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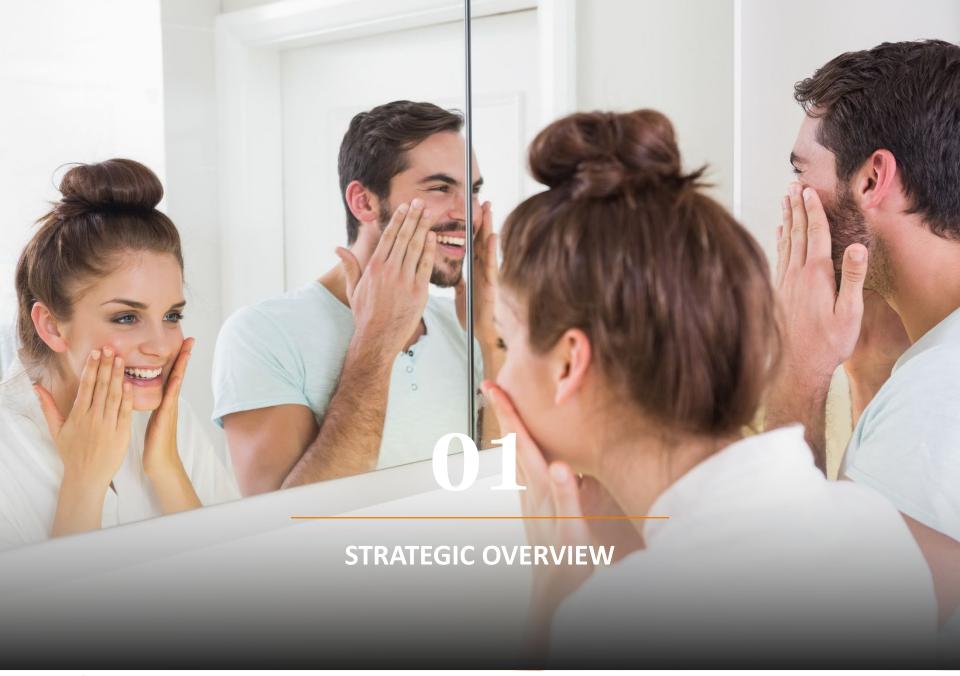
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Shaver Shop Snapshot

Founded in 1986

Trusted and respected specialty retail brand with high AU brand awareness of 87% -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





123 stores

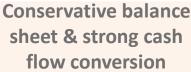
AU and NZ market 100% corporate-owned stores



Differentiated model

Exceptional customer service and product knowledge.

Many key brands and products exclusive to SSG



No debt and \$30m undrawn debt facility



Strong dividend yield

Fully franked dividends of 10.2 cents/share in FY24





Omni-channel excellence

Online sales c.23% of total sales in FY24



Experienced management team

Average tenure of executive leadership team – 10.6 years



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SHAVER SHOP GROWTH DRIVERS

Store Network Optimisation

Range Expansion

(category creep into adjacencies, product innovation)

Strategic Category Management

(Exclusives, leadership in range breadth and depth, private brand)

Conservative balance sheet and proven profitability to support investment

"Customer obsession" x "scale, experience, data and insights" drive profitability

Well-established and consistently profitable store network

Market leader and #1 specialist in our core categories

Proven omni-channel capability

Excellence in team training, product knowledge and customer service drive brand loyalty

Attractive and growing market – particularly men's grooming











FY24 Results Overview



Sales down 2.3% to



Net profit after tax



Gross profit margin %



Operating cash flow

\$219m \$15.1m 44.4% \$34.1m



Online sales

of total sales



F24 100% franked dividends

(same as FY23 payout)



Net cash at 30 June 24

10.2cps \$13.3m



Net promoter score

Out of 100





FY24 – progress against key priorities

SIGNIFICANT PROGRESS IN EXECUTING SHAVER SHOP STRATEGIC IMPERATIVES TO MAINTAIN OUR POSITION AS THE LEADING SPECIALTY RETAILER ACROSS ANZ IN OUR CORE CATEGORIES

Strategic Category Management

- Secured exclusive 5 year distribution licence for growing Skull Shaver range of products
- Secured exclusive distribution rights for Epilady and Silk'n range of long term hair reduction ranges (launching H1 FY25)
- Private brand development (Transform U)

