



SHAVER SHOP

2023 ANNUAL GENERAL MEETING  
PRESENTATION

**Transform  
Yourself**

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This Presentation contains certain forward looking statements and comments about future events, including Shaver Shop’s expectations about the performance of its business. Forward looking statements can generally be identified by the use of forward looking words such as ‘expect’, ‘anticipate’, ‘likely’, ‘intend’, ‘should’, ‘could’, ‘may’, ‘predict’, ‘plan’, ‘propose’, ‘will’, ‘believe’, ‘forecast’, ‘estimate’, ‘target’ and other similar expressions. Indications of and any guidance on future earnings or financial position or performance of Shaver Shop are also forward looking statements.

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This Presentation contains pro-forma and normalised financial information. The pro-forma and normalised financial information and past information provided in this Presentation is for illustrative purposes only and is not represented as being indicative of Shaver Shop’s views on its future financial condition and/or performance. This financial information has been prepared by Shaver Shop in accordance with the measurement and recognition requirements, but not the disclosure requirements, of applicable accounting standards and other mandatory reporting requirements in Australia.

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For a reconciliation of the non-IFRS financial information contained in this Presentation to IFRS-compliant comparative information, refer to the Directors Report that forms part of the Shaver Shop Group Limited Consolidated Financial Report that has been lodged with the ASX. All dollar values in this Presentation are in Australian dollars (A\$), unless otherwise specified.



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# 01

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## CHAIRMAN'S ADDRESS MR BRODIE ARNHOLD

# SHAVER SHOP'S BOARD OF DIRECTORS

**Brodie Arnhold, Chair**



**Craig Mathieson**



**Trent Peterson**



**Debra Singh**



**Brian Singer**



**Cameron Fox, MD & CEO**



# Our unique business model

## Specialist, pure play

The **only sizeable pure-play retailer, solely focussed** on men's and women's **personal care and grooming solutions**

## Customer Focus

**Customer service excellence** driven by **unparalleled product knowledge** from **passionate team members**

## Product Range

**Broadest and deepest range** of personal care and grooming appliances with **large contribution from exclusive products**

## Value Proposition

**Exceptional pre-sales and post-sales service, exclusive products, competitive pricing, and compelling value-for-money offers**

## Omni Channel

Customers can choose to buy **in-store, websites, online marketplaces or by phone**

## Brand Loyalty

Increasingly seen as **the trusted destination** for men's and women's **personal care and grooming solutions** across ANZ with **increasing unprompted brand awareness** in core categories

## Supplier Relationships

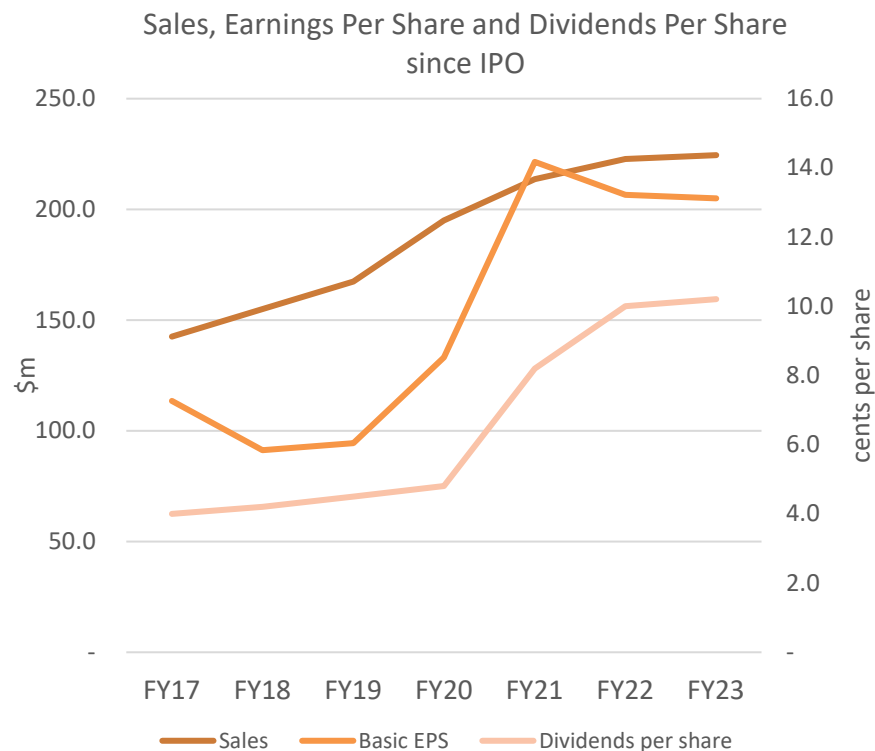
**Strong, long-standing relationships** with **leading suppliers** in our core categories

