

三商家購股份有限公司
Simple Mart

2024年度經營績效說明
Operation report of 2024Q4
2025.03.19

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

- Business Overview on Simple Mart Store by January-February 2025: continuous adjustment of assortment structure to improve gross profit.

| Sales | Gross Margin | Number of Customers Coming | Price Per Order | Price per item | Unit Per Order |
|--------|--------------|----------------------------|-----------------|----------------|----------------|
| 0.5% ↑ | 2.8% ↓ | 1.3% ↓ | 1.8% ↑ | 0.9% ↓ | 2.7% ↑ |

- Pet Wonderland Co., Ltd was merged to boost revenue and profit.
- New store type is under testing which expanding the proportion of self-imported and private-brand product.
- Completion of test of liquor store , the existing store will be gradually converted to this type to meet the demand of the trading area. 252 stores in total are re-modelled by the end of February 2025
- 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 Labels Procurement



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

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

143億元(2024年度) ↑ 1.82%
14.3 billion (Year 2024) ↑ 1.82%

組織規模

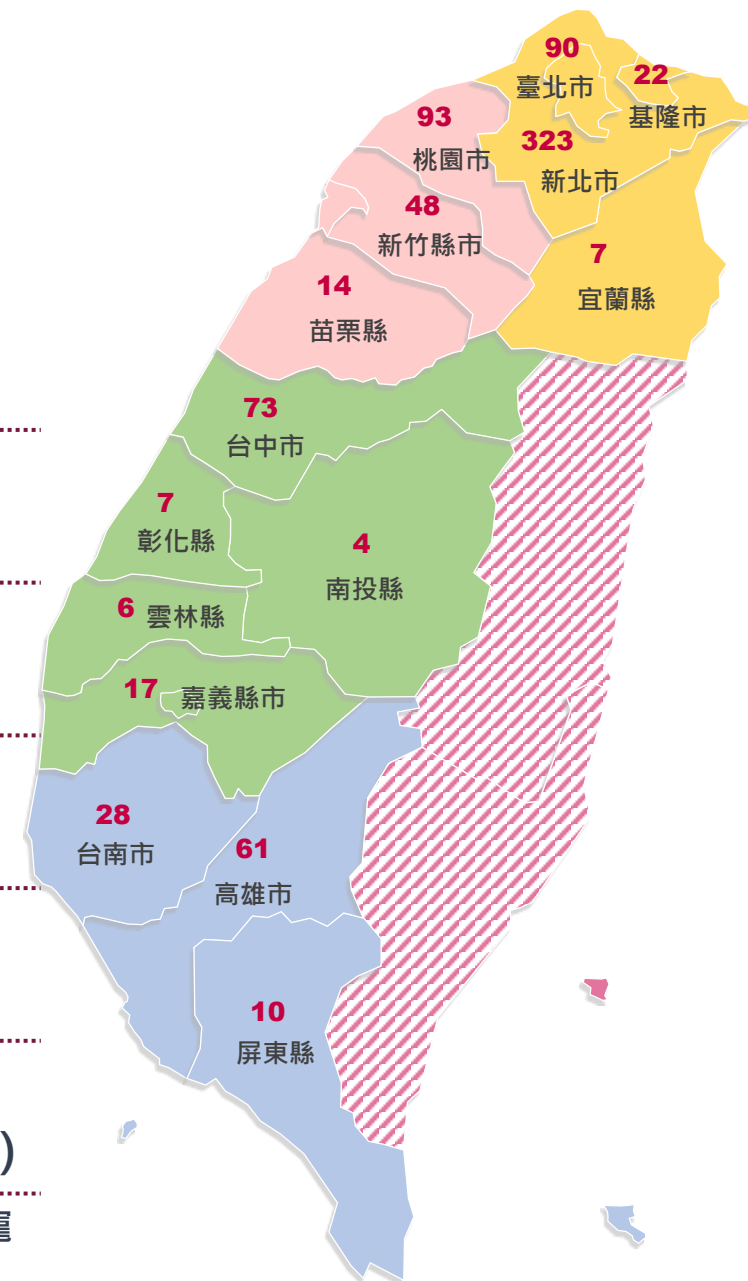
Employees

3,556人(截至2025/2/28)
3,556 employees (As of Feb. 28th, 2025)

