

三商家購股份有限公司
Simple Mart

2024年第二季經營績效說明
Operation report of 2024Q2
2024.8.14

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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/// Summary of Recent Operational Highlights

- Simple Mart Store Business Overview by January-July 2024 , continuous adjustment of product structure to improve gross profit.

Sales	Gross Margin	Number of Customers	Price Per Order	Price per item	Unit Per Order
1.50% ↑	6.4% ↑	2.3% ↑	0.8% ↓	3.1% ↓	2.4% ↑

- Service revenue from EC provides additional revenue and bring new customers
- Wine cellar store testing completed, partial stores will be gradually re-modeled to meet the needs of the business district. As of July 31, 2024, 158 stores were remodeled and over 200 stores will be remodeled by the end of the year.
- Cash dividend of \$1.2 per share is expected to be paid on August 16, 2024.
- Significant capital expenditure:
 1. Expansion on Guanyin logistics center
 2. Installment of solar panels on the roof of Guanyin logistics center
 3. Automation Equipment introduced in logistics center
 4. Electronic shelf labelling investment
 5. Investment in pet channels



報告大綱
Outline

 公司簡介 Introduction

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Part I 公司簡介

Introduction

Introduction

公司簡介 Introduction

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
Listed 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

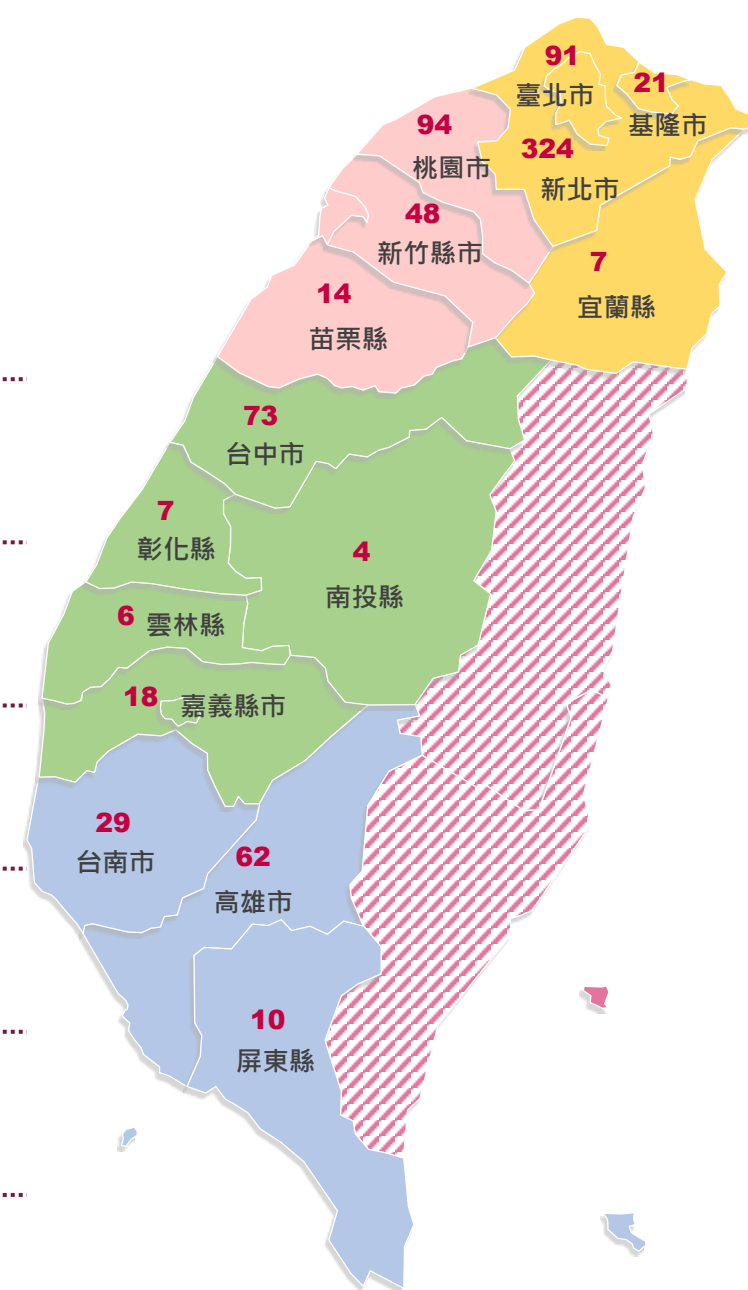
80億元(2024年1~7月)
8 billion (From Jan. to Jul., 2024)

