

TRANSFORM YOURSELF

2024 Annual General
Meeting Presentation



SHAVER SHOP



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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.

CONTENTS

01

Chair's Address

02

CEO & MD's Address

03

Items of Business

04

General Questions



01

Chair's Address



SHAVER SHOP'S BOARD OF DIRECTORS

Brodie Arnhold, Chair



Cameron Fox, MD & CEO



Trent Peterson



Craig Mathieson



Debra Singh



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



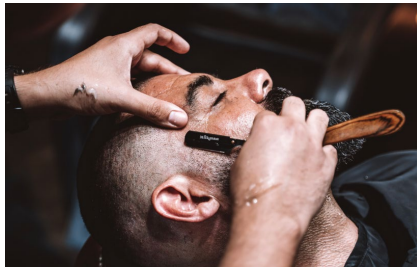
Market leader in growth sector

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



125 stores

AU (116 stores) & NZ (9 stores)
100% corporate-owned



Differentiated model

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

Conservative balance sheet and strong cash conversion

No debt and \$30m undrawn debt facility at 30 June 24



Strong dividend yield

Fully franked dividends of 10.2 cents per share in FY24



Omni-channel excellence

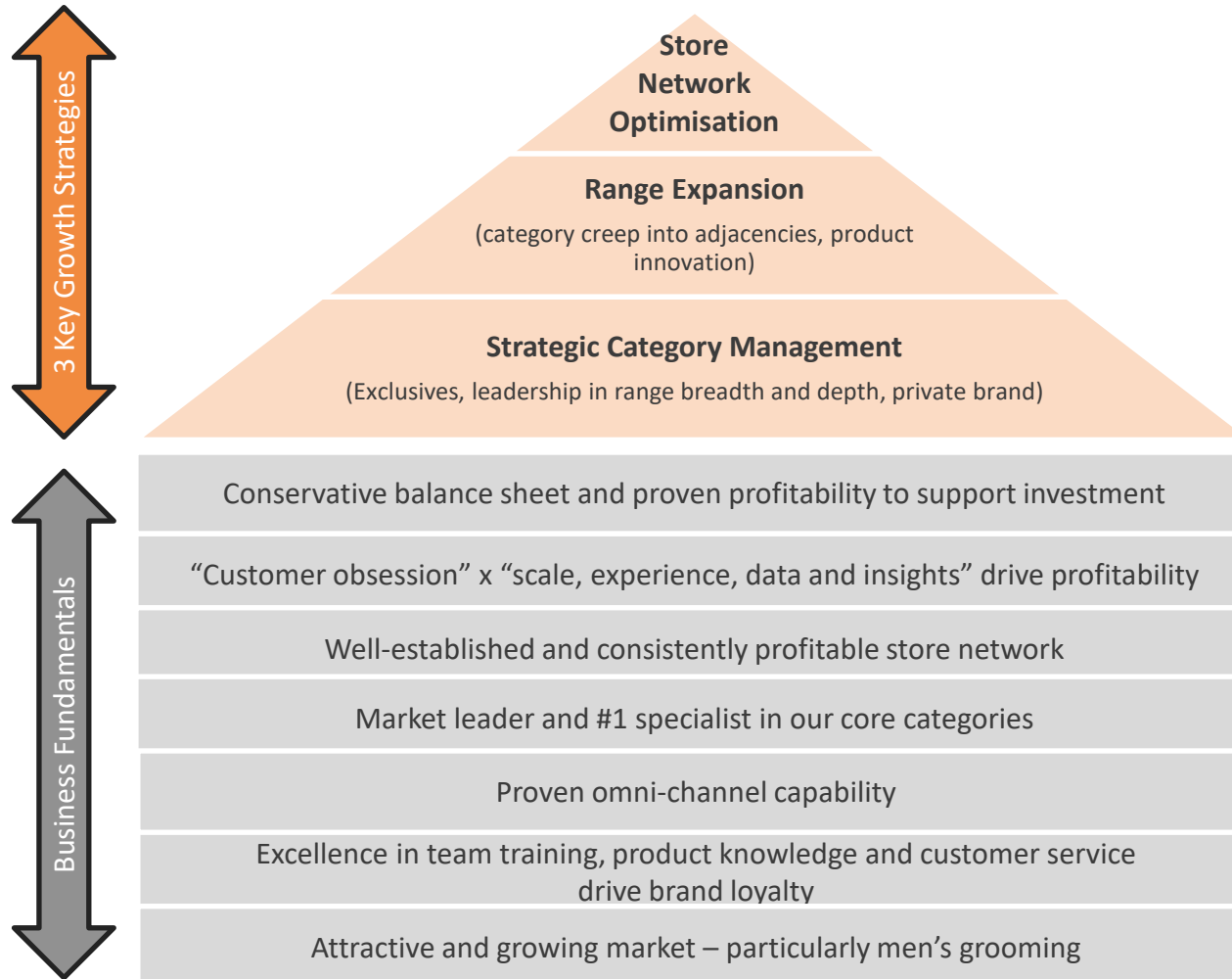
Online sales c.23% of total sales in FY24



