



ASX ANNOUNCEMENT

For Immediate Release

9 September 2022

Investor presentation notice – Shaver Shop Group Limited (SSG)

Please find attached the slides to be presented by Mr Cameron Fox, Managing Director and Chief Executive Officer, to investors and shareholders at the Burrell Stockbroking Conference to be held on Saturday, 10 September 2022.

Authorised for release by the CFO and Company Secretary of Shaver Shop Group Limited.



SHAVE SHOP

TRANSFORM YOURSELF™

BURRELL STOCKBROKING CONFERENCE

10 SEPTEMBER 2022

SHAVER SHOP SNAPSHOT

Founded in 1986

Trusted & respected specialty retail brand.
Highly differentiated model with lack of direct competition



Market leader in growth sector

DIY grooming, personal care, hair and beauty appliances for men and women – focussed on premium products



121 stores

AU and NZ market
100% corporate-owned stores



Differentiated model

Exceptional customer service & product knowledge. Many key brands and products exclusive to SSG

Conservative balance sheet & strong cash flow conversion

No debt. \$30m undrawn debt facility.



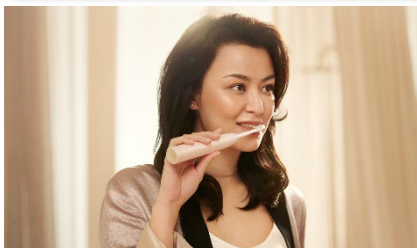
Strong dividend

Fully franked dividends of 10.0 cents/share in FY22



Omni-channel excellence

On-line sales 34.0% of total sales in FY22



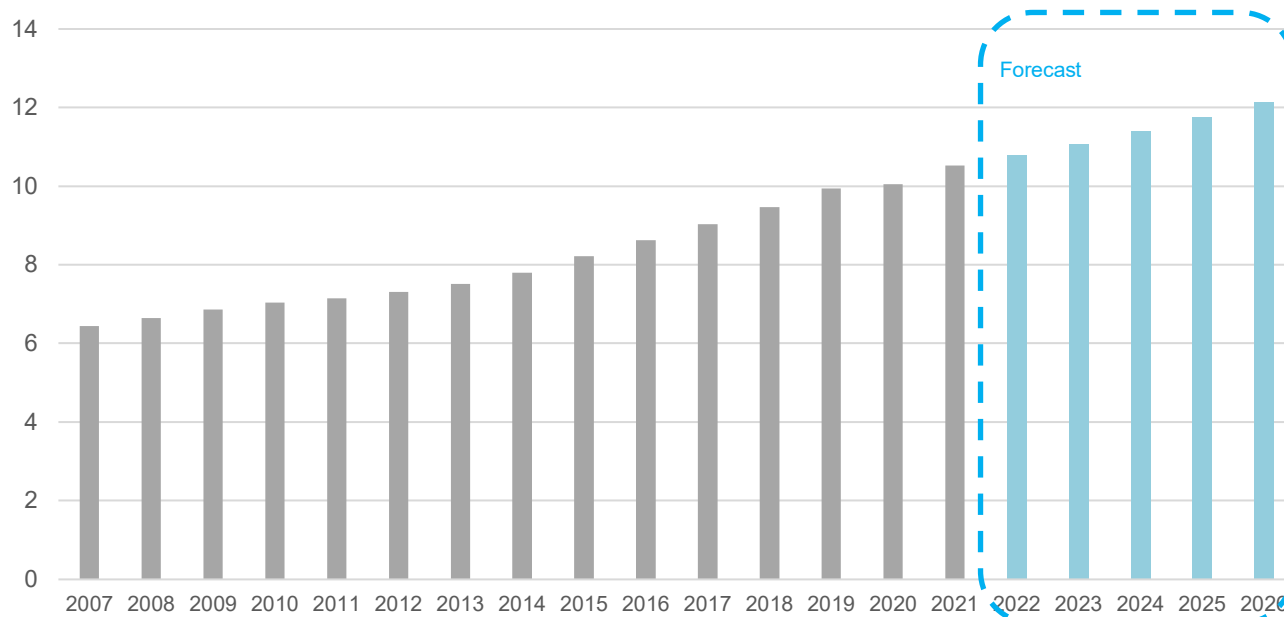
Experienced management team

Average tenure of executive leadership team – 8.1 years

BEAUTY & PERSONAL CARE IS A GROWING MASS MARKET

Beauty and personal care is a \$10B+ and growing industry in ANZ. As a global industry, it attracts leading global suppliers that bring new innovations to market every year. Increasing prevalence of social media and focus on health and beauty at home is driving demand for DIY beauty and personal care products.

