



ASX ANNOUNCEMENT
For Immediate Release

Shaver Shop Reports FY25 Financial Results

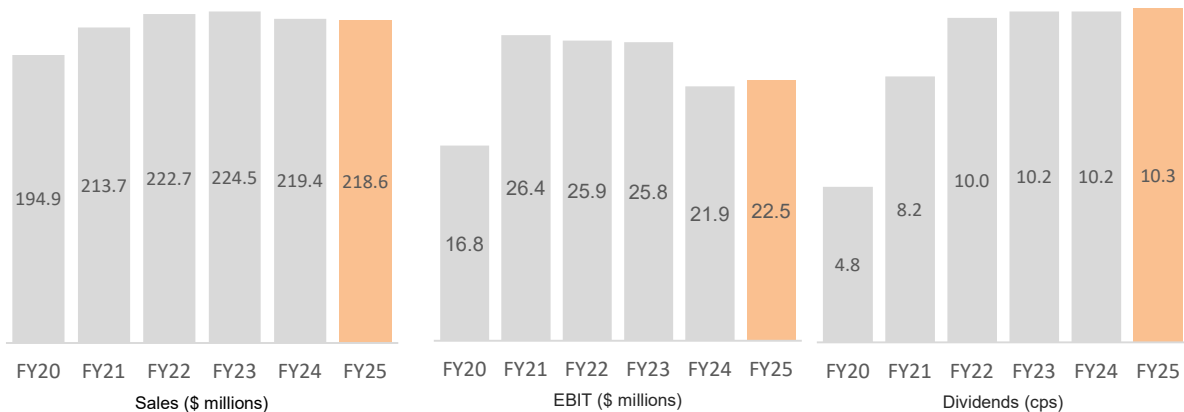
Melbourne, Monday, 25 August 2025 – Shaver Shop Group Limited (ASX: SSG) (Shaver Shop), the Australian specialty retailer of male and female personal grooming and beauty products, is pleased to announce its financial results for the year ended 30 June 2025 (FY25).

FY25 Results Highlights

Sales down 0.4% to \$218.6 million

EBIT² up 2.4% to \$22.5 million

FY25 dividends up to 10.3cps



- Total sales down 0.4% to \$218.6 million
 - In-store sales up +0.2%
 - Online sales down -2.3%
 - Like for like¹ sales effectively flat (down -0.1%)
- Record full year gross profit margin of 45.5% (up 110 bps vs pcp) leading to gross profit increasing 2.1%
 - Transform-U™ private brand (launched in Oct '24) continues to perform strongly;
 - Skull Shaver exclusive distribution agreement (executed June '24) has driven incremental margin across FY25
 - Ongoing focus to maximise gross profit dollar contribution given Shaver Shop's unique market position
- EBIT of \$22.5 million, up 2.4%
- NPAT of \$14.9 million
- Solid financial position with net cash of \$3.9 million at 30 June 25
- FY25 fully-franked final dividend of 5.5 cents leading to total FY25 dividends of 10.3 cents (up 0.1 cents)

¹ Like for like sales are sales for those stores that were owned and operated by Shaver Shop for all of FY25 and FY24. It therefore excludes any new stores or stores that were permanently closed in FY25 or FY24. Where any like for like stores were either temporarily closed or impacted by shopping centre redevelopment activity for any day in FY25 or FY24, the in-store sales (if any) and any online sales for those days have been excluded from like for like sales in all periods.

² Earnings before interest and income tax

For personal use only



Speaking about Shaver Shop's FY25 highlights, CEO and Managing Director, Mr Cameron Fox said: "Shaver Shop has undergone a year of strategic transformation – that we expect sets us up for continued success for many years to come. The launch of our Transform-U™ private brand was a resounding success with exceptional sales supported by very positive customer feedback. Skull Shaver, in the first year of a 5-year exclusive distribution arrangement continues to go from strength to strength and has forged a precedent for Shaver Shop securing similar deals with other global brands like Epilady and now Mangroomer. As the only major specialty retailer solely focussed on men's and women's personal grooming solutions across ANZ, these are important steps to further cement our market position and unique customer offering."

Mr Fox continued: "In terms of our financial results, the business returned to growth in the second-half. We delivered record gross profit margins of 45.5% for the year up 110 basis points, leading to EBIT growing 2.4% to \$22.5 million. Our balance sheet remains solid with almost \$4 million in net cash. In light of these resilient financial results and our strategic progress, the Board today decided to maintain our fully-franked final dividend at 5.5 cents per share. This brings total 2025 dividends to 10.3 cents per share and retains a healthy dividend yield for our shareholders."

Transform-U™ Private Brand Success

Shaver Shop launched its first private brand, Transform-U™, in late October 2024. As previously indicated, the purpose of this brand is to:

1. Fill gaps in Shaver Shop's current range (in both product features and price points) that are sought after by Shaver Shop's customers but unable to be sourced from Shaver Shop's current supplier partners;
2. Leverage Shaver Shop's deep domain knowledge of our customers, their needs and wants (derived from our 38-year history in the sector, store teams, understanding of the ANZ retail market and customer feedback) to develop products that meet those needs; and,
3. Design and market products (in collaboration with our manufacturing partners) that meet our customers appetite for quality, performance and value for money.