Experienced Board and management team

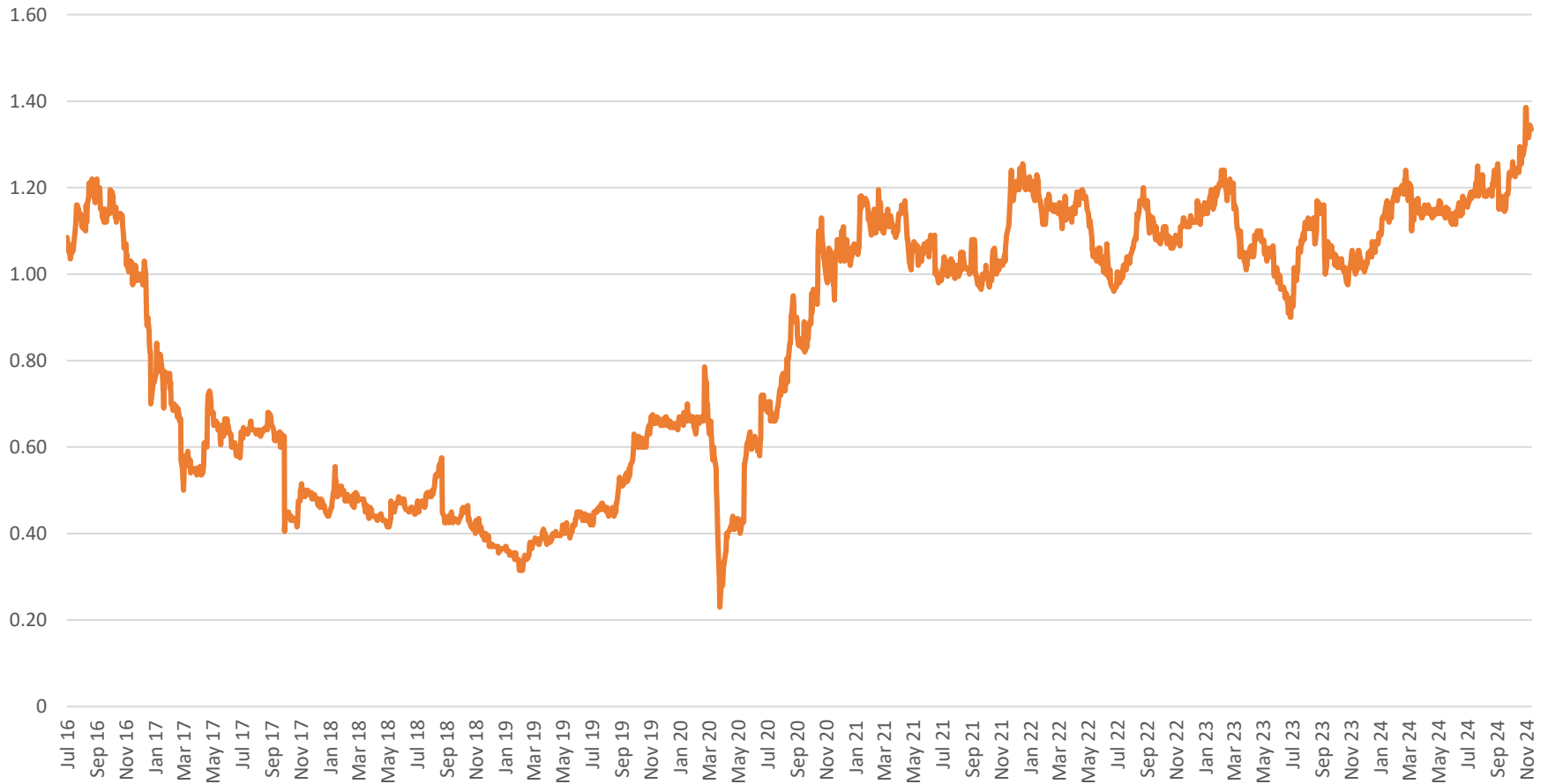
Average tenure of executive leadership team > 10 years