# Key milestones since IPO

## NOTABLE ACHIEVEMENTS

- > Shaver Shop listed on the ASX on 30 June 2016 with 100 stores in its network
- > FY16 revenue was \$106.7m with pro-forma NPAT of \$7.5m
- > Since that time Shaver Shop has:
  - Expanded store footprint to 122 stores (8 in NZ)
  - Increased unprompted brand awareness
  - Successfully transitioned to a multi-channel retailer with 23% of total sales generated online
  - Re-acquired 20 franchises to be fully corporate owned
  - More than doubled revenue to \$224.5 million
  - More than doubled NPAT to \$16.8 million
  - Consistently increased dividend payouts each year reaching 10.2 cents in FY23
    - Dividends of 45.9 cents per share have been paid since IPO
  - Increased net promoter score to c. 89 (out of 100)

## FINANCIAL OUTCOMES FOR SHAREHOLDERS



# Closing Share Price Since IPO

Closing share price (\$)







# 02

MD & CEO ADDRESS  
MR CAMERON FOX

# Financial Highlights

## Sales



- > Total sales up 0.8% to \$224.5 million
  - Up 34.1% on pre-pandemic (FY19) levels
- > Online sales represented 22.7% of total sales or \$51.0 million
- > Core hair removal categories continued to grow despite cycling strong sales during pandemic related lockdowns



- > NPAT up 0.8% to \$16.8m
  - Up 128% vs pre-pandemic (FY19) levels
- > Gross margin 44.5% up 60bps on FY22 – a new record for SSG
- > OPEX well controlled with CODB\* 26.2% of sales (up 40bps)
- > Basic EPS of 13.1 cps (FY22 – 13.2 cps)
  - Up 117% vs FY2019 (pre-pandemic)

## Balance Sheet



- > Robust financial position with \$13.5 million net cash - 30 June 23
- > Clean inventory position with \$22.0 million stock on hand at 30 June 23 (stock turns of c. 5.6X)
- > Operating cash flow \$32.3 million (AASB 16) – up \$4.0 million on FY22
- > Return on capital employed\*\* 31.6%

## Capital



- > FY23 dividends up 2.0% to 10.2 cents per share
  - Payout of c. 80% of reported NPAT
- > Attractive dividend yield



# Operational Highlights

## Customer Service



- > Fulfilled more than 2.5 million in-store and online orders in FY23
- > World class NPS of c. 89 (out of 100)
- > In-store offering returned to the dominant sales channel
- > Record sales conversion in FY23 at c. 43.9%

## Omni Retail



- > Optimised digital marketing spend to drive increased ROI
- > 378,000 online orders fulfilled
- > Continued to increase proportion of click & collect customers
  - > 13.4% in FY2023
- > Expanded social media presence with regular posts from influencers and Shaver Shop's internal ambassadors
- > Launched Tik Tok site

## Store Network

- > Optimising network for profitability
- > 8 store refits/relocations
- > 3 new stores
  - > Hervey Bay, Claremont Quarter, Bayfair (NZ)
- > 1 store closure – Melbourne Spencer Street

## Team



- > More than 700 team members across ANZ
- > Store teams remain our most important asset
- > Continuing to train and upskill our teams to be product and customer service experts
- > Ongoing focus on driving operational excellence across all aspects of our business



# FY24 Trading Update

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- > For the period from 1 July 2023 to 31 October 2023 (YTD):
  - Total sales decreased -5.3% cycling approximately +14.2% growth over the comparative FY23 period. Compared to pre-COVID (FY20), total sales growth was +23.8%
  - LFL sales decreased -5.4%. Compared to pre-COVID (FY20), LFL sales growth was 14.4%
  - Online sales YTD represented c.22% of total sales
- > Gross margins are in line with expectation and broadly consistent with the prior comparative period
- > Shaver Shop opened its Bayfair, NZ location in July 2023 bringing the total number of NZ stores to 8
- > Full-store refits were undertaken in July '23 at Blacktown, NSW and Geelong, VIC, with our new, flagship Chadstone, VIC store due to re-open on 30 Nov 23 (Shaver Shop is currently operating in a temporary location in Chadstone due to a centre redevelopment)
- > Shaver Shop is targeting CAPEX of \$3.5 million to \$4.0 million with investments in refitting and relocating stores continuing as well as a major technology transformation program to upgrade and drive increased efficiency across key operating systems
- > As in prior years, Shaver Shop's first half and full year results will be highly dependent on trading through the peak gift giving periods across November and December.
- > Accordingly, it is not appropriate to provide FY24 sales or earnings guidance at this time





# 03

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## ITEMS OF BUSINESS

# 1. ANNUAL FINANCIAL REPORT

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“To receive and consider the Financial Report, Directors’ Report and Auditor’s Report of the Company and its controlled entities for the financial year ended 30 June 2023.”

