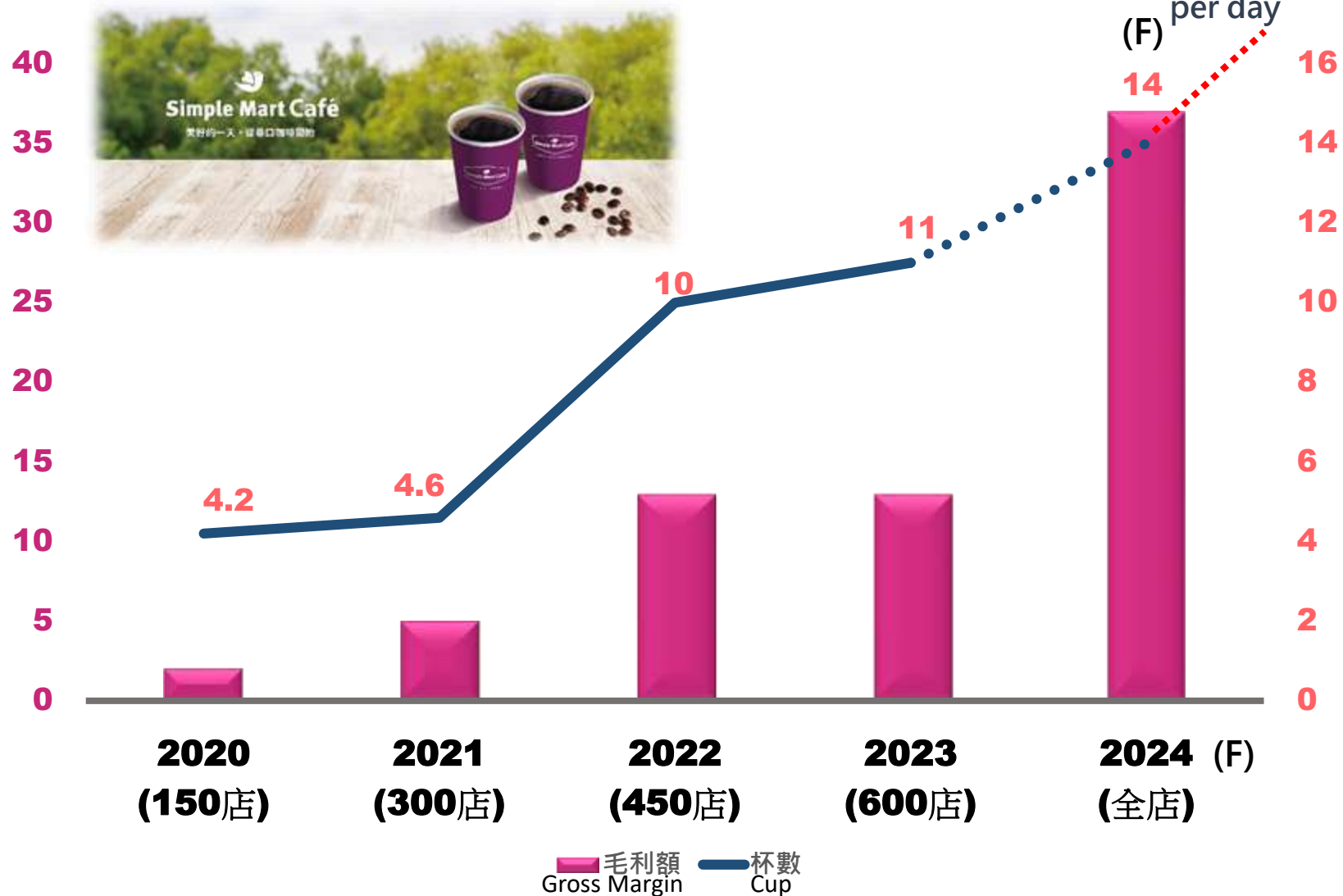
Prospect

Prospect

# 咖啡銷售 Coffee

單位:新台幣百萬元  
(NTD \$Million)

平均每店每日杯數  
Number of cups per store  
per day



# 蝦皮合作 Shopee

## 現有家購模式(預計2023年底家數200家)

Current Model of Simple Mart (reaching 200 stores by the end of 2023)

寄件手續費/件  
Service fee from Sent package



蝦皮購物

Revenue type: store service  
Cost input: store processing cost



蝦皮物流

Logistics of Shopee



取件手續費/件  
Service fee from pick-up package



蝦皮購物

## 現有利便商店模式 Current Model of Other CVSs

Revenue type: store service revenue + Logistics service revenue

Cost input: store processing cost + Logistics cost

寄件 Sending



蝦皮購物



Logistics by owned system



取件 Picking-Up

便利商店  
Convenience store

# /// 新開/改裝店 New Store/Renovation store



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

# /// 物流中心擴建 The Expansion of Logistics Center



坪數增加 **1,580** 坪

Increase **5223.16** m<sup>2</sup>

板數增加 **3,060** 板

Increase **3,060** pallets



預計2024Q3完工

Estimated completion: Q3  
of 2024.

04 5054

Estimated completion: Q3



A large, stylized arrow graphic pointing to the right, composed of a dark red outer shape and a lighter red inner shape with a white border.

Thanks!

三商家購股份有限公司 **Simple Mart**