通路數

Marketing Brand

美廉社(803家)、心樸市集(3家)、Tomod 's(16家)、寵物好事(7家) (截至2025/2/28)
As of Feb. 28th, 2025, Simple Mart (803 stores), Simple Mart Plus (3 stores), Tomod 's (16 stores), Pet Wonderland (7 stores)



(截至2025/2/28 As of Feb. 28th, 2025)

美廉社全台門市數：803家
Number of stores: 803 stores

Part II

財務概況

Financial Overview

財務概況 Financial Overview

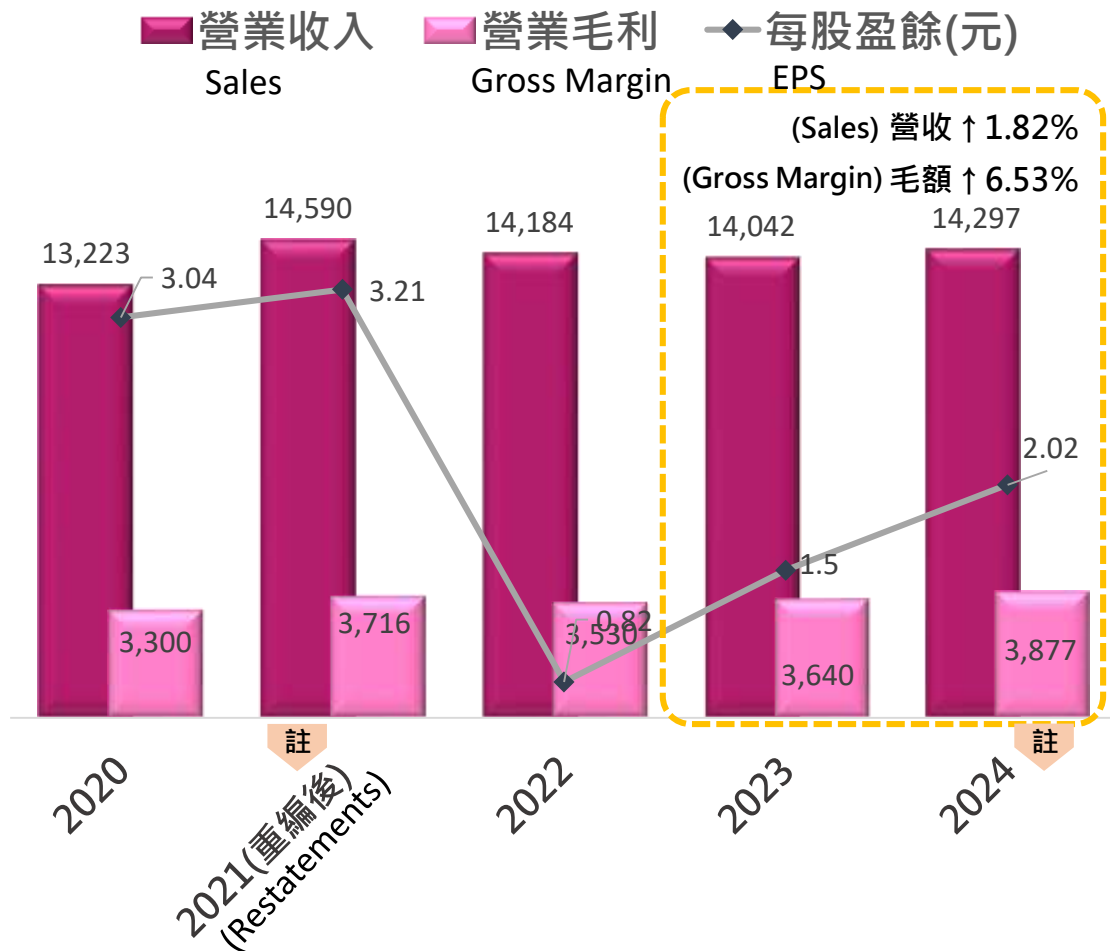
單位:新台幣千元
(NTD \$Thousand)