SHAVER SHOP GROWTH DRIVERS



CLOSING SHARE PRICE SINCE IPO

Closing share price (\$)



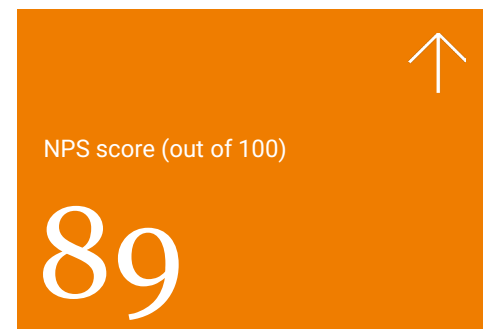
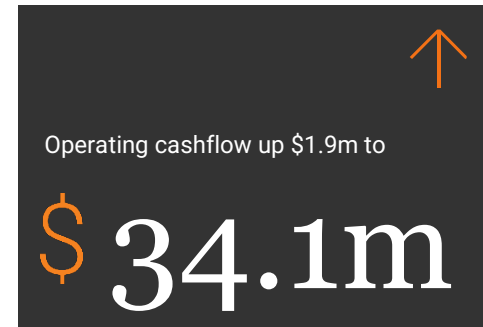
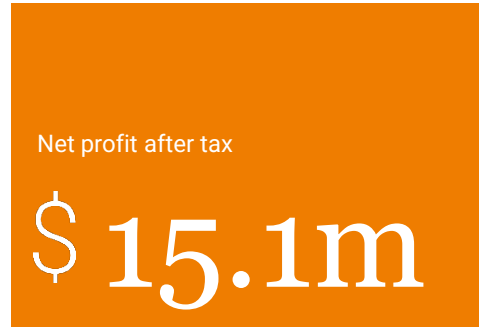
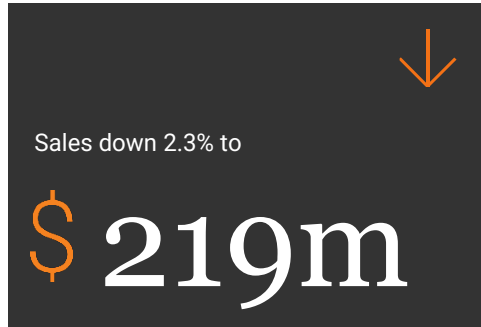
02

MD & CEO Address



FY24 HIGHLIGHTS

Solid financial and operational metrics



FY25 KEY PRIORITIES

Our key priorities are clear with significant progress made in first 4 months of FY25