Beauty & Personal Care Market Growth (\$Am)



Source: Euromonitor International, Beauty & Personal Care in Australia, May 2022, management estimates



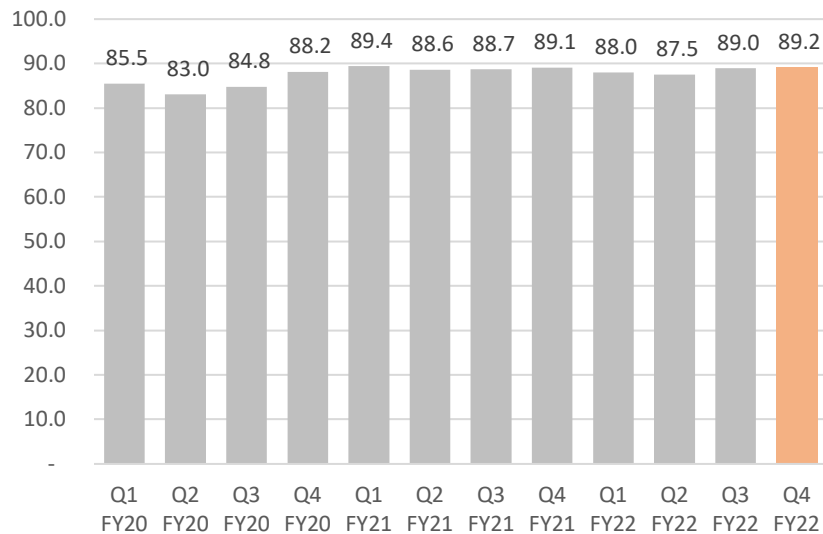
WHY MEN'S PERSONAL CARE IS AN EXCITING SEGMENT

- > Men are becoming increasingly like women in terms of their beauty regimes and self awareness of these matters
- > Men are choosing to have different looks over time which require different tools
 - Clean shaven, stubble look, full beard
- > Australia is lagging established global trends for adoption of men's grooming, beauty and personal care appliances
- > Penetration of men's beauty and grooming is far more immature than women
- > Significant innovation from large, global suppliers each year stimulating demand
- > Slightly less competitive than women's beauty and personal care
- > COVID 19 and requirement to perform DIY grooming has introduced Shaver Shop to a new customer base
- > DIY presents a more affordable alternative to visits to the salon/barber (or a complimentary alternative)

OUR COMPETITIVE ADVANTAGE COMES FROM OUR SPECIALTY PRODUCT KNOWLEDGE AND EXCEPTIONAL CUSTOMER SERVICE

Shaver Shop's key competitive advantage remains its passionate store teams that have unparalleled product knowledge. This enables them to deliver exceptional customer service as evidenced by our world class NPS scores. Customers also have comfort they can go into one of our c.120 stores across ANZ for advice and post sales support.