組織規模
Employees

3,638人(截至2024/7/31)
3,638 employees (As of Jul. 31st, 2024)

通路數
Marketing Brand

美廉社(808家)、心樸市集(1家)、
Tomod 's(17家)_ (截至2024/7/31)
As of Jul. 31st, 2024, Simple Mart (808 stores), Simple
Mart Plus (1 store), Tomod 's (17 stores)



(截至2024/7/31 As of Jul. 31st, 2024)

美廉社全台門市數：808家
Number of stores: 808 stores

Part II

財務概況

Financial Overview

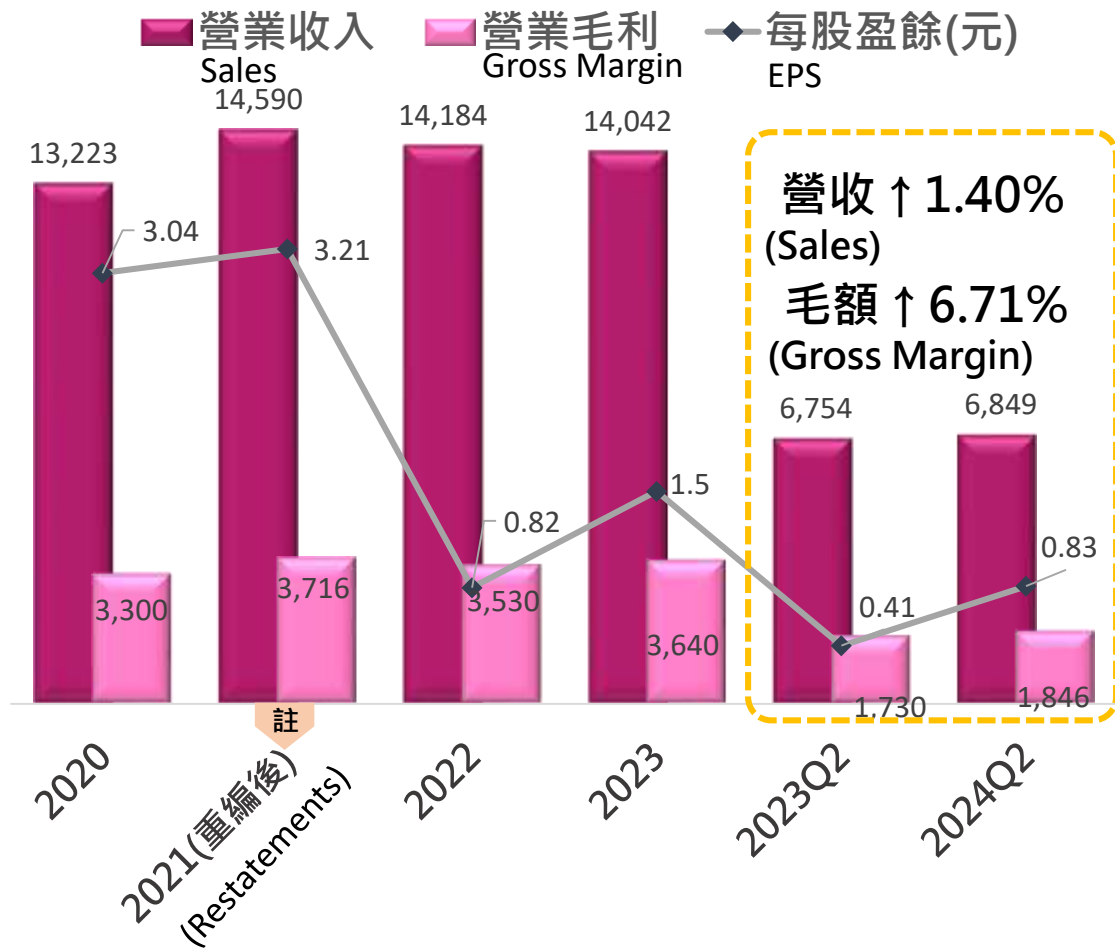
財務概況 Financial Overview

單位:新台幣千元
(NTD \$Thousand)