Since launching, Transform-U™'s results have significantly exceeded internal expectations with:

- More than 120,000 units sold;
- Transform-U™ sales representing 3.4% of Shaver Shop's total FY25 sales (H2 FY25 – 5.4% of total sales);
- Average customer reviews of 4.8 stars (out of 5) across all lines from 297 reviews; and
- Product returns being significantly below company average.

Mr Fox commented: "We were quietly confident this time last year that Transform-U™ would be a success, but it has well and truly exceeded our most optimistic projections. Our store teams were integral to this, given more than 90% of sales came from our store network. This points to the broad, longer-term opportunity we see for Transform-U™ as we look to build the brand's presence and recognition with customers across all sales channels."

Mr Fox continued: "Transform-U™'s immediate success has given us the confidence to invest further through building the brand, improving our go to market strategy, as well as expanding the range to close additional gaps in Shaver Shop's offering. Importantly, we expect these additional lines to hit stores in time for Black Friday."

Strategic category management

Shaver Shop's unique specialty retail business model is focussed on providing customers with a differentiated range of value for money personal care products backed by exceptional customer service and expert product knowledge. By solely focussing on personal care and grooming solutions, the Shaver Shop brand has strong recognition and affinity within the category. Now with significant market share, Shaver Shop works with its global supplier partners to secure exclusive access to new and innovative products as they come to market. For upcoming global personal care

For personal use only



businesses with no presence in ANZ, Shaver Shop offers a turnkey option to access this market with little to no incremental investment.

In June 2024, Shaver Shop announced it had secured the exclusive distribution rights to the growing and highly sought after Skull Shaver range of products. Securing this important relationship has acted as an important precedent, helping Shaver Shop to secure the distribution rights to Epilady and now Mangroomer on an exclusive basis.

Through these activities, together with developing the Transform-U™ brand and range, as well as executing selected category creep opportunities, Shaver Shop intends to curate a unique combination of brands and products that resonate with customers and offer compelling value for money.

Store network optimisation continuing

Shaver Shop currently has 124 stores across ANZ (30 June 2024 – 123) and has taken meaningful steps to optimise the performance of its stores over the course of FY25 including:

- Opening four new stores in Busselton, WA, Port Macquarie, NSW, Manawa Bay, NZ, and Plenty Valley, VIC;
- Closed three stores: Melbourne Central, VIC, Chadstone (temporary store), VIC, and Greensborough, VIC;
- Performed full-store refits at: Chapel St, VIC; Cairns, QLD; Frankston, VIC; Sylvia Park, NZ; Pacific Fair, QLD; Centro Galleria, WA; Rockingham, WA; Whitford City, WA; and, Cockburn Gateway, WA.

The pace of this activity is expected to continue into FY26 as Shaver Shop brings many of its older stores up to the latest brand and merchandise standards. With Shaver Shop's strategic category management and range expansion initiatives, it is likely that the average footprint of Shaver Shop's stores will continue to increase to allow for appropriate display and merchandising across its key doors.

Speaking of Shaver Shop's network optimisation program, Mr Fox said: "In addition to upgrading some of our older stores to our latest brand standards, we are looking to relocate some stores within centres to maximise their potential. We are also developing plans for a store of the future concept that will showcase the latest and greatest brands and products we offer."

Final FY25 dividend (100% franked) of 5.5 cents per share (FY24 – 5.5 cents)

Shaver Shop's directors today declared a 5.5 cent per share fully franked final dividend for FY25. This brings total dividends for FY25 to 10.3 cents per share, up 0.1 cents versus FY24, and represents a payout of approximately 90% of reported net profit after tax. Shaver Shop's Board has also updated its dividend policy to payout approximately 65% to 90% of underlying NPAT (previously approximately 60% to 80% of cash NPAT).

Trading Update

Total sales for the period from 1 July 25 to 21 August 25 inclusive (FY26 to date or "YTD") versus the prior comparative period is set out in the table below:

Sales Growth (%) – 1 Jul 25 to 21 Aug 25	YTD vs FY25
Total sales	+2.7%
In-store sales	+2.2%
Online sales	+4.4%
Like for like sales (including online sales)	+1.5%



Mr Fox said: "Trading results at the start of FY26 have been encouraging so far with total sales up 2.7% despite Father's Day happening one week later this year. Gross margins are also up on the comparative period last year given we are cycling a time when Transform-U™, in particular, had not yet launched. It is very early days in the financial year, with our key trading periods yet to come, but we are pleased with the way we have started."

Similar to the trends seen in the second half of FY25, gross profit margin continues to be above the prior corresponding period in part driver by incremental margin contribution from Transform-U™.

Shaver Shop has secured three new store openings in FY26 with two due to open in the first half (Albany, NZ and Bathurst, NSW) and one scheduled to open in March 2026 (Eastern Creek Quarter (ECQ), NSW). These stores, together with a number of full store refits and relocations, is expected to result in net CAPEX of \$4 million to \$5 million in FY26.

Consistent with prior years, having regard to the importance of the Black Friday, Christmas and Boxing Day trading results to Shaver Shop's FY26 financial performance, it is not appropriate to provide sales or profit guidance at this time.

Approved for release by the Board.

-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

For personal use only



About us

Shaver Shop Group Limited (ASX: SSG) is an Australian and New Zealand speciality 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 124 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 as well as on the eBay, Amazon and TradeMe online marketplaces.

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.