| ITEM | 2024 | 2023 | Diff(%) |
|---|------------|------------|---------|
| Operating revenue | 14,297,180 | 14,041,914 | 1.82% |
| Gross margin from operations | 3,877,336 | 3,639,638 | 6.53% |
| Operating expenses | 3,699,805 | 3,518,372 | 5.16% |
| Net operating income | 177,531 | 121,266 | 46.40% |
| Profit from continuing operations before tax | 153,088 | 106,971 | 43.11% |
| Profit | 119,573 | 82,612 | 44.74% |
| Comprehensive income attributable to owners of parent | 136,399 | 101,146 | 34.85% |

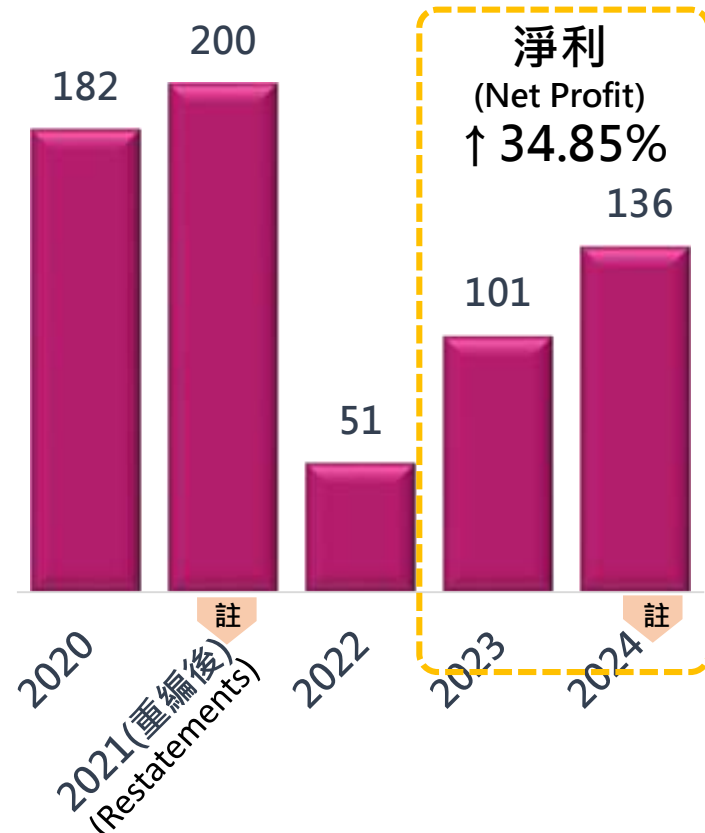
| ITEM | 2024 | 2023 | Diff |
|--|--------|--------|-------|
| EPS | 2.02 | 1.5 | 0.52 |
| Gross margin rate | 27.12% | 25.92% | 1.20% |
| Operating expenses ratio | 25.88% | 25.06% | 0.82% |
| Net operating income ratio | 1.24% | 0.86% | 0.38% |
| Profit from continuing operations before tax ratio | 1.07% | 0.76% | 0.31% |
| Profit ratio | 0.84% | 0.59% | 0.25% |