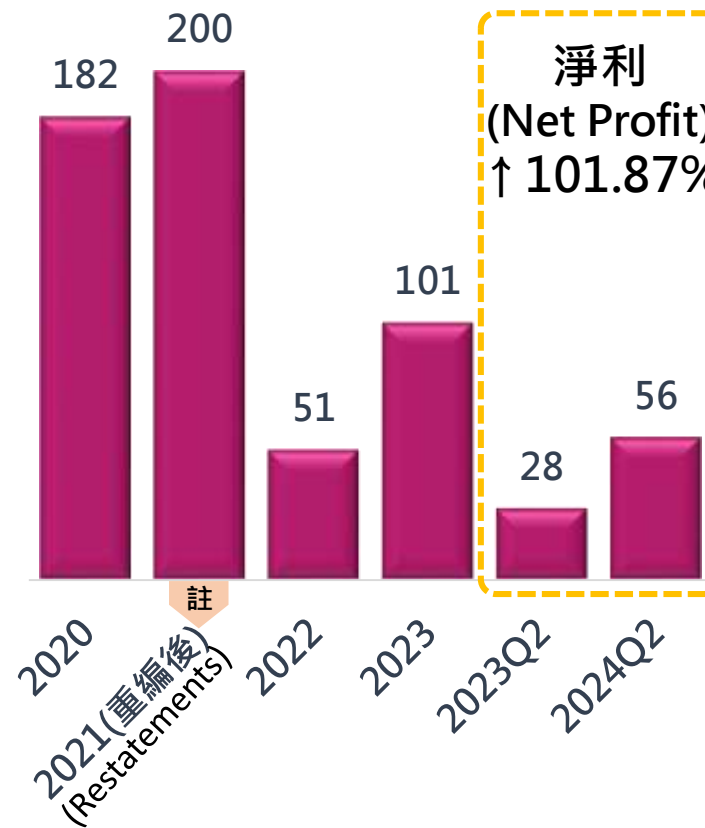
ITEM	2024Q2	2023Q2	Diff(%)
Operating revenue	6,848,645	6,753,904	1.40%
Gross margin from operations	1,845,879	1,729,739	6.71%
Operating expenses	1,774,510	1,700,706	4.34%
Net operating income	71,369	29,033	145.82%
Profit from continuing operations before tax	62,509	23,172	169.76%
Profit	48,999	17,117	186.26%
Comprehensive income attributable to owners of parent	56,085	27,783	101.87%
ITEM	2024Q2	2023Q2	Diff
EPS	0.83	0.41	0.42
Gross margin rate	26.95%	25.61%	1.34%
Operating expenses ratio	25.91%	25.18%	0.73%
Net operating income ratio	1.04%	0.43%	0.61%
Profit from continuing operations before tax ratio	0.91%	0.34%	0.57%
Profit ratio	0.72%	0.25%	0.47%

財務概況 Financial Overview

單位:新台幣百萬元
(NTD \$Million)