**THERE IS NO VOTE ON THIS ITEM OF BUSINESS**





## 2. ADOPTION OF REMUNERATION REPORT

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“That the Remuneration Report (which forms part of the Directors’ Report in respect of the financial year ended 30 June 2023 be adopted.”

## 2. ADOPTION OF REMUNERATION REPORT – VOTING RESULTS

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Proxies Received	# votes	% votes
For	35,825,981	95.45%
Open	1,015,121	2.70%
Against	694,203	1.85%
Abstain <sup>1</sup>	110,738	

The Chair of the Meeting intends to vote all available proxies **in favour** of this resolution.

<sup>1</sup> Abstain votes are provided for information only and are not included in the calculation of Total Valid Available Votes





### 3. RE-ELECTION OF DIRECTOR – MRS DEBRA SINGH

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[CLICK TO EDIT STYLES \(PRESS INDENT/OUTDENT TO TOGGLE HEADING STYLES\)](#)

“That, for the purpose of clause 67 of the Company’s Constitution, ASX Listing Rule 14.4 and for all other purposes, Mrs Debra Singh, retires by rotation, and being eligible for re-election, be re-elected as a Director of the Company.”

# 3. RE-ELECTION OF DIRECTOR – MRS DEBRA SINGH– VOTING RESULTS

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Proxies Received	# votes	% votes
For	49,495,233	97.77%
Open	1,052,545	2.08%
Against	73,849	0.15%
Abstain <sup>1</sup>	118,000	

The Chair of the Meeting intends to vote all available proxies **in favour** of this resolution.

<sup>1</sup> Abstain votes are provided for information only and are not included in the calculation of Total Valid Available Votes



## 4. RE-ELECTION OF DIRECTOR – MR TRENT PETERSON

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[CLICK TO EDIT STYLES \(PRESS INDENT/OUTDENT TO TOGGLE HEADING STYLES\)](#)

“That, for the purpose of clause 67 of the Company’s Constitution, ASX Listing Rule 14.4 and for all other purposes, Mr Trent Peterson retires by rotation, and being eligible for re-election, be re-elected as a Director of the Company.”

# 4. RE-ELECTION OF DIRECTOR – MR TRENT PETERSON

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Proxies Received	# votes	% votes
For	49,483,071	97.77%
Open	1,052,545	2.08%
Against	77,011	0.15%
Abstain <sup>1</sup>	127,000	

The Chair of the Meeting intends to vote all available proxies **in favour** of this resolution.

<sup>1</sup> Abstain votes are provided for information only and are not included in the calculation of Total Valid Available Votes





## 5. APPROVAL OF AMENDMENTS TO CONSTITUTION

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[CLICK TO EDIT STYLES \(PRESS INDENT/OUTDENT TO TOGGLE HEADING STYLES\)](#)

“That for the purpose of section 136(2) of the *Corporations Act 2001* (Cth) and for all other purposes, the Constitution of the Company be amended in the manner described in the Explanatory Notes which accompany this Notice of Annual General Meeting, with effect from the close of the Meeting.”

# 5. APPROVAL OF AMENDMENTS TO SHAVER SHOP'S CONSTITUTION

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Proxies Received	# votes	% votes
For	39,976,458	78.98%
Open	1,089,701	2.15%
Against	9,550,698	18.87%
Abstain <sup>1</sup>	122,770	

The Chair of the Meeting intends to vote all available proxies **in favour** of this resolution.

<sup>1</sup> Abstain votes are provided for information only and are not included in the calculation of Total Valid Available Votes



## 6. APPROVAL OF ISSUE OF SECURITIES TO CEO & MD

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[CLICK TO EDIT STYLES \(PRESS INDENT/OUTDENT TO TOGGLE HEADING STYLES\)](#)

“That for the purposes of the ASX Listing Rule 10.14 and for all other purposes, approval is given for the issue to the CEO and Managing Director of the Company, Mr Cameron Fox, of up to 420,000 Performance Share Rights as a long-term incentive on the terms and conditions in the Explanatory Notes accompanying this Notice of Annual General Meeting.”

# 6. APPROVAL ISSUE OF SECURITIES TO MR CAMERON FOX, CEO & MD

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Proxies Received	# votes	% votes
For	44,045,474	95.54%
Open	1,271,121	2.76%
Against	782,626	1.70%
Abstain <sup>1</sup>	176,180	

The Chair of the Meeting intends to vote all available proxies **in favour** of this resolution.

<sup>1</sup> Abstain votes are provided for information only and are not included in the calculation of Total Valid Available Votes





# 04

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## GENERAL QUESTIONS

Thank you