Range Expansion to Drive Growth

- Significant expansion into men's consumable products with addition of American Crew, Jericho and Cremo brands
- Revitalised Foreo brand launch in female beauty
- Selective ranging of shampoos and conditioners (Kevin Murphy, Olaplex, K18)
- Expanding oral care range with Oclean appliances

Store Network Optimisation

- Latest store look and feel launched at Chadstone flagship location in Dec '23 centre remains heavily development impacted (targeted completion now Feb '25)
- Expanding store footprint at Frankston and Woden sites to maximise sales opportunity
- Blacktown, Harbour Town Gold Coast, Joondalup, Geelong, Chapel St stores upgraded to latest brand standards





Sales trend

- Challenging retail environment with outside foot traffic¹ down 13% vs FY23 across ANZ
- Consumer remains very price conscious, with focus on key promotional events
- Key gift giving periods (Black Friday, Christmas, Boxing Day, EOFY Sale) are even more critical to execute well with compelling offers
- SSG is balancing (as best possible) reduced transaction volumes with higher ATV and focus on maximising gross profit dollar contribution
- Online sales (relatively) performed better than in-store, with online sales down \$0.1m to \$50.9 million
- Online sales represented c.23% of total sales marginally higher than FY23
- > 123 stores in Shaver Shop's network at year end (FY23 123)

Quarterly Sales Growth % (vs FY23)



Online vs In-store Sales Contribution







In-Store Metrics



Outside foot traffic down

-13%



Sales conversion

43.3%

Online Metrics



Unique visitors

10.5m



Sales conversion

3.2%



Transaction volumes down

-6.1%



Avg Transaction Value up

+3.6%



Active customers

330k



Average Transaction Value up

+7.0%



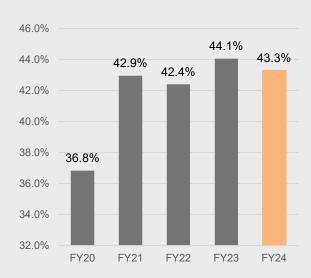
World class customer service metrics

- Net promoter score remained at "best in class" level at 88.8 (out of 100)
- Despite softer consumer demand, in-store sales conversion remained near all time highs at 43.3%
- Customer service excellence remains a core part of Shaver Shop's DNA driven by:
 - Unparalleled product knowledge
 - Friendly and passionate store teams
 - Breadth of product range
 - Product recommendations that meet customer needs and budget constraints
 - Post sales service and support

Net Promoter Score



Sales Conversion* %







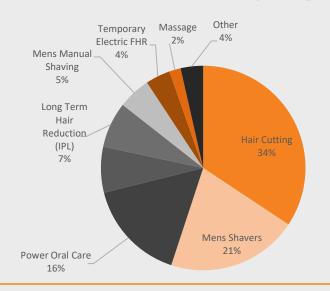
Gross profit trend

- Gross profit margins were 44.4% in FY24 (near all time high) despite category mix changes towards:
 - Long term hair removal solutions (IPL)
 - Hair Styling
- Shaver Shop identified these as core opportunities in FY24 albeit these generally have a lower number of exclusive lines and tend to be highly competitive over key promotional periods
- These female focused categories remain critical for Shaver Shop because:
 - c.50% of Shaver Shop customers are female
 - Significant and frequent new product development from global brands as well as new suppliers which introduces Shaver Shop to new customers
 - Strong growth potential (particularly long-term hair removal solutions for men and women)
- SSG balanced pricing and associated margins in core men's grooming range to largely offset category mix changes

