



ASX ANNOUNCEMENT

TRADING UPDATE

Melbourne, 14 November 2024 – Shaver Shop Group Limited (ASX: SSG), the Australian specialty retailer of male and female personal grooming and beauty products, provides the following business update in relation to the trading period from 1 July 24 through 31 October 24 (YTD), which is based on unaudited internal records.

A summary of Shaver Shop's total and like for like (LFL) sales growth YTD versus the prior comparative period.

Sales Growth (%)	YTD vs FY24
Total sales*	-1.3%
Total LFL sales	-1.0%

Total sales declined -1.3% over the first four months of FY25 with like for like sales declining -1.0% versus the prior comparative period. The timing of the semi-annual Click Frenzy promotion has changed from October last year back to November this year which has impacted the comparability of YTD results. Online sales are down -6.1% YTD while in-store sales are flat YTD (0.0% change).

Gross profit margins have improved leading to gross profit dollars being flat across the first four months of FY25. Management expects our strategy of securing more exclusive products with innovative premium brands (e.g. Skull Shaver) and the imminent launch of Transform U™ will together support gross margin expansion at Shaver Shop in the medium term.

Consistent with prior years, and having regard to the materiality of the Black Friday, Christmas and Boxing Day trading periods to Shaver Shop's half-year and full-year results, it is not appropriate to provide FY25 sales or earnings guidance at this time.

Authorised for release by the Board of Shaver Shop Group Limited.

-ENDS-

For further information:

Corporate & Media:

Cameron Fox, CEO & Managing Director
P: +61 3 9840 5900

Investors:

Larry Hamson, CFO & Company Secretary
P: +61 3 9840 5900



About us

Shaver Shop Group Limited (ASX: SSG) is an Australian and New Zealand specialty retailer of male and female personal grooming products and aspires to be the market leader in 'all things related to hair removal'.

There are currently 125 Shaver Shop stores across Australia and New Zealand. The Company also sells products via its websites www.shavershop.com.au and www.shavershop.net.nz, and an eBay store.

Shaver Shop offers customers a wide range of quality brands, at competitive prices, supported by excellent staff product knowledge. The Company's specialist knowledge and strong track record in the personal grooming segment enables it to negotiate exclusive products with suppliers. Shaver Shop sources products from major manufacturers who seek to create functional and innovative products to meet customers' needs and wants in the hair removal and personal care product categories. The Company's core product range comprises male and female hair removal products such as electric shavers, clippers and trimmers, and wet shave items. Complementary to its core product range, Shaver Shop retails various products across the oral care, hair care, massage, air treatment, and beauty categories.