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



註 本公司於2022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2021年同期金額。

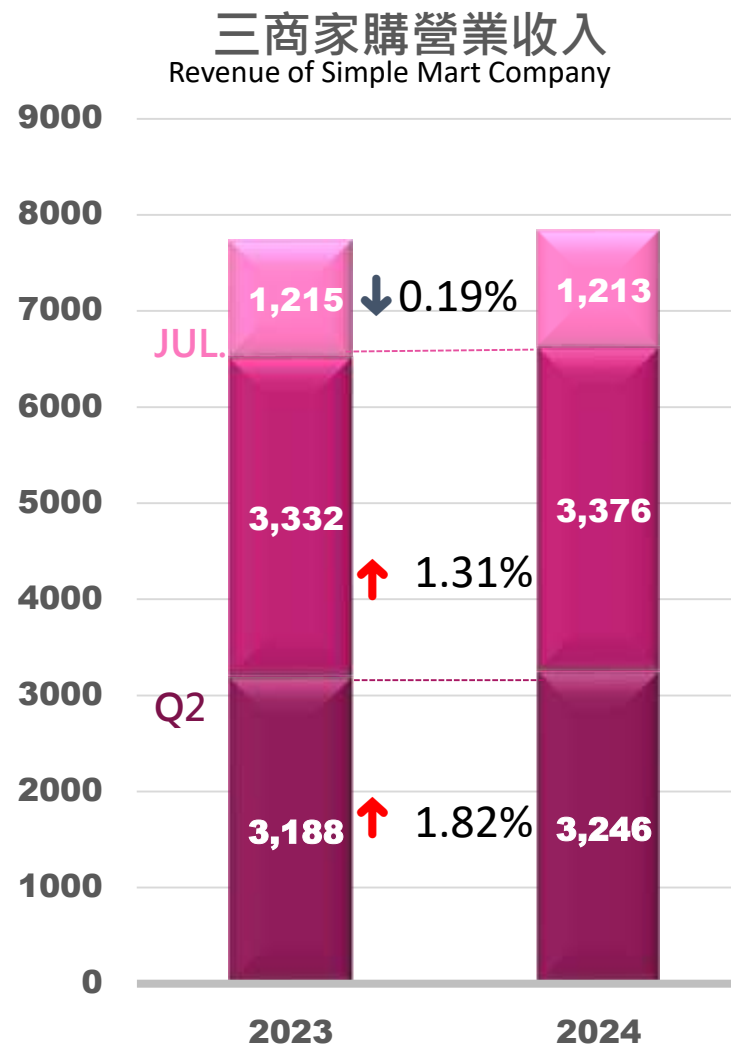
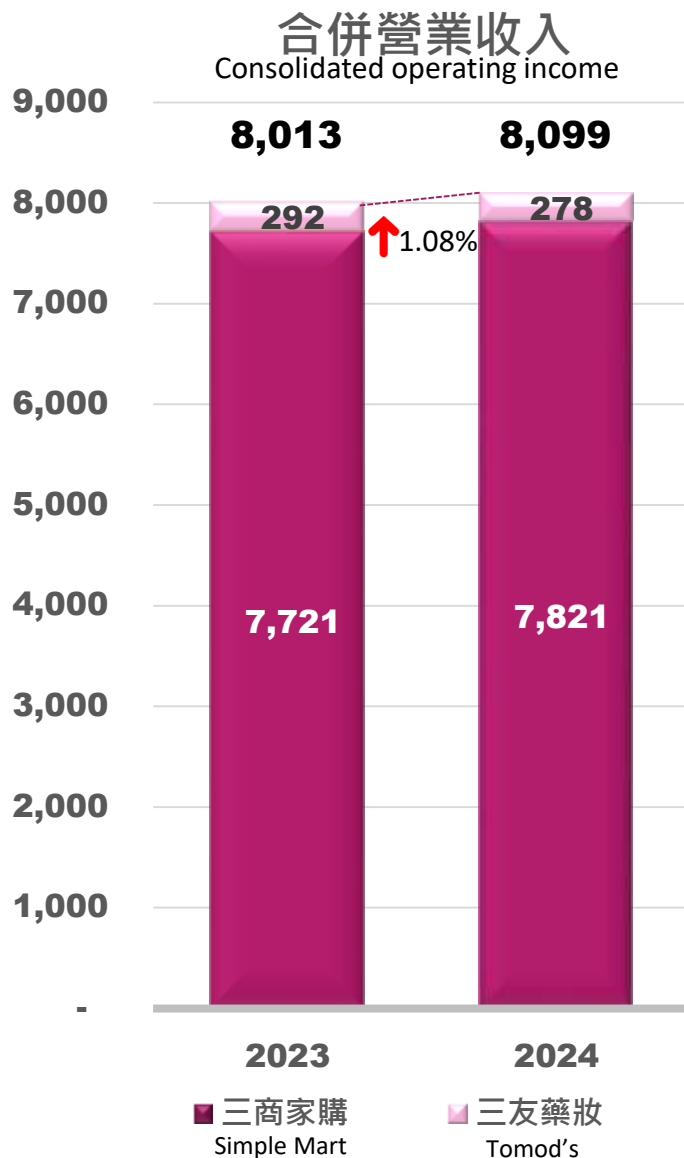
The Company has completed the acquisition of Sanyou Drugstores. Ltd. in April, 2022.

The reorganization under common control is deemed to be a merger from the beginning. Therefore, the 2021 amount was restated for the same period.



1-7月財務概況 Financial Overview from Jan. to Jul.