Gross Profit Margin (%) Trend

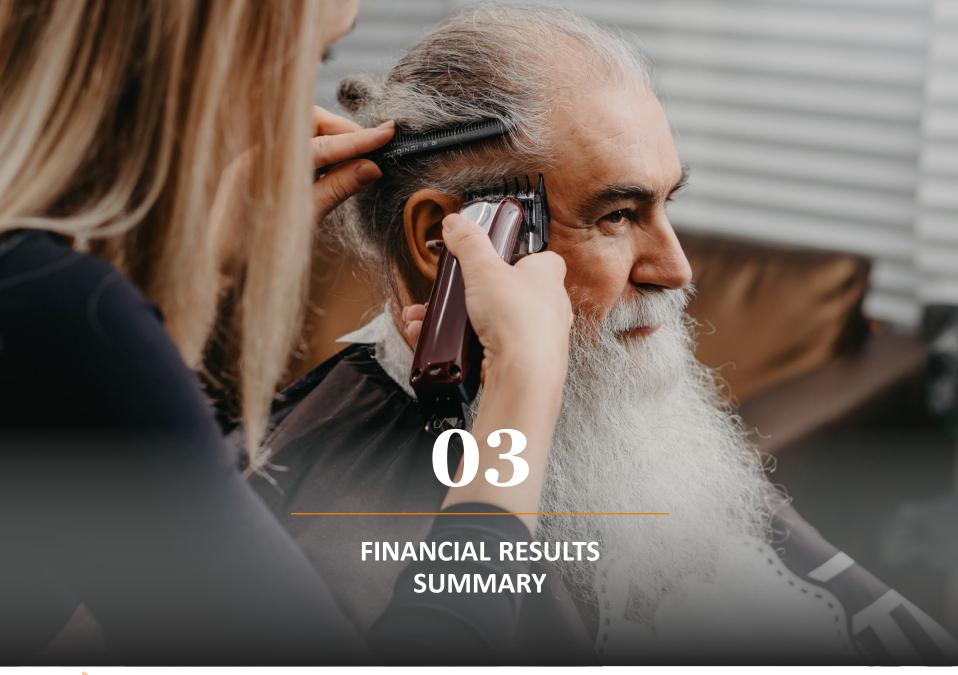


FY24 Sales Contribution by Category





^{*} Sales conversion is the percentage of customers that purchase an item after entering a Shaver Shop store







FY24 profit & loss

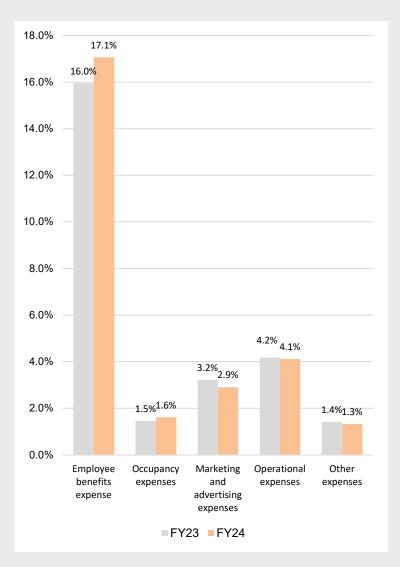
- > Sales down 2.3% to \$219.4m
 - In-store sales down \$5.0m or 2.9%
 - Online sales down \$0.1m or 0.1%
- > Gross profit margins relatively flat at 44.4%
- > CODB was tightly controlled, only increasing 0.7% in absolute terms (or \$0.4m) despite inflationary cost pressures
 - As a percentage of sales CODB was 27.0%, up 80bps
- Depreciation and amortisation increased as higher number of leases were in holdover in FY24 (vs FY23). This was partially offset by lower lease interest and higher interest income earned on cash balance
- > NPAT of \$15.1m was down 10.1% with basic EPS of 11.7cps (down 10.7%)
- > Cash NPAT \$16.1m down 9.7% with Cash EPS down 10.1%

Profit & Loss	Reported	Reported	Variance	Variance
A\$m	FY2024	FY2023	(\$)	(%)
Sales	219.4	224.5	(5.1)	(2.3%)
Gross profit	97.5	99.9	(2.5)	(2.5%)
Gross margin %	44.4%	44.5%	-0.1%	(0.2%)
Cost of doing business (CODB)	(59.3)	(58.9)	(0.4)	0.7%
EBITDA	38.1	41.0	(2.9)	(7.0%)
EBITDA margin %	17.4%	18.3%	-0.9%	(4.9%)
Depreciation and amortisation	(16.2)	(15.3)	(0.9)	6.2%
EBIT	21.9	25.8	(3.8)	(14.9%)
EBIT margin %	10.0%	11.5%	-1.5%	(12.9%)
Net finance costs	(0.5)	(1.2)	0.7	(58.1%)
Income tax expense	(6.3)	(7.7)	1.4	(18.3%)
NPAT	15.1	16.8	(1.7)	(10.1%)
NPAT margin %	6.9%	7.5%	-0.6%	(8.0%)
Basic EPS (cents) - weighted avg shares	11.7	13.1	(1.4)	(10.7%)
Franchise buyback tax benefit	1.0	1.0	(0.0)	(3.3%)
Cash NPAT (after adjusting for tax benefit				
of franchise licence termination costs - 5				
year amortisation)	16.1	17.8	(1.7)	(9.7%)
Cash EPS (cents)	12.5	13.9	(1.4)	(10.1%)





CODB - % of total sales



Cost of doing business (CODB*)

Shaver Shop tightly controlled CODB leading to 0.7% (or \$0.4m) increase in absolute terms.