NPS scores are continually world class



Market research supports brand differentiation
(Image Perceptions)

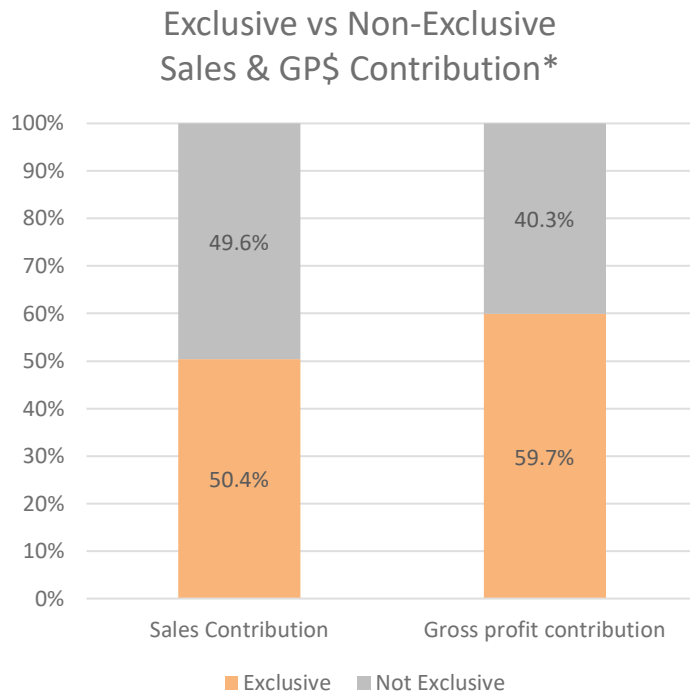


Source: AU primary market research – Aug 2021

SHAVER SHOP EXCLUSIVE PRODUCTS GENERATED MORE THAN 50% OF SALES AND APPROX. 60% OF GROSS PROFIT

Shaver Shop has the one of the broadest ranges of men's and women's personal care and grooming appliances in Australia and New Zealand. Shaver Shop is leveraging its brand awareness and differentiated product range to improve pricing power and increase gross profit margins.

Strong contribution from exclusive products



* Based on results from 1 July 21 to 30 June 2022.