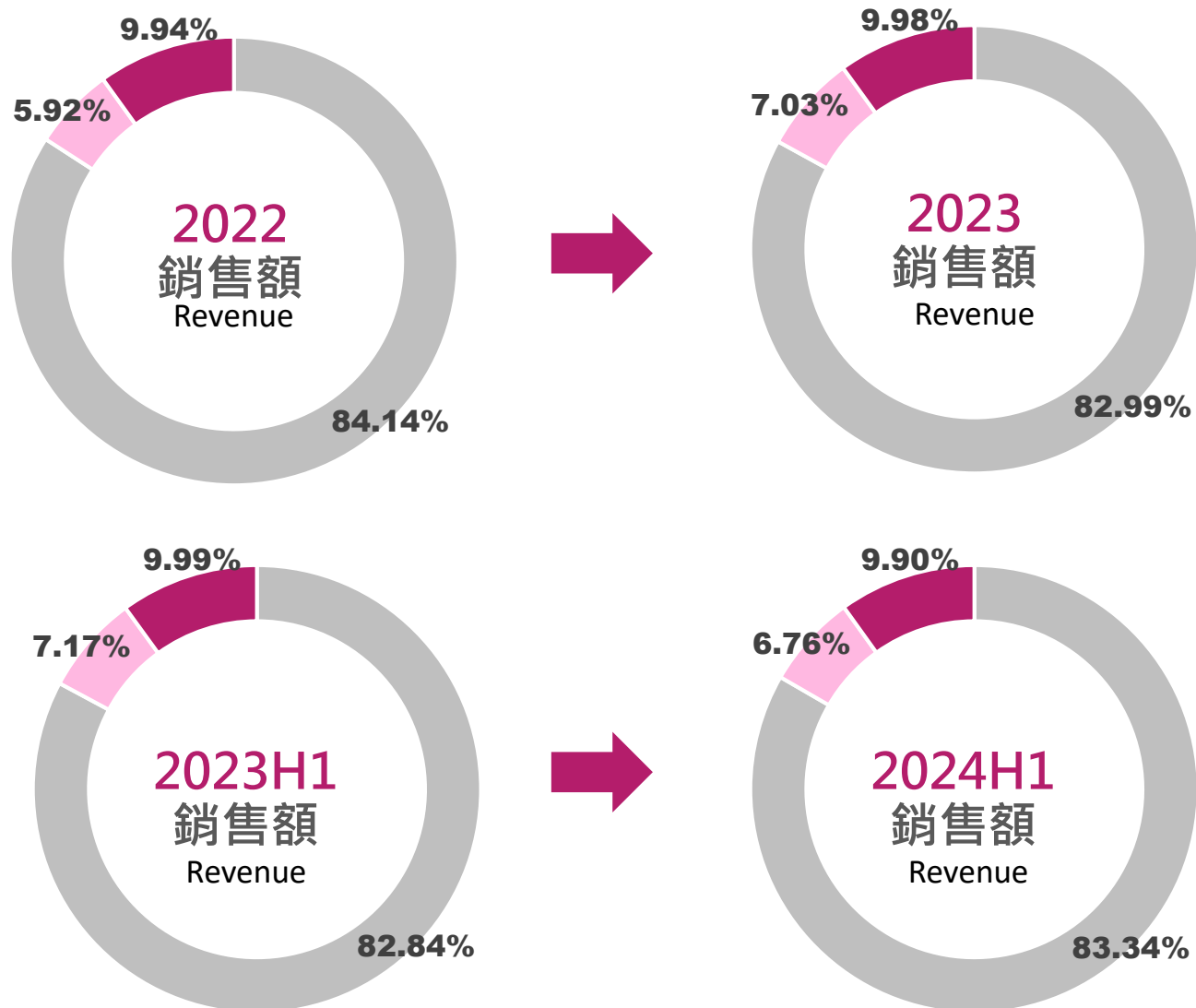
單位:新台幣百萬元
(NTD \$Million)