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

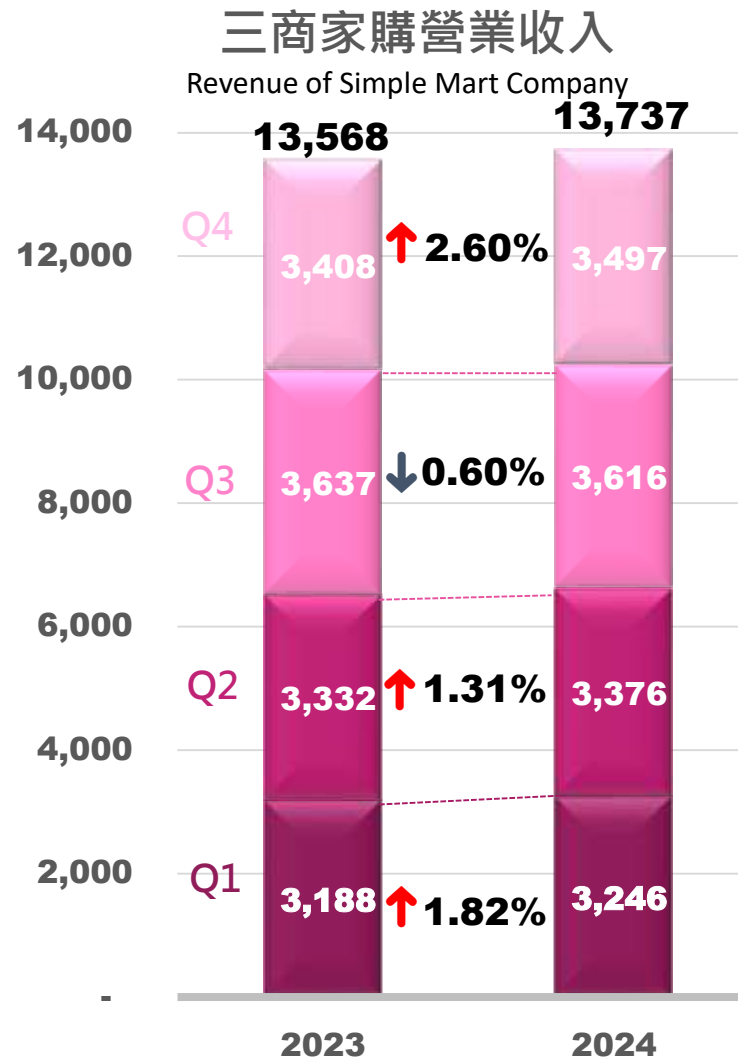
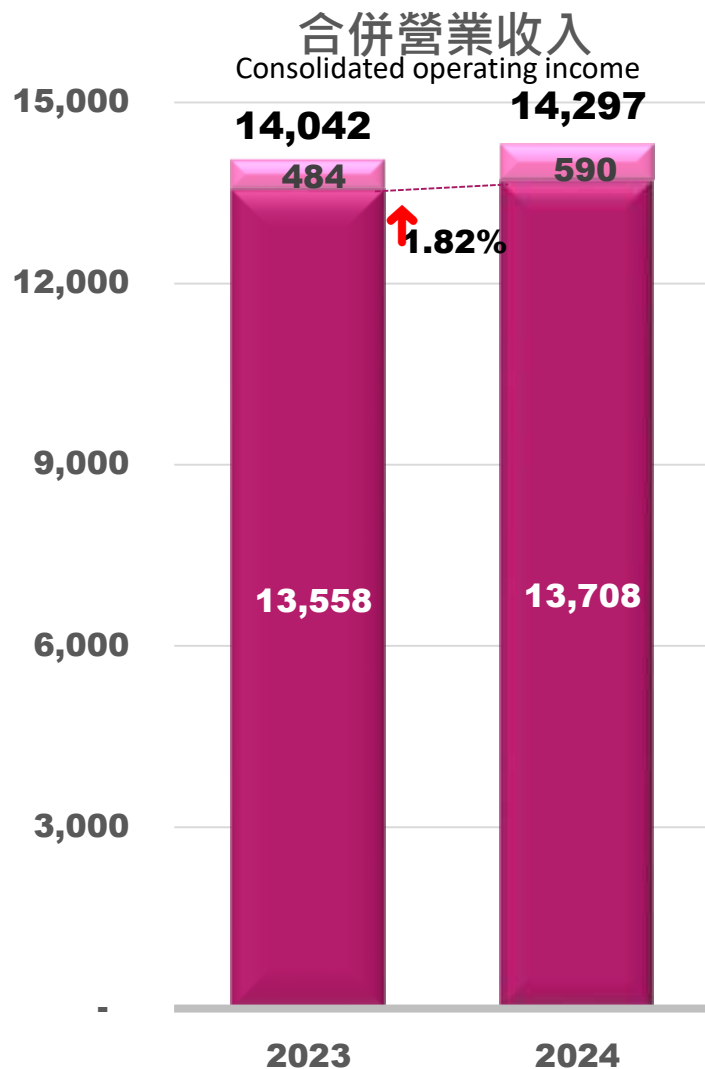