Shavers



Trimmers



Clippers



Oral Care



IPL

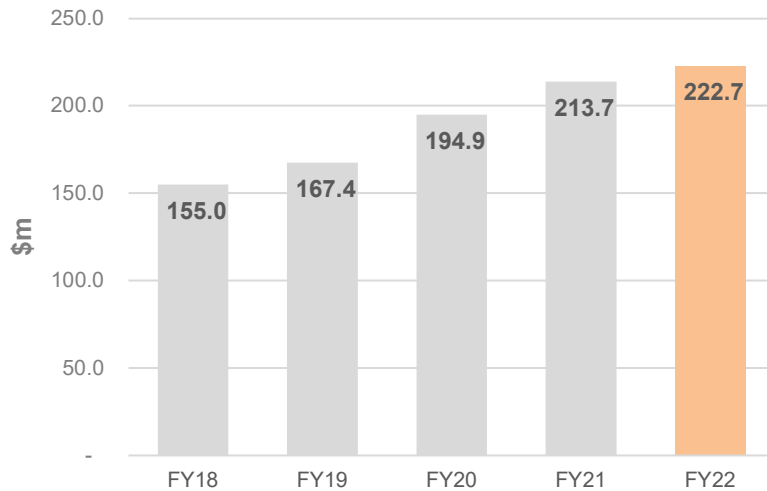


Hair Styling

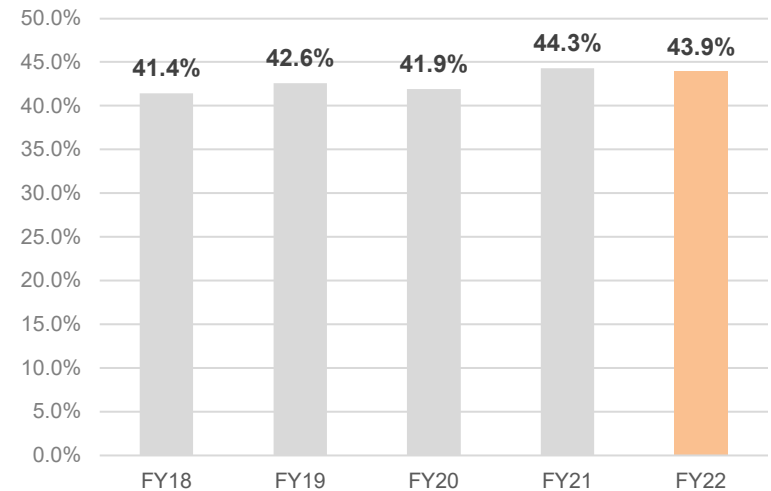


5 YEAR SALES AND GROSS PROFIT TREND

Total sales up consistently in each of the last 5 years (up 4.2% in FY22)



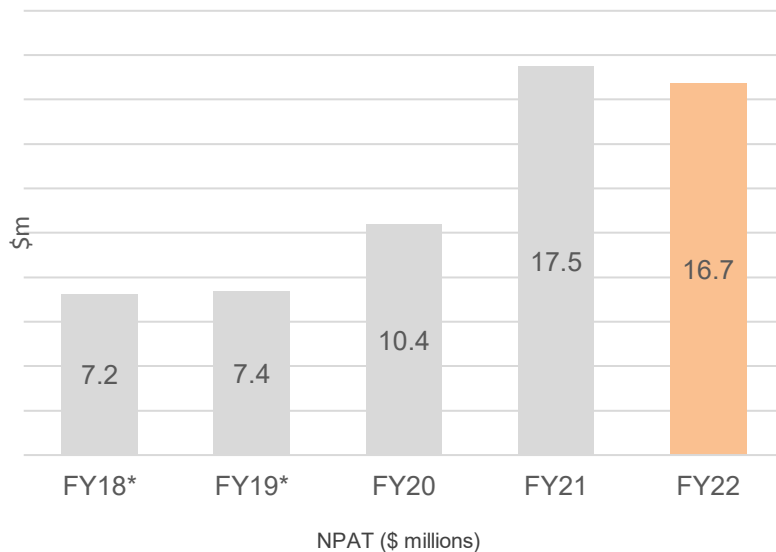
Gross profit margins near all-time highs at 43.9%