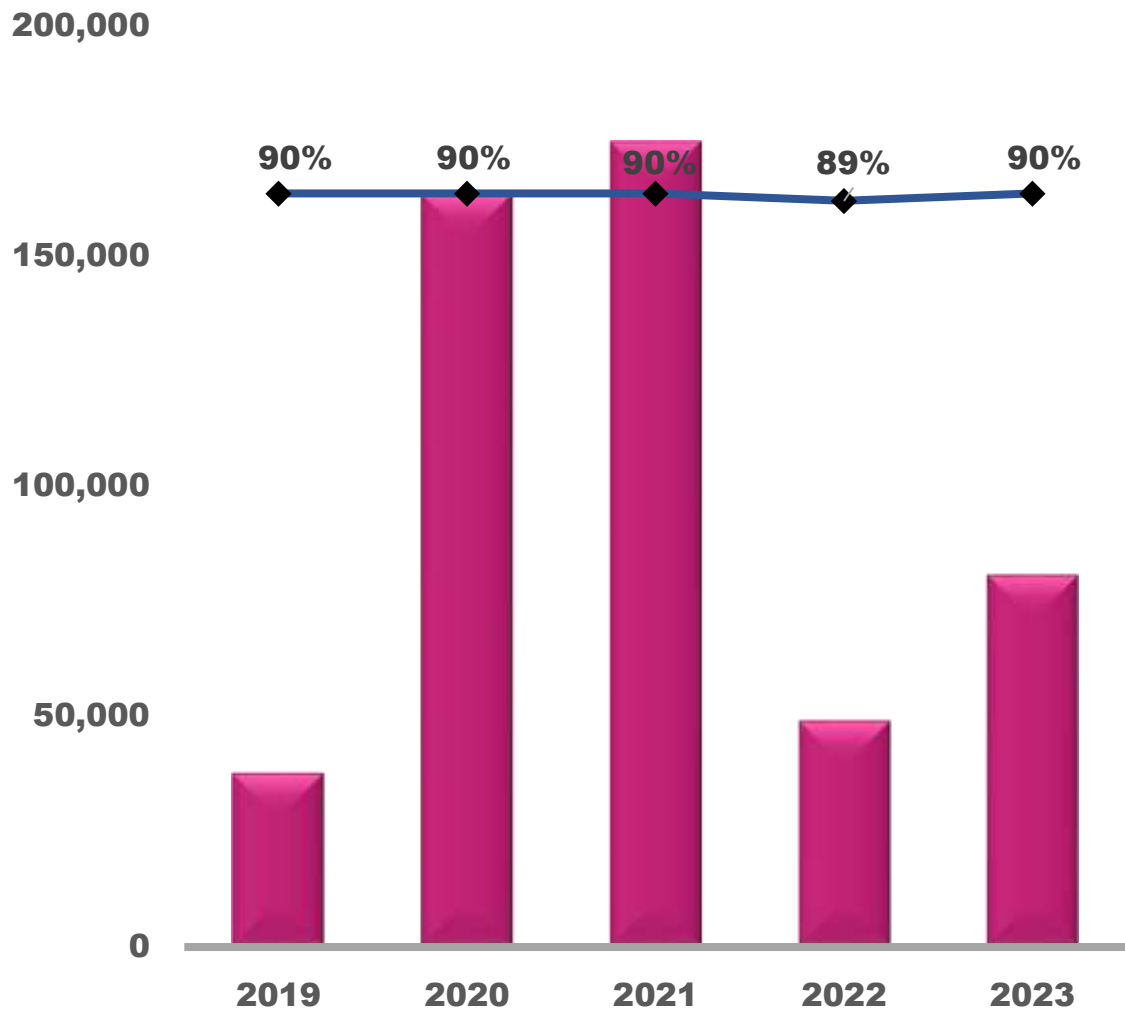
品類組成 Category Composition

- 一般商品
General Items
- 自行進口商品
Self-imported Items
- 自有品牌商品
Private Brand Items

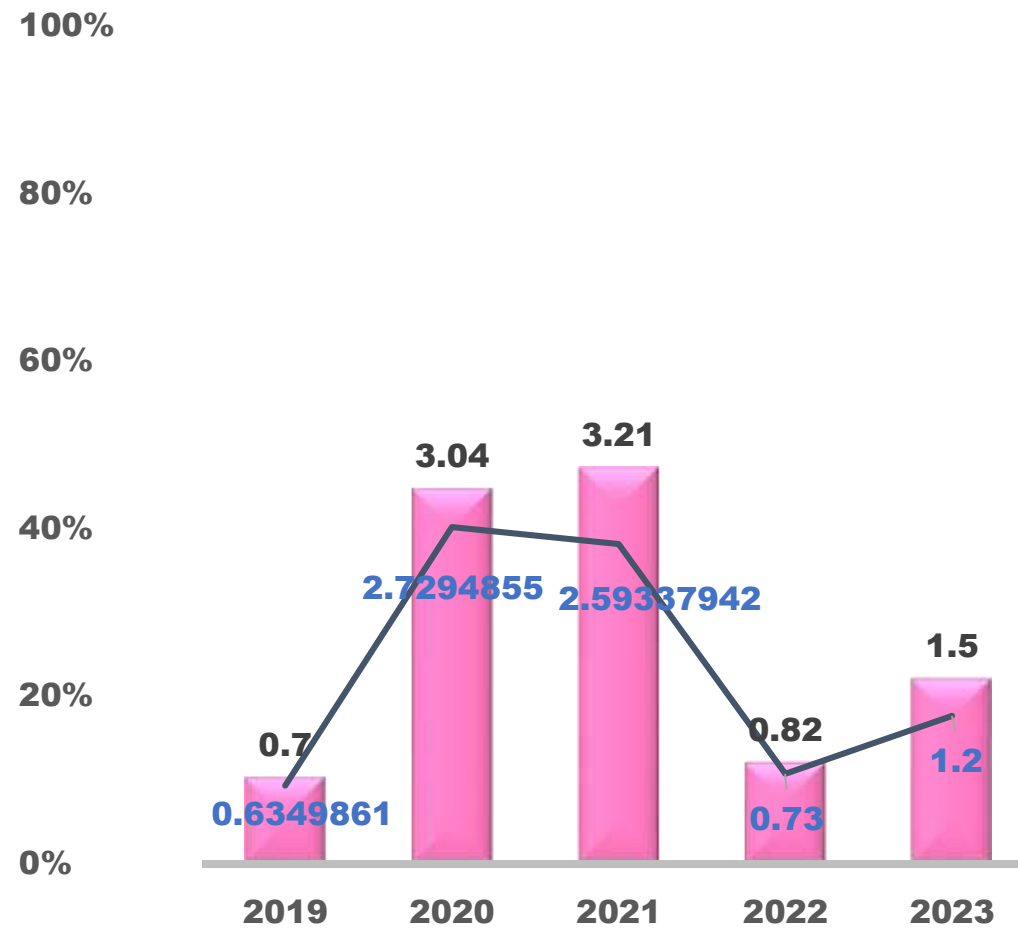




股利政策 Dividend Policy



現金股利 Cash Dividend
現金股利發放比率 Payout Ratio of Cash Dividend



EPS
每股股利 Dividends per share

Part III

未來展望

Prospect

Prospect



未來展望-商品及服務

Prospect- To Enforce Merchandise and Services

Owned Brand + Self-imported Products- Target to reach 20% of revenue

**Pet Zone
寵物專區
38家**

Drinking is prohibited if under 18 years old

**自有品牌+自進口商品
營收占比目標20%**



**咖啡Coffee
全面門市導入
All Store Launched**



**酒窖專區
Wine Cellar Zone
158家(目標超過
