



## **ASX ANNOUNCEMENT FOR IMMEDIATE RELEASE**

### **TRADING UPDATE & FY18 OUTLOOK**

Melbourne, 28 September 2017

Shaver Shop Group Limited (ASX: SSG) the Australia and New Zealand specialty retailer of male and female personal grooming products, today provides a trading update.

Corporate Store like for like sales over the first 12 weeks (to 22 September 2017) of the financial year were up 11.9%, including a positive Father's Day campaign.

As noted in Shaver Shop's full year FY17 results announcement on 24 August 2017, supply of key products sold through the multi-unit reseller channel have reduced in comparison to the first two months of the financial year, leading to expected moderation in same store sales growth for the remainder of the year.

The major factors that are expected to influence Shaver Shop's full year FY18 EBITDA result include:

- The success of new product innovation, category expansion and the associated promotional campaigns leading into the key Christmas and Boxing Day trading period;
- The ability of Shaver Shop to successfully increase the range and value of products sold into the multi-unit reseller channel;
- The number of franchise buybacks secured (1 buyback completed to date – The Glen, Victoria);
- The success of Shaver Shop's continuing investments in its e-commerce and omni-channel programs in driving incremental and recurring sales;
- Important leadership appointments in marketing and operations to enhance the business' competitiveness and drive continued growth; and
- The number of new greenfield sites launched in FY18 (8 committed with landlords to date) - albeit the earnings contribution from a new store is generally immaterial in its first year of operation.

Having regard to these factors and the range of strategic and tactical initiatives being pursued, the Board of Shaver Shop currently expects FY2018 full year EBITDA to be in the range of \$13.0m to \$15.5m.

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