- Biggest inflationary cost impact was in employment expenses driven by 5.75% FWA minimum wage increase effective 1 Jul 23
- Occupancy expenses increased by c.\$0.3m due to COVID-19 abatements recognised in FY23 (no benefit in FY24)
- Marketing expenditure reductions, variable operational expense controls (e.g. online order postage) and other corporate overheads (e.g. liability and D&O insurance) largely offset the inflationary pressures
 - Difficult to replicate this level of cost minimisation in FY25 and beyond





Balance Sheet

- Balance sheet remains solid
- Net cash (no debt) of \$13.3m at 30 June 24 (down \$0.2m) despite \$3.4m Skull Shaver payment in June 24
- Stock position remains clean up \$1.2m to \$23.1m or c. \$187k per store at 30 June 24
 - Strong EOFY sales result led to stock being c. \$1-2m lower than target – will revert in FY25
- Right of use assets and lease liability balances continue to reduce as average lease tenor shortens
 - c.40 leases expected to be renegotiated/renewed in FY25 with a large component being key doors
- > Trade payables higher due to one large supplier payment which was not due for payment until 1 July 24
- > No bank debt
 - \$30m undrawn debt facility renewed in July 24 for additional 3 year term
- > Net assets up \$3.2m to \$87.7 million

	AASB 16	AASB 16	
A\$m	30-Jun-24	30-Jun-23	Variance
Cash	13.3	13.5	(0.2)
Trade & other receivables	2.9	2.1	0.8
Inventory	23.1	22.0	1.2
Plant & Equipment	11.2	10.8	0.4
Right of use assets	15.7	17.6	(1.9)
Goodwill & Intangibles	58.1	54.2	3.9
Other assets	3.1	4.4	(1.3)
Total assets	127.6	124.7	2.9
Trade payables	18.0	14.6	3.4
Interest bearing liabilities	_	-	
Lease liabilities	19.0	21.7	(2.7)
Other liabilities	2.9	3.8	(1.0)
Total liabilities	39.8	40.1	(0.3)
Net assets	87.7	84.5	3.2





Strong operating cashflow

- > Operating cashflow up \$1.1m to \$34.1m
 - Supported by \$3.8m trade payable balance due 1 July 24 which will impact FY25 operating cashflow
- Skull Shaver 5-year exclusive licence payment of \$3.4m paid in late June 24
- > CAPEX of \$2.4m driven by:
 - 5 store refits completed in FY24
 - Continued investment in core software platforms
- Increase in principal portion of lease payments reflects:
 - Average lease tenor reducing
 - No COVID-19 abatements (FY23 \$0.3m)
 - Annual increases in rent payments
- Remaining operating cashflow used to return \$12.8m to shareholders through 100% dividends

A\$m	FY24	FY23	Variance
NPAT	15.1	16.8	(1.7)
Non-cash items:			
Depreciation and amortisation	16.2	15.3	0.9
Change in working capital and other	2.8	1.0	1.8
Net cash flow from operating activities	34.1	33.1	1.1
Payments for exclusive licence	(3.4)	-	(3.4)
CAPEX (net of premises contributions)	(2.4)	(1.4)	(1.0)
Net cash flow before financing activities	28.4	31.7	(3.3)
Dividends paid	(12.8)	(12.8)	(0.0)
Proceeds on sale of unvested LTI shares	-	0.8	(0.8)
Lease payments - principal	(15.7)	(13.6)	(2.1)
Net cash flow	(0.2)	6.1	(6.3)
Opening Cash Position - 1 July	13.5	7.4	6.1
Closing Cash Position - 30 June	13.3	13.5	(0.2)