200家)
158 stores(over 200
stores by the end of
the year)**



Simple Mart Cafe



Simple Mart Café

2024. 07/25 ▶ 08/20

黃金比例 新風味

大杯 35元
經典拿鐵

市價: 55元/杯

古坑
探索黃金比例
源自雲林古坑
精選世界級阿拉比卡
咖啡與拉花的黃金調和
就在此回咖啡

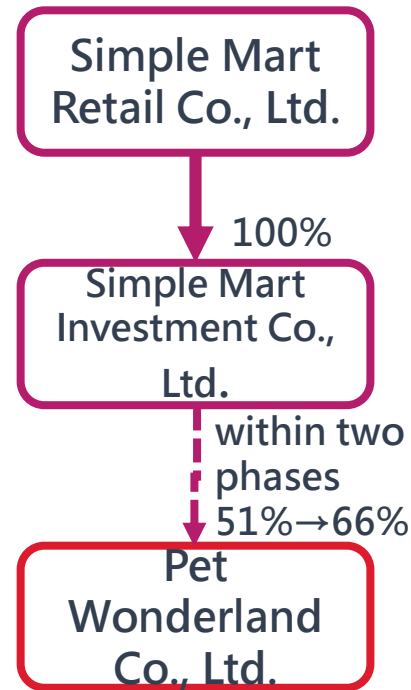
買杯可分享點數及跨店領取 *提供自備「非」一次性飲料杯, 優惠價5元

/// 未來展望-寵物通路投資

Prospect- Investment in pet channels



- 通路名稱：寵物好事
Channel Name: Pet Wonderland
- 設立年月：102年起
Establishment Date: From 2013
- 未來發展策略
Future Development Strategy
 1. 持續擴張 Continuous Expansion
 2. 資源整合(含改善美廉社 寵物品類)
Integration of resources (including the improvement of the pet items of the Simple Mart)
 3. 動物醫院合作 Cooperation with Animal Hospitals



