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2025 ANNUAL GENERAL MEETING

SHaver SHOP
TRANSFORM YOURSELF™

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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 2024 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.

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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 (A\$), unless otherwise specified.

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AGENDA

Chair's Address	04
CEO & MD's Address	09
Items of Business	15
General Questions	25

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01

CHAIR'S ADDRESS

SHAVESHOP
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SHAVER SHOP'S BOARD OF DIRECTORS

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Brodie Arnhold, Chair



Cameron Fox, MD & CEO



Trent Peterson



Craig Mathieson



Debra Singh



Independent, non-executive directors



Executive director

SHAVER SHOP IS A LEADING SPECIALTY RETAILER WITH A UNIQUE PERSONAL CARE BUSINESS MODEL IN ANZ

Founded in 1986

Trusted and respected specialty retail brand with high AU brand awareness of c.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



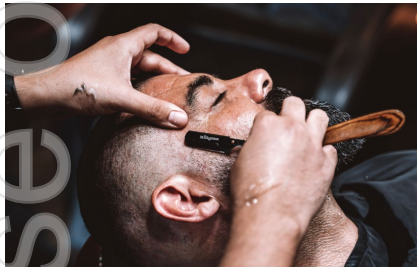
126 stores

116 AU stores and 10 NZ stores
100% corporate-owned



Differentiated model

Exceptional customer service and product knowledge - many key brands and products exclusive to SSG



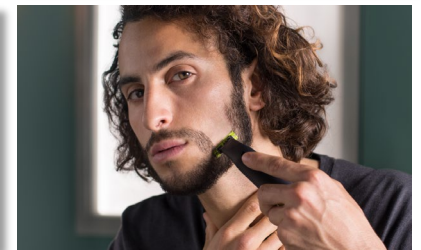
Conservative balance sheet & strong cash flow conversion