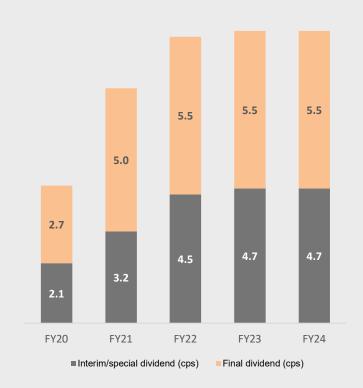


Capital Management

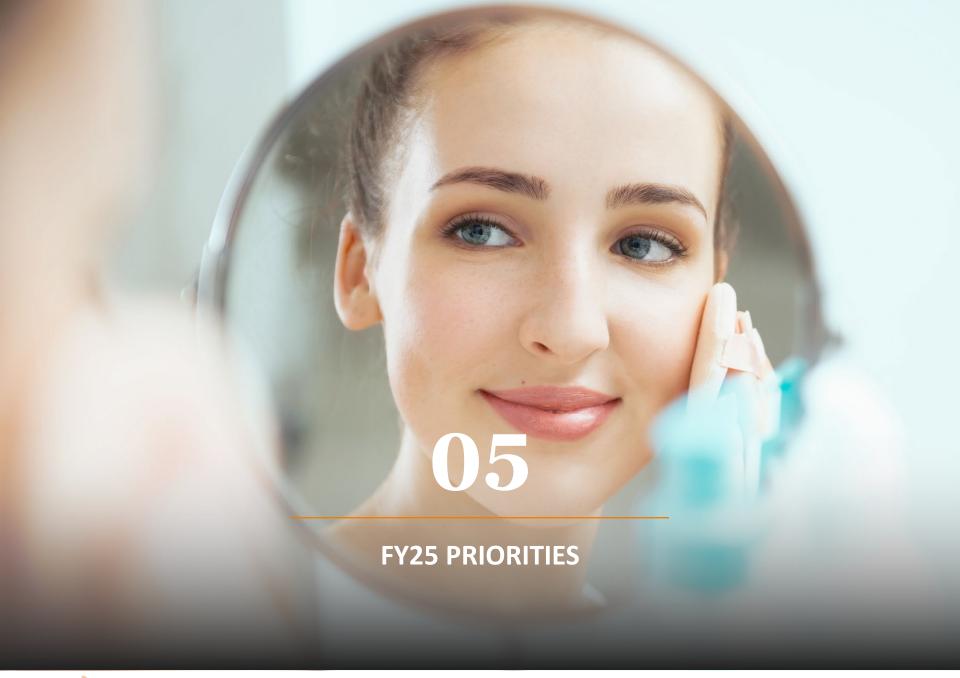
FINAL DIVIDEND OF 5.5 CENTS PER SHARE (FULLY FRANKED) BRINGING FY24 DIVIDENDS TO 10.2 CENTS PER SHARE (FULLY FRANKED)

- > FY24 dividends (10.2 cps) represents payout of c. 88% of reported NPAT and c.82% of Cash NPAT
- SSG dividends have increased 112.5% since FY20 with payout ratio increasing
- > Balance sheet remains strong with \$13.3m net cash balance at 30 June 24
- Retaining balance sheet flexibility to invest capital in accretive opportunities including:
 - Skull Shaver 5 year exclusive licence (announced in June)
 - Transform U private label offering (announced today)
 - Similar, strategic and tactical growth opportunities that leverage SSG's strengths and capabilities (future)
- > Return on capital employed (ROCE*) remains robust at 25.2%

Dividend Payout Trend











FY25 Key Priorities

- > Successfully launch new Transform U brand
- > Leverage new Skull Shaver 5-year exclusive distribution agreement
- > Drive category and range expansion with new brands
- Continue optimising store network to generate incremental returns:
 - Relocations within centres
 - Refits to latest brand standards (6-8 stores)
 - Selectively open new stores
 - Increase NZ store numbers and brand awareness
- > Continue enhancing in-house education content for store teams
- Maintain social media momentum with continuous flow of creative and engaging content
- > Maximise key promotional event contribution



Strategic category management and range expansion activities

- Showcase Skull Shaver as an example of Shaver Shop providing a turnkey go to market strategy in ANZ for innovative global brands
- Introduce new products and brands to stimulate consumer demand and conversion opportunities
- Product innovation evident across numerous categories including:
 - Long term hair reduction
 - Power oral care
 - Men's body grooming
 - Beard care
 - Head shavers
 - Men's haircutting
 - Men's and female wet shaving
- > Largest brand expansion in the last 5 6 years
- > Exclusive distribution rights for:
 - Epilady long term hair removal
 - Silk'n long term hair removal
 - Oclean power oral care



