- Successfully launched new Transform U brand
 - Product hitting stores now
- Leverage new Skull Shaver 5-year exclusive distribution agreement
 - Exceeding sales expectations YTD
- Drive category and range expansion with new brands
 - Silk'n & Epilady to launch in Nov '24
- Continue optimising store network to generate incremental returns:
 - Relocations within centres
 - Refits to latest brand standards (6-8 stores)
 - Selectively open new stores
- Continue enhancing in-house education content for store teams
 - Weekly content rolling out to store teams
- Maintain social media momentum with continuous flow of creative and engaging content
 - Improving but more work to be done
- Maximise key promotional event contribution



PRIVATE BRAND UPDATE

ON TRACK WITH PRE-XMAS LAUNCH

- New Transform U branded products fill gaps in Shaver Shop's range at various price points
- Leverages our deep domain knowledge of customer wants and needs
- Products have been tested extensively and meet customer appetite for quality, performance and value for money
- Products are hitting store shelves now
- Not expecting a material contribution to sales and earnings in FY25 – global suppliers remain core to Shaver Shop's strategy and value proposition
- Incremental working capital (stock) investment of c.\$2-3m in FY25
- Strong reception to product range at SSG's annual store manager conference

TRANSFORM-U™



TRADING UPDATE AND OUTLOOK

Trading Update

- Sales results for the period from 1 July 2024 to 31 October 2024 (YTD) are set out in the table below:

1 July 24 to 31 Oct 24 (YTD)	vs FY24 YTD
Total sales growth	-1.3%
Like for like sales growth	-1.0%

- YTD in-store sales are flat on last year while online sales have declined 6.1%. Changes in the timing of promotional events (e.g. Click Frenzy moving back to November in FY25 from October in FY24) make year on year comparisons more difficult.
- LFL outside traffic has declined c.11% YTD with LFL inside foot traffic declining c. 6%
- Gross profit margin has improved YTD leading to gross profit dollars being flat YTD vs FY24

Outlook

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

03

Items of business



1. Annual financial report

“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 2024.”

There is no vote on this item of business



2. Adoption of Remuneration Report

“That the Remuneration Report (which forms part of the Directors’ Report in respect of the financial year ended 30 June 2024 be adopted.”



2. Adoption of Remuneration Report

Voting Results

Proxies Received	# votes	% votes
For	18,867,060	54.80%
Open	14,916,314	43.33%
Against	645,014	1.87%
Abstain ¹	76,600	

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

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

3. Re-election of director – Mr Craig Mathieson

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



3. Re-election of director – Mr Craig Mathieson

Voting Results

Proxies Received	# votes	% votes
For	24,747,372	61.69%
Open	14,975,954	37.33%
Against	393,171	0.98%
Abstain ¹	77,811	

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

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

4. Approval of issue of securities to CEO & MD

“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.”



4. Approval of issue of securities to CEO & MD

Voting Results

Proxies Received	# votes	% votes
For	19,961,660	55.74%
Open	14,913,444	41.64%
Against	939,712	2.62%
Abstain ¹	58,300	

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

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

5. Change of auditor

“Subject to the Australian Securities and Investments Commission (ASIC) consenting to the resignation of PricewaterhouseCoopers as auditor of the Company pursuant to section 329 of the Corporations Act 2001 (Cth), that pursuant to section 327B of the Corporations Act 2001 (Cth) and for all other purposes, Grant Thornton, having consented to do so pursuant to section 328A of the Corporations Act 2001 (Cth), be appointed as auditor of the Company with effect from the later of the conclusion of the 2024 Annual General Meeting and the day on which ASIC consent is given to the resignation of PricewaterhouseCoopers as auditor of the Company”.



5. Change of auditor

Voting Results

Proxies Received	# votes	% votes
For	24,713,654	62.11%
Open	14,980,023	37.65%
Against	95,843	0.24%
Abstain ¹	404,788	

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

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

04

General business
questions





THANK YOU



SHOVER SHOP