No debt and \$30m undrawn debt facilities



Strong dividend yield

Fully franked dividends of 10.3 cents/share in FY25



Omni-channel excellence

Online sales c.23% of total sales in FY25



Experienced management team

Average tenure of executive leadership team – 11.6 years



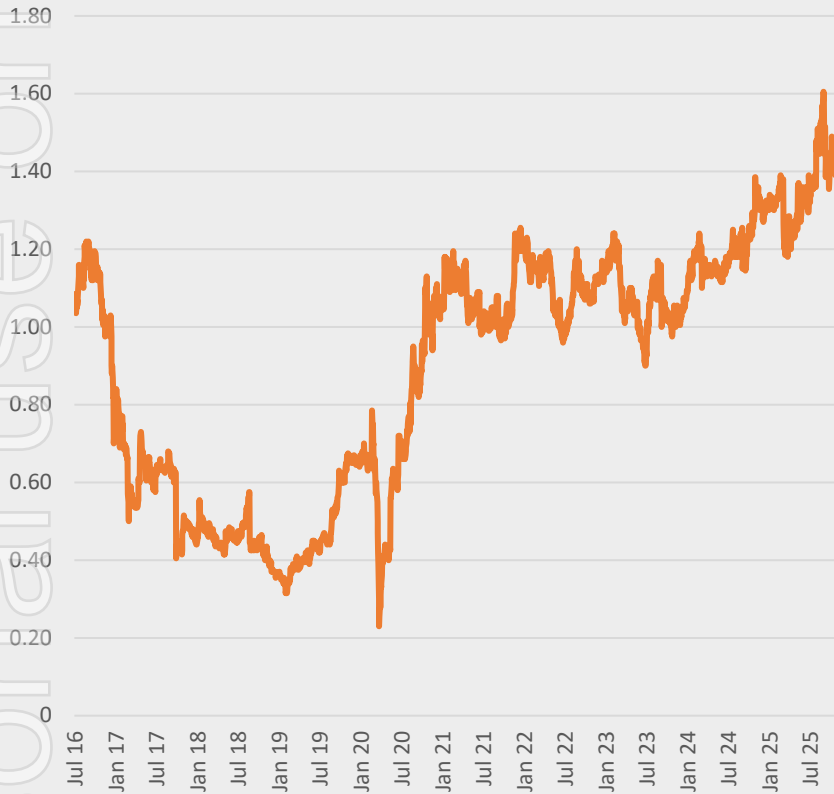
STRONG BUSINESS FUNDAMENTALS WITH GROWTH INITIATIVES DELIVERING TO PLAN



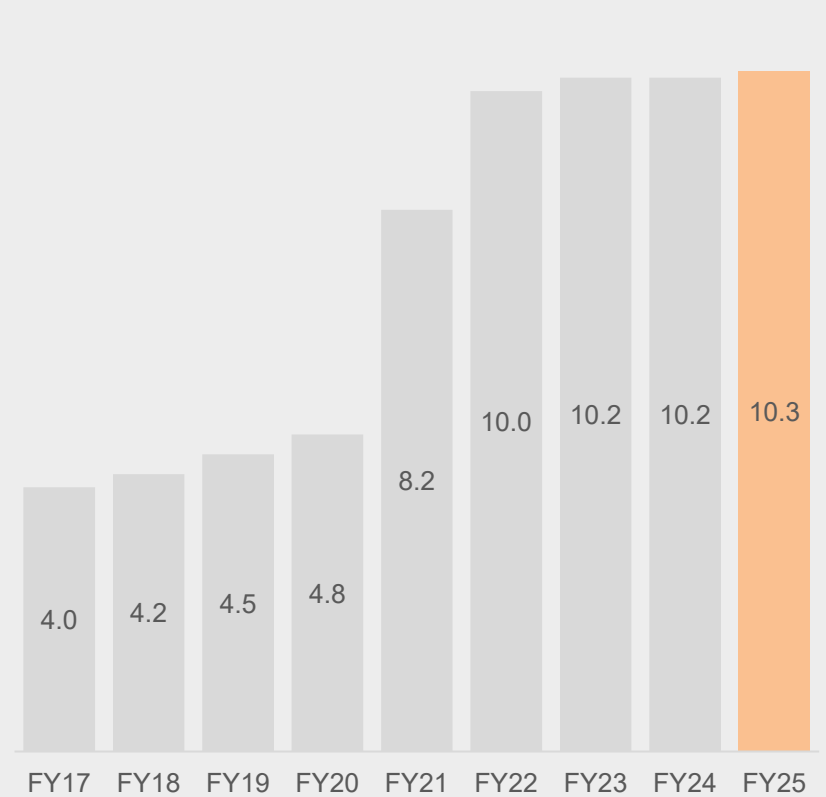
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SHARE PRICE AND DIVIDEND HISTORY

Closing share price (\$)



Dividends per share (cents)





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02

CEO & MD'S ADDRESS

SHaver SHOP
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FY2025

KEY HIGHLIGHTS

Sales

\$ **219m**

(down 0.4% vs FY24)

Gross profit

\$ **99.5 m**

(up 2.1% or \$2.1m)

Gross profit margin

↑ **45.5%**

(record high – up 110bps on FY24)

EBIT up 2.4% to

↑ **\$ 22.5 m**

Operating cash flow

\$ **23.6m**

Net cash

\$ **3.9 m**

(at 30 June 25)

Dividends

↑ **10.3¢**

per share (100% franked)

Net promoter score

89

(out of 100)

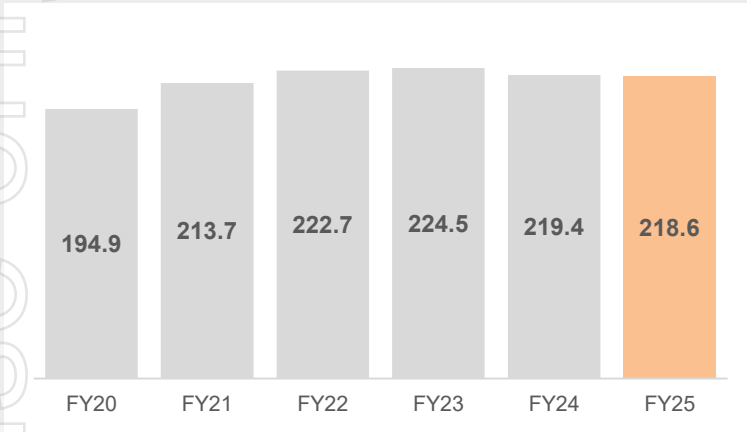


Another solid performance in FY25 with strategic category management and pricing strategies driving record gross margin result of 45.5% and EBIT growth of 2.4%