TRANSFORM-U

- > Shaver Shop's first, genuine private brand offering aimed at:
 - Filling existing gaps
 - Leveraging Shaver Shop deep domain knowledge of customer wants and needs
 - Designing products (in collaboration with manufacturing partners) that meet customer appetite for quality, performance and value for money
- > Sourced over 130 models and narrowed rigorous testing to over 70
- Performed extensive market research with male and female groups around proposed branding and collateral
- Brand builds upon Shaver Shop's longstanding tagline of "Transform Yourself"
- Initial launch focuses on following categories where gaps existed in our range that existing suppliers were not fully satisfying
- Will selectively expand Transform U range if initial launch proves successful
- Planning to launch 20-30 products in time for key sales period in November and December 24, however not expecting material sales or margin contribution in FY25
- > Incremental working capital investment (stock) of c. \$2m 3m in FY25



Store design evolution

- Continue to evolve Shaver Shop in-store design to:
 - Create an engaging shopping experience
 - Reflect latest branding
 - Improve passer-by visibility and awareness
 - Improve tactility
 - Reflect a contemporary look and feel
 - Showcase our "house of brands"
- > Range and brand expansion activities are leading to:
 - Moderate increase in avg. store size (i.e. 80-120m²)
 - Creation of hero brands and merchandising opportunities
- Will continue to evolve our brand and store design over to remain contemporary and exceed customer shopping expectations

Joondalup, WA Refit (July '23)



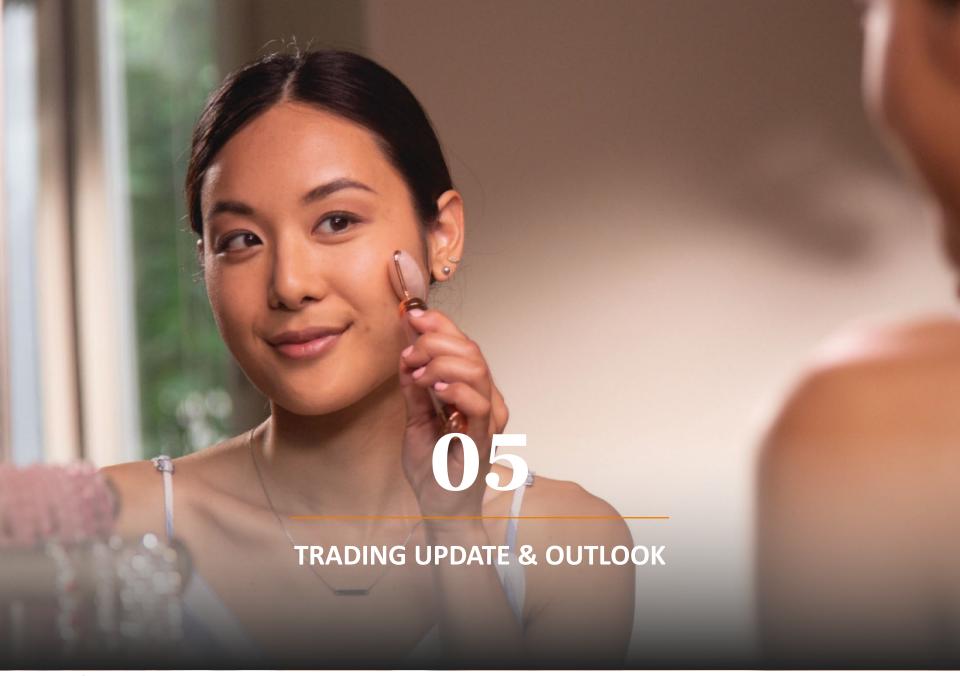


Chapel St, VIC Refit (June '24)













Trading Update and Outlook

- > Following a strong end of financial year promotion, sales have moderated in July and August
- > Total sales growth and like for like for the period from 1 July 24 to 22 August 24 (year to date or YTD) versus the prior comparative period are set out in the table below:

1 July 24 to 21 Aug 24 (YTD)	vs FY24 YTD
Total sales growth	-0.8%
Like for like sales growth	-0.8%

- > Sales in August month to date have returned to growth in our core categories, following a period of softer sales in July when Shaver Shop was off promotion (consistent with prior years)
- > Shaver Shop is maintaining its discipline of balancing sales and volume growth with maximising gross profit dollars leading to gross profit margins broadly in line with FY24 YTD
- > Successfully launching a significant number of new brands in H1 FY25 including our new private label brand, Transform U, as well as Epilady, Silk'n, Jericho etc... is a key priority and will require c. \$2m-\$3m incremental working capital investment in FY25
- > Over the next three years, Shaver Shop intends to extend its leadership position across its core grooming categories by:
 - driving strategic category management through range leadership, product differentiation and Transform U;
 - expanding its range by sourcing new innovation and identifying category creep opportunities; and,
 - evolving its store format to best showcase our "house of brands" across our core categories
- > Consistent with prior years, having regard to the importance of the Black Friday, Christmas and Boxing Day trading results to Shaver Shop's FY25 financial performance, it is not appropriate to provide sales or profit guidance at this time