註

- 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。
 - 三商家購投資股份有限公司於2024年9月(收購日)投資寵物好事股份有限公司，第一階段實際取得股權51%，惟財務報告依預期取得法之會計政策視為收購日已取得66%。
- 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.
 - Simple Mart Investment Co., Ltd. invested in Pet Wonderland Co., Ltd. in September 2024 (acquisition Date) and actually acquired 51% of the equity in the first phase. The financial statements were accounted for using the prospective acquisition method of 66% in accordance with the accounting policy.

財務概況 Financial Overview

單位:新台幣百萬元
(NTD \$Million)

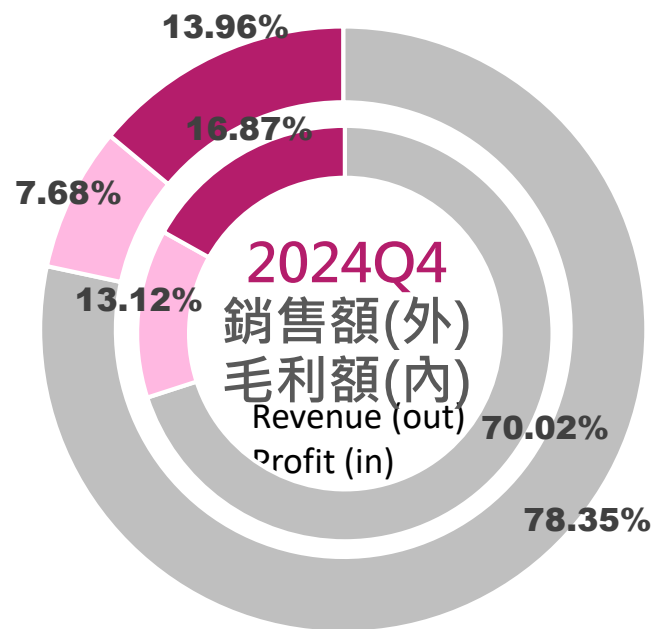
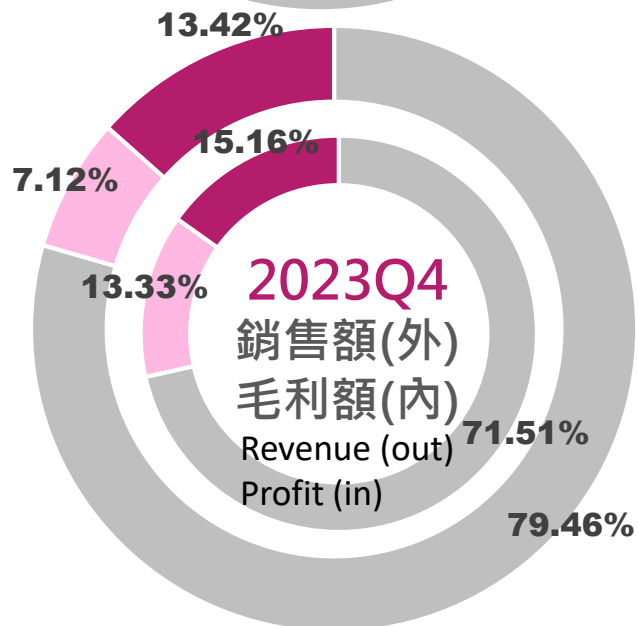
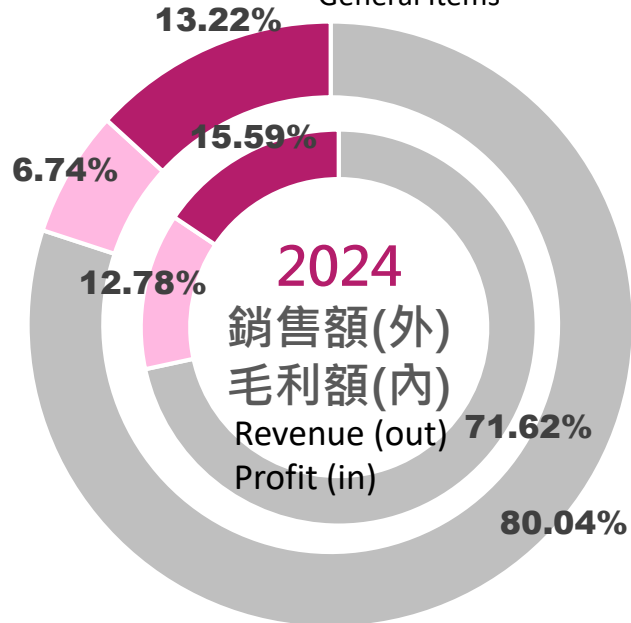
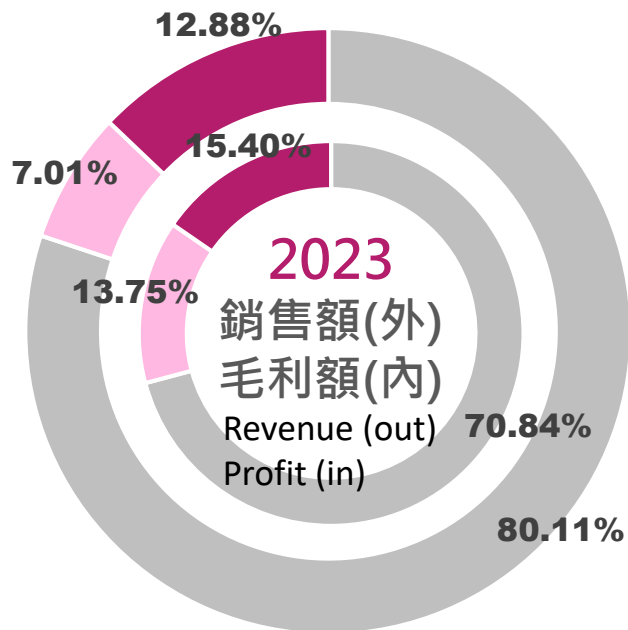