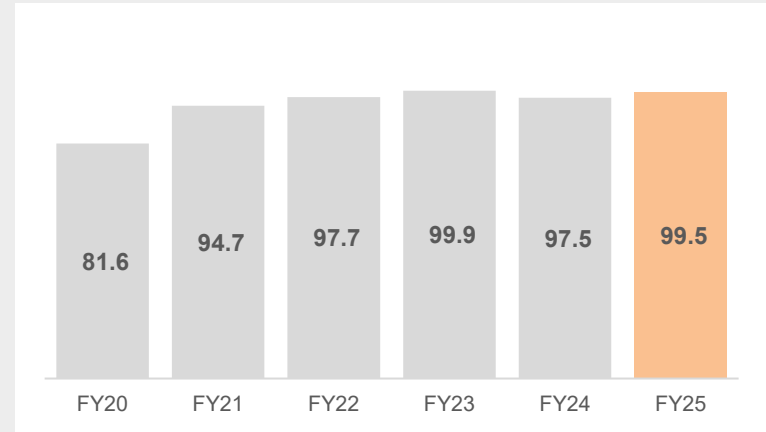
FINANCIAL TRENDS

RELATIVELY FLAT SALES AND INFLATIONARY OPERATING COST PRESSURES HAVE BEEN ABLE TO BE LARGELY OFFSET BY HIGHER GROSS PROFIT MARGINS

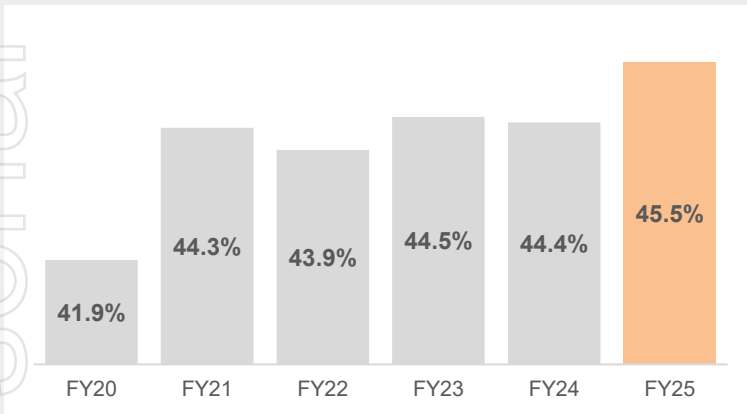
Total sales (\$m)



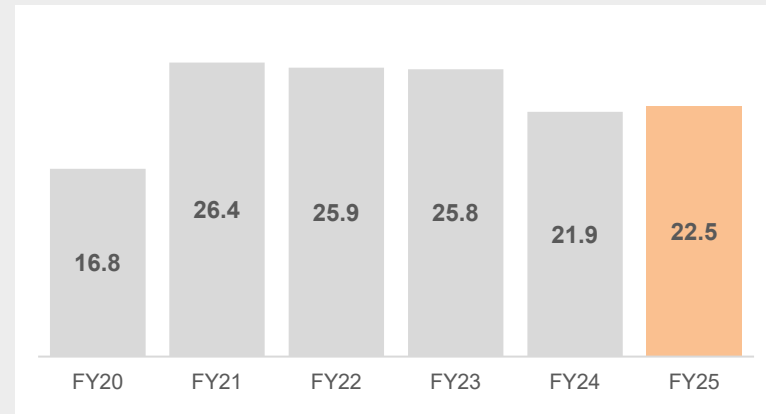
Gross profit dollars (\$m)



Gross margin (%)



Earnings before interest and tax (EBIT) (\$m)



TRANSFORM-U™ SUCCESS DRIVEN BY SHAVER SHOP'S DEEP CUSTOMER KNOWLEDGE AND FILLING GAPS IN OFFERING

- Fundamental driver of Shaver Shop launching Transform-U™ private brand was to fill gaps in range (quality, performance and/or price point driven)
- These gaps were unable to be effectively sourced from the major global brands
- Shaver Shop leveraged (and continues to) its deep domain knowledge of our customers and the sector to develop high quality, value for money products that perform
- All products undergo extensive testing to ensure they met our desired expectations
- Range has been expanded in time for peak Q2 FY26 trading with additional:
 - Trimmers
 - Clippers
 - Shavers
 - Nose & ear trimmers
 - Body groomers
 - Accessories (e.g. clipper guides)
 - Bundled offers
- Transform-U™ branded products generate higher gross margins (generally speaking) than company average but primary focus is selling customers what they need and offering compelling value for money