Investment Summary

- ☑ Segment leader both online and offline
- ☑ Large and growing market driven by changing consumer preferences and new product innovation
- ☑ Products range is applicable to almost all demographics
- ☑ Differentiated & resilient specialty retail business model
 - Service excellence and unparalleled product knowledge
 - Product exclusivity
 - Competitive, value-based pricing
- ☑ Potential to further increase market share
- ☑ High brand awareness in Australia (NZ growing)
- ☑ Proven and highly profitable omniretail model
- ☑ Clean balance sheet no debt with high cash conversion
- ☑ Experienced management team
- Focus on investing for growth and improving total shareholder returns
- Attractive dividend payout and franked dividend yield





Key Metrics Summary

Comment to Assess (AACD 4C)	Reported	Reported
Comparable Accounting (AASB 16)	FY2024	FY2023
Number of corporate stores (30 June)	123	123
Number of franchise stores	-	
Total stores	123	123
Corporate store sales (\$m)	219.4	224.5
Franchise store sales (\$m)	-	
Total network sales (\$'000)	219.4	224.5
Corporate store LFL¹ sales growth %	-2.8%	3.5%
Corporate store total sales growth %	-2.3%	4.2%
Gross profit margin %	44.4%	44.5%
Employee benefits expense as a % of sales	17.1%	16.0%
Occupancy expenses as % of sales (AASB 16)	1.6%	1.5%
Marketing and advertising expenses as % of sales	2.9%	3.2%
Operational expenses as % of sales	4.1%	4.2%
Other expenses as % of sales	1.3%	1.4%
Costs of doing business % of sales	27.0%	26.2%
EBITDA margin	17.4%	18.3%
EBIT margin	10.0%	11.5%
NPAT margin	6.9%	7.5%
Basic EPS (cents)	11.7	13.1
Dividends declared per share (cents) - 100% franked	10.2	10.2
Net cash (debt) - 30 June (\$m)	13.3	13.5



5 Year Profit & Loss

	AASB 16	AASB16	AASB16	AASB16	AASB16
	FY20	FY21	FY22	FY23	FY24
Normalised Results (\$ millions)	Actual	Actual	Actual	Actual	Actual
Sales	194.9	213.7	222.7	224.5	219.4
Cost of goods sold	(113.4)	(119.0)	(125.0)	(124.6)	(121.9)
Gross profit	81.6	94.7	97.7	99.9	97.5
Gross margin %	41.8%	44.3%	43.9%	44.5%	44.4%
Franchise and other revenue	1.1	0.9	0.0	0.0	0.0
Employee benefits expense	(29.2)	(32.0)	(31.8)	(35.8)	(37.4)
Occupancy expenses	(3.1)	(2.5)	(2.9)	(3.3)	(3.6)
Marketing and advertising expenses	(6.9)	(7.3)	(8.5)	(7.2)	(6.4)
Operational expenses	(8.9)	(9.8)	(11.1)	(9.4)	(9.0)
Other expenses	(4.2)	(3.6)	(3.0)	(3.2)	(2.9)
Overhead expenses	(52.3)	(55.1)	(57.4)	(58.9)	(59.3)
EBITDA	30.3	40.4	40.3	41.0	38.1
EBITDA margin	15.6%	18.9%	18.1%	18.3%	17.4%
Depreciation and amortisation	(2.2)	(2.1)	(1.9)	(1.9)	(2.0)
Depreciation - right of use assets (leases)	(11.3)	(11.9)	(12.5)	(13.4)	(14.2)
EBIT	16.8	26.4	25.9	25.8	21.9
Net finance costs	(0.4)	(0.2)	(0.3)	(0.0)	0.5
Net finance costs - lease liabilities	(1.7)	(1.4)	(1.4)	(1.2)	(1.0)
Profit before income tax	14.8	24.7	24.2	24.5	21.4
Income tax expense	(4.4)	(7.3)	(7.5)	(7.7)	(6.3)
NPAT	10.4	17.5	16.7	16.8	15.1
Basic shares outstanding (# millions)	121.8	123.3	126.2	128.2	128.9
Basic EPS (cents)	8.5	14.2	13.2	13.1	11.7
Franchise buy-back tax benefit	1.2	1.7	1.2	1.0	1.0
Cash NPAT	11.6	19.2	17.9	17.8	16.1
Cash EPS (cents)	9.5	15.5	14.2	13.9	12.5