■ 三商家購 Simple Mart
■ 三友藥妝及寵物好事 Tomod's & Pet Wonderland



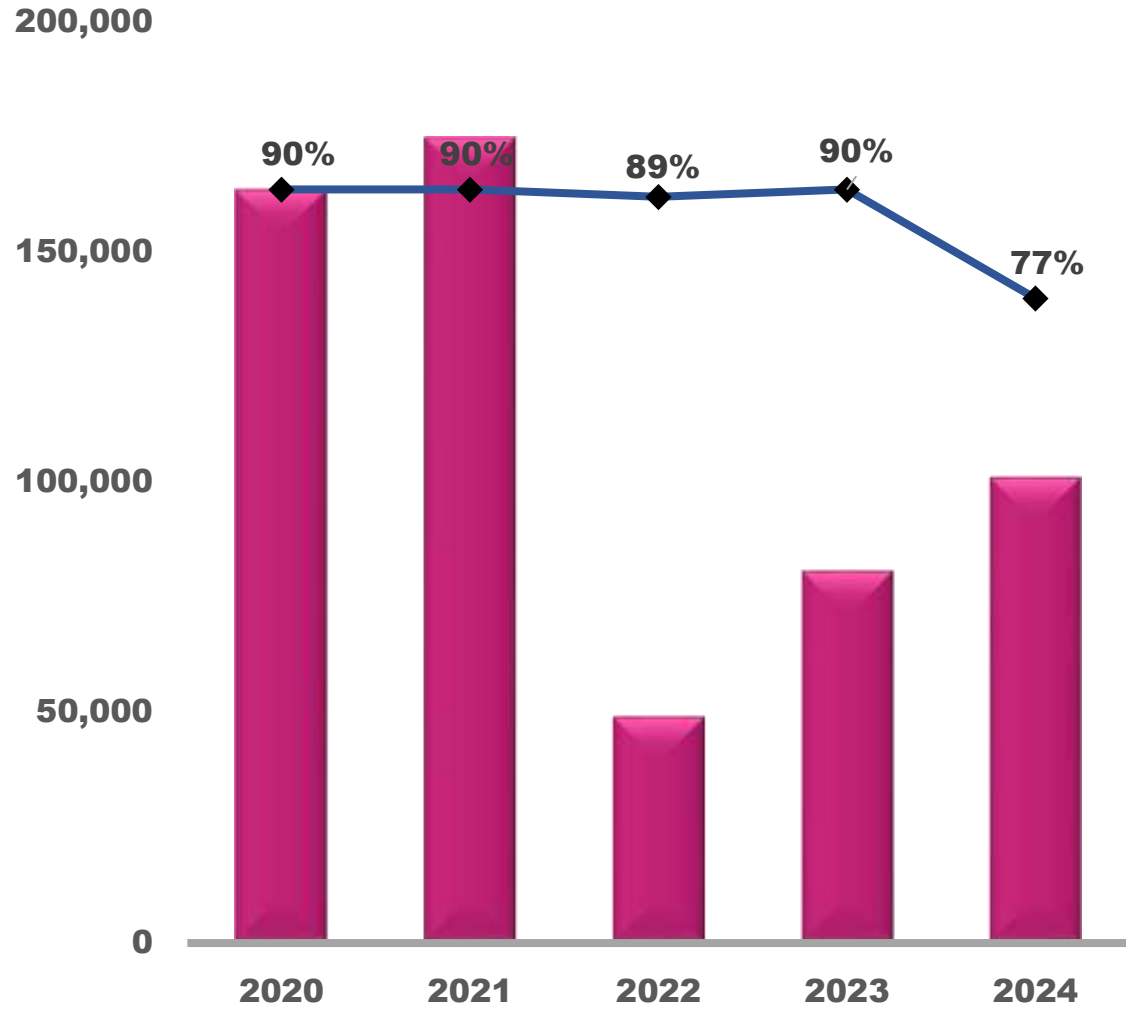
品類組成 Category Composition

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

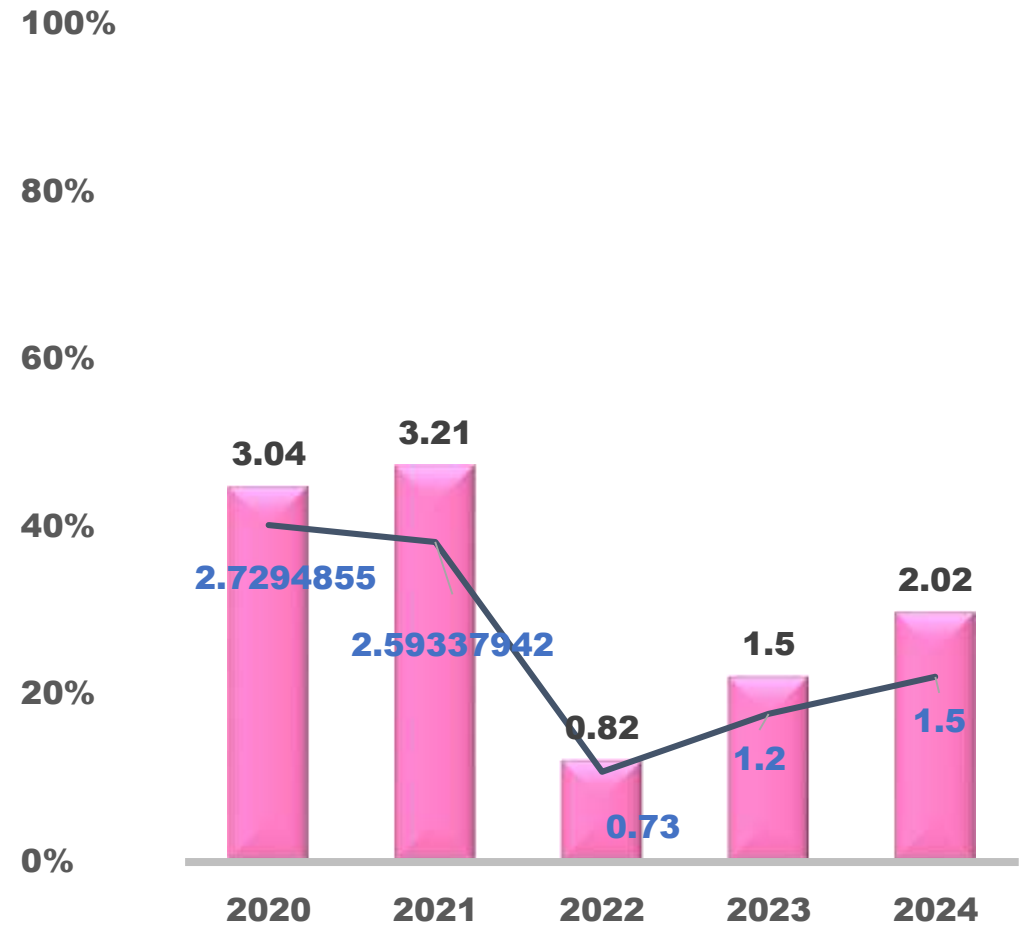




股利政策 Dividend Policy



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

Drinking is prohibited if under 18 years old



酒窖專區

Liquor Zone
(酒窖 + 類酒窖)
Liquor Zone+ sub-liquor Zone

244 stores
(As of 2024/12/31)

Private-brand and Self-imported Products- Target to reach 25% of revenue

自有品牌+自進口商品
營收占比目標
25%



咖啡Coffee
全面門市導入
All Stores Launched

Pet Zone
寵物專區
65 stores
(As of 2024/12/31)



Simple Mart Cafe



- ✓ All Stores Launched
- ✓ Coffee Bean Upgraded
- ✓ Purchase & Pickup APPs Newly Launched



/// 未來展望-寵物通路投資

Prospect- Investment in pet channels

Simple Mart
Retail Co., Ltd.

100%

Simple Mart
Investment Co.,
Ltd.

within two phases
51%→66%

Pet Wonderland
Co., Ltd.

- 通路名稱：寵物好事
Channel Name: Pet Wonderland

- 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 veterinary Hospitals



1




貓の忠明店
台中市西區忠明南路129號

4




貓の八德店
台北市松山區八德路三段32號

2




貓の文心店
台中市西屯區文心路三段138-13號

5




狗の文心店
台中市西屯區文心路三段138-10號

3




貓の公益店
台中市南屯區公益路二段112-1號

6

貓の
新莊店

7

貓の
南港店

Q

A

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**