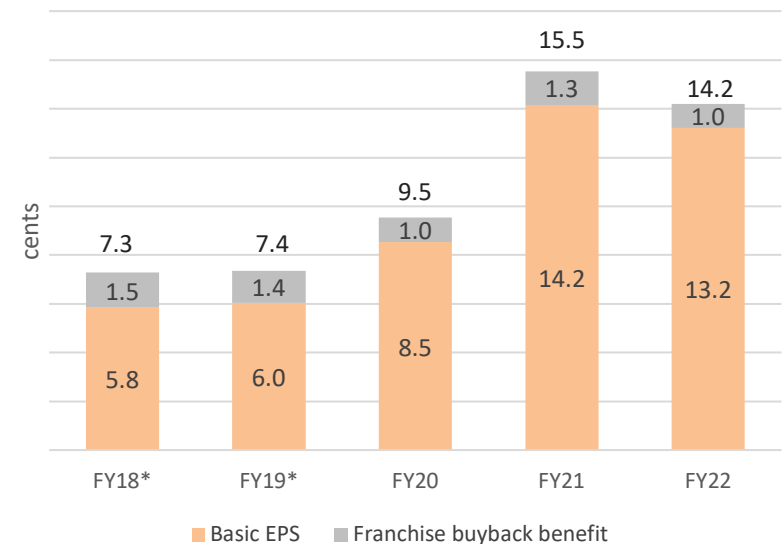
STRONG NPAT AND EPS RESULT



Second highest NPAT result in SSG's history at \$16.7m



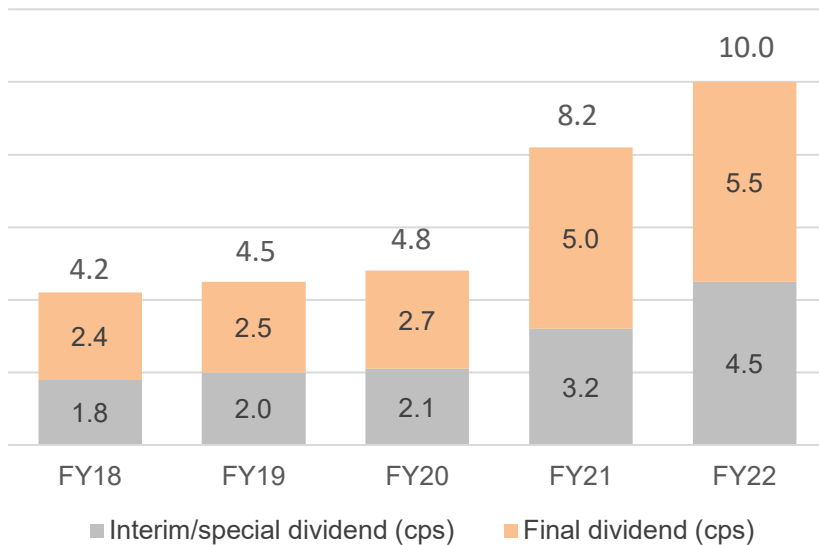
Basic EPS of 13.2 cents per share with Cash EPS of 14.2 cents (up from 7.4 cents in FY2019 – pre COVID)



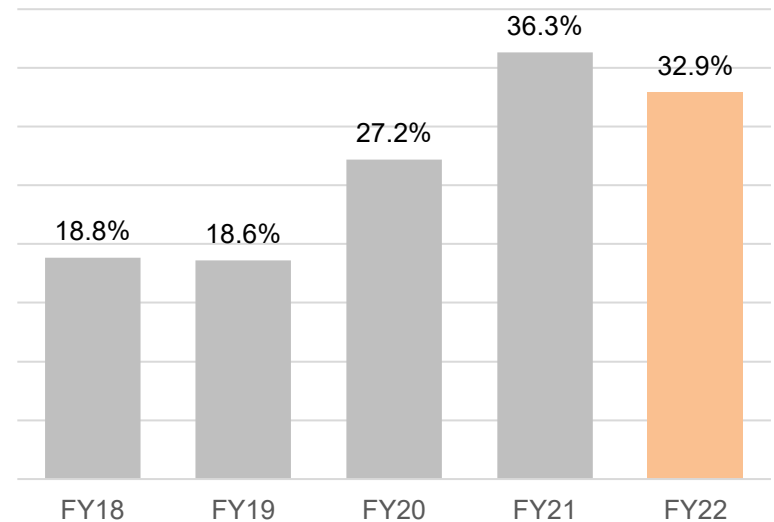


ATTRACTIVE CAPITAL RETURNS

FY22 dividends up 22.0% to 10.0 cents
 Final dividend up 10% to 5.5 cents (100% franked)



Balancing fiscal prudence while increasing dividends
 has delivered 32.9% ROCE* in FY22



* Return on Capital Employed = Normalised EBIT / average shareholders equity



INVESTMENT SUMMARY

- ✓ Segment leader both online and offline
- ✓ Large and growing market driven by changing consumer preferences and new product innovation
- ✓ COVID-19 has accelerated DIY personal care adoption and introduced new customers to Shaver Shop
- ✓ Differentiated & resilient specialty retail business model
 - Service excellence and unparalleled product knowledge
 - Product exclusivity
 - Competitive pricing
- ✓ Significant potential to further increase market share
- ✓ Strong brand awareness in Australia (NZ still low)
- ✓ Proven and highly profitable omni-retail model
- ✓ Clean balance sheet – no debt – with strong cash conversion
- ✓ Experienced management team
- ✓ Strong focus on investing for growth and improving total shareholder returns
- ✓ Strong dividend payout

THANK YOU