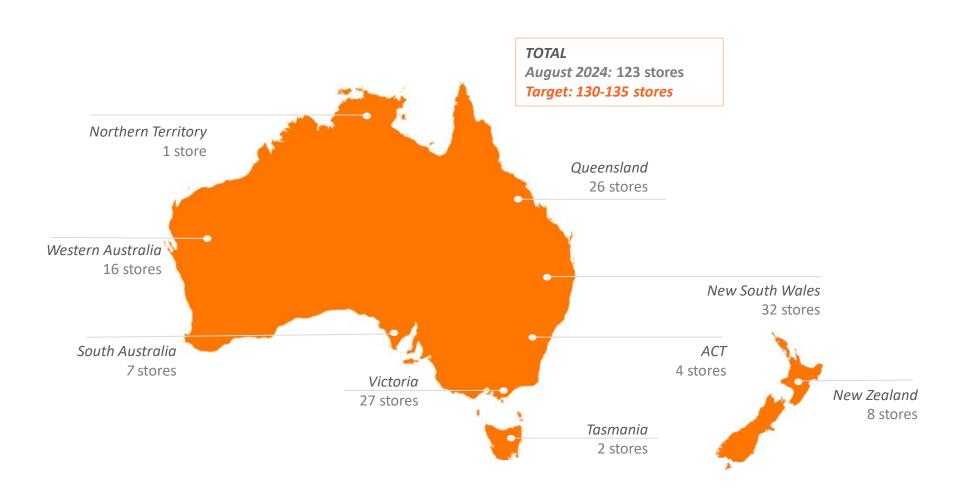


Year Balance Sheet

	AASB 16				
A\$m	30-Jun-20	30-Jun-21	30-Jun-22	30-Jun-23	30-Jun-24
Cash	12.6	7.4	9.4	13.5	13.3
Trade & other receivables	1.8	3.6	3.1	2.1	2.9
Lease receivables	2.2	-	-	-	-
Inventory	15.1	18.1	22.2	22.0	23.1
Plant & Equipment	10.8	10.6	10.7	10.6	11.2
Right of use assets	26.6	21.3	22.3	17.6	15.7
Goodwill & Intangibles	44.8	54.0	54.0	54.5	58.1
Other assets	5.6	7.8	6.0	4.8	3.1
Total assets	119.6	122.8	127.7	125.1	127.6
Trade payables	18.1	19.2	17.7	14.6	18.0
Interest bearing liabilities	-	-	-	-	-
Lease liabilities	37.0	26.4	26.8	21.7	19.0
Other liabilities	2.6	4.6	4.5	4.5	2.9
Total liabilities	57.7	50.2	49.1	40.8	39.8
Net assets	61.9	72.6	78.6	84.3	87.7



Shaver Shop Store Network (current)





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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. Forward looking statements involve inherent risks and uncertainties, both general and specific, and there is a risk that such predictions, forecasts, projections and other forward looking statements will not be achieved. Shaver Shop's Consolidated Financial Report contains details of a number of key risks associated with an investment in Shaver Shop. Many of these risks are beyond the control of Shaver Shop. Should one or more of these or other risks or uncertainties materialise, or should any assumption underlying any forward looking statement contained in this Presentation prove incorrect, Shaver Shop's actual results may differ materially from the plans, objectives, expectations, estimates, and intentions expressed in the forward looking statements contained in this Presentation. As such, undue reliance should not be placed on any forward looking statement. Shaver Shop is providing the information contained in this Presentation as a result of new information, future events or developments or otherwise.

Pro forma and normalised financial information

This Presentation may contain 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. Shaver Shop uses certain measures to manage and report on its business that are not recognised under Australian Accounting Standards. These measures are referred to as non-IFRS financial information. Shaver Shop considers that this non-IFRS financial information is important to assist in evaluating Shaver Shop's performance. The information is presented to assist in making appropriate comparisons with prior periods and to assess the operating performance of the business. In particular, this information is important for comparative purposes with normalised results across financial periods. 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 (AS), unless otherwise specified.



Thank you

