

ASX ANNOUNCEMENT

For Immediate Release

TRADING UPDATE

Melbourne, 13 November 2025 – 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 25 through 10 November 25 (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 is set out below.

Sales Growth (%)	YTD vs FY25
Total sales	+3.3%
Total LFL sales	+1.7%
In-store sales	+1.4%
Online sales	+10.8%

Total sales have increased 3.3% YTD with like for like sales up 1.7%. Online sales have grown 10.8% with in-store sales up 1.4%. Improved transaction volumes supported by higher in-store sales conversion have more than offset a slight decline in in-store transaction values.

Consistent with the trends reported at Shaver Shop's annual results in August 2025, gross margins continue to trend above last year given Transform-U™ (Shaver Shop's private brand) did not launch until late October 2024.

Promotional campaigns for the upcoming peak trading period across November and December are finalised with clear priorities established and communicated across the group and strong stock cover for key lines.

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 FY26 sales or earnings guidance at this time.

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

-ENDS-

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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.