



ASX ANNOUNCEMENT FOR IMMEDIATE RELEASE

Shaver Shop to launch ghd® beauty products

Melbourne, 9 April 2018

Shaver Shop Group Limited (ASX: SSG) the Australia and New Zealand specialty retailer of male and female personal grooming products, today announces that from late May 2018 it will be ranging a comprehensive range of ghd® hair styling products across its stores.

Speaking about this major new brand addition, Shaver Shop's Managing Director and CEO, Mr Cameron Fox said, "Ranging ghd® is a significant win for our business and further advances our position as a beauty destination for women. We have developed a strong stable of market leading female beauty brands such as Dyson Supersonic®, Dafni, Vidal Sassoon, StylPro, Parlux and now ghd."

Over the last three years, Shaver Shop has been executing a strategy to increase its focus on female beauty and hair styling product lines given market research has shown that more than half of its customers are women.

Mr Fox continued, "We see the addition of the ghd® hair styling range as a strong addition to Shaver Shop's product offering in the women's beauty segment. It brings together one of the world's leading global female beauty brands, with Shaver Shop's unparalleled personal grooming product knowledge and focus on exceptional customer service. Each time we add a new female brand, it increases our relevance in the category, and opens new doors to expand our range further."

A comprehensive range of ghd® products will be available in Shaver Shop's stores shortly after Mother's Day and will be supported by a specially designed in-store merchandising module and national marketing activity. Included in the range will be hair straighteners, hair dryers, curlers as well as accessories such as hair brushes and heat protection and styling products. National training for Shaver Shop's store staff has commenced and will continue through to product launch.

In conclusion Mr Fox said, "Our entire business is excited about the ghd® launch as it's a major strategic addition to our product offering. We are pleased to be partnering with ghd® and optimistic about its potential contribution to our business in future periods. Given the late May launch timing, we don't expect a material contribution to earnings in FY18."

-ENDS-

For Further Media Information:

Cameron Fox, CEO and Managing Director
+61 3 9840 5900

For Investor Relations Information:

Larry Hamson, CFO and Company Secretary
+61 3 9840 5900

Shaver Shop Group Limited (ACN 150 747 649)

Level 1, Chadstone Tower One, 1341 Dandenong Road, Chadstone, VIC, 3148