



ASX ANNOUNCEMENT FOR IMMEDIATE RELEASE

Trading Update and Outlook 2019 Annual General Meeting

Melbourne, 30 October 2019

Shaver Shop Group Limited (ASX: SSG) the Australia and New Zealand specialty retailer of male and female personal grooming products, will provide an update on its trading performance at today's annual general meeting.

After almost four months of trading (through 28 October 2019), Shaver Shop's like for like sales growth has been approximately 9.2% with online sales continuing to be a key growth driver for the business.

Mr Cameron Fox, Shaver Shop's Managing Director and Chief Executive Officer said, "We are pleased with the start to the year with very good progress being made on several of our growth initiatives. In particular, our omni-retail investments are continuing to drive strong sales results for the business. We have also just launched our fully functioning CRM platform in the last month which will give us significantly more insight into customer behaviour across all sales channels and enable us to deliver a more engaging shopping experience for our customers."

Shaver Shop is a seasonal business with sales and earnings from the upcoming Christmas and Boxing Day trading periods being material contributors to the Group's full year result.

Shaver Shop's Board reiterates the guidance provided in its FY2019 annual results disclosures that it expects the group to grow sales and normalised EBITDA (on a consistent accounting standards basis) in FY2020.

-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