Over 1.22 million friends on LINE

1

 貓の忠明店
 台中市西區忠明南路129號

2

 貓の文心店
 台中市西屯區文心路三段138-13號

3

 貓の公益店
 台中市南屯區公益路二段112-1號

4

 貓の八德店
 台北市松山區八德路三段32號

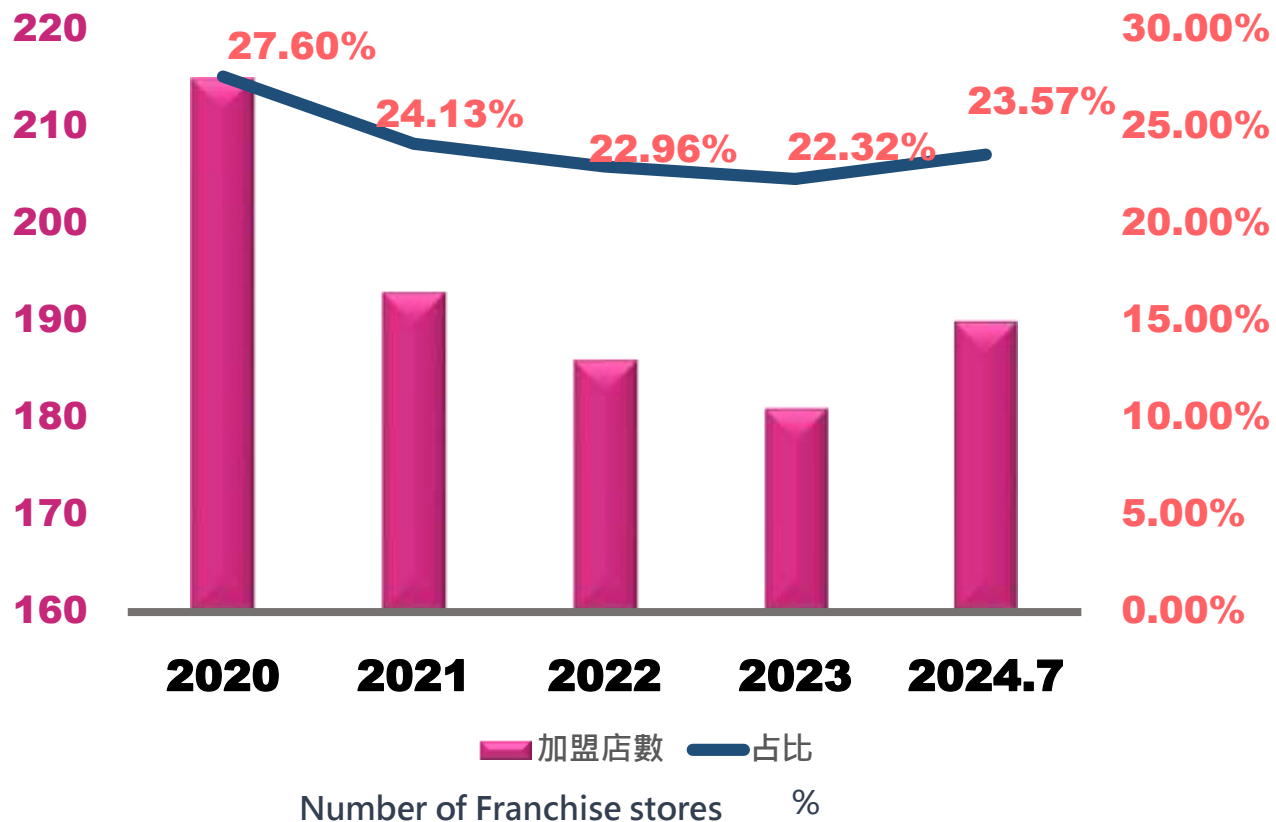
5

 狗的文心店
 台中市西屯區文心路三段138-10號



未來展望-擴大加盟

Prospect-To Increase Franchise Stores



Schematic - Spring Franchise Exhibition Poster

(示意-春季加盟展海報)

徵

巷口做頭家!
社區經營收入穩定

活動限定優惠
 2024.01.01-2024.12.31
 自備60萬起 (原90萬) **免清算!**
 年度毛利分配額保障168萬起

美廉社 Simple Mart 加盟諮詢專線: 0800-42-6666

秋季加盟展
 Franchise Exhibition
 in Fall
2024/9/20-9/23

美廉社 Simple Mart

創業一起來 夢想彈珠檯

現場繳付1000元並完成諮詢者
 即可享有2024年展場限定三重禮

第一重
 兌換等值三商家購現金禮券

第二重
 加盟金\$0 巷口做頭家!

第三重
 參加夢想彈珠檯再送你
 最高創業激勵金12萬元

獎項
 創業激勵金6萬
 創業激勵金12萬元
 經營補助金10萬元

展場限定
加盟金\$0元巷口做頭家!

台北春季加盟展
 2024/03/22@-03/25@

展場編號:
A316

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

Thanks!

三商家購股份有限公司 **Simple Mart**