Key learnings so far

- We need to back our understanding of the customer even more
- Shaver Shop's adaptable and entrepreneurial spirit underpins Transform-U™ success
- Need to balance higher Transform-U™ gross margin with potential impact on average sale value
- Demand forecasting can be challenging – e.g. need to replenishing quickly if initial sell through is strong
- Higher stock cover on key lines is required to mitigate supply chain delays
- Our approach to testing and validating product quality is working (high product ratings, low return rates)



FY26 KEY PRIORITIES

- Accelerate Transform-U™ momentum
 - Continue to identify and fill gaps in range that meet customer needs
- Secure additional exclusive distribution brands for ANZ market (e.g. Mangroomer range secured for Q2 FY25 launch)
- Continue category creep with new brands and categories
- Further improve social media progress made in FY25
 - Higher number of reels and posts
 - Increased followers across all social channels
 - Higher engagement with increased sales conversion
- Continue store network optimisation program
 - Store format evolution (e.g. larger footprints)
 - Relocations
 - Refits
 - Selected new stores (3 secured to date)
- Drive increased efficiency and extract learnings from Shaver Shop's first (small) warehouse operation





TRADING UPDATE

Sales results year to date
(1 July 25 to 10 Nov 25 – “YTD”)

Sales growth rate	vs FY25 YTD
Total sales growth	3.3%
Like for like sales growth	1.7%
In-store sales growth	1.4%
Online sales growth	10.8%

- Total sales YTD are up 3.3% and like for like sales are up 1.7% over the first 19 weeks of FY26
- Higher transaction volumes (supported by higher in-store sales conversion) has more than offset slight reductions in average transaction values
- Online sales are up 10.8% and in-store sales are up 1.4%
- Gross profit margins continue to trend above last year – noting Transform-U™ did not launch until end of October 2024
- Promotional campaigns for peak trade in Q2 FY26 are finalised with clear priorities established and communicated across the group and strong stock cover for key lines
- Cautiously optimistic for the key trading period ahead
- 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.

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03

ITEMS OF BUSINESS

SHaver SHOP
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1. FINANCIAL AND OTHER REPORTS

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 2025.

Note: *There is no vote on this item of business.*





2. ADOPTION OF REMUNERATION REPORT

“That pursuant to and in accordance with section 250R(2) of the *Corporations Act 2001* (Cth) and for all other purposes, the Remuneration Report (which forms part of the Directors’ Report) in respect of the financial year ended 30 June 2025 be adopted.”

2. ADOPTION OF REMUNERATION REPORT

Voting Results

Proxies Received	# votes	% votes
For	34,227,378	96.66%
Open	578,738	1.63%
Against	604,136	1.71%
Abstain ¹	103,689	

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. BRODIE ARNHOLD

“That Brodie Arnhold, who retires by rotation in accordance with the Company’s Constitution and ASX Listing Rules 14.4 and 14.5 and, being eligible for election, be re-elected as a Director of the Company.”



3. RE-ELECTION OF DIRECTOR – MR BRODIE ARNHOLD

Voting Results

Proxies Received	# votes	% votes
For	29,871,289	75.81%
Open	578,738	1.47%
Against	8,952,041	22.72%
Abstain ¹	194,449	

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 SHAVER SHOP EXECUTIVE LONG TERM INCENTIVE PLAN

“That, pursuant to and in accordance with exception 13(b) of ASX Listing Rule 7.2, for the purposes of sections 259B(2) and 260C(4) of the *Corporations Act 2001* (Cth) and for all other purposes, the employee incentive scheme of the Company known as the Shaver Shop Executive Long Term Incentive Plan and the issue of Securities under that plan, on the terms and conditions described in the Explanatory Notes, be approved.”

4. APPROVAL OF SHAVER SHOP EXECUTIVE LONG TERM INCENTIVE PLAN (“ELTIP”)

Voting Results

Proxies Received	# votes	% votes
For	34,015,200	95.96%
Open	626,599	1.77%
Against	804,893	2.27%
Abstain ¹	67,249	

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. APPROVAL OF ISSUE OF SECURITIES UNDER THE SHAVER SHOP ELTIP TO CEO AND MANAGING DIRECTOR

“That for the purposes of ASX Listing Rule 10.14 and for all other purposes, the issue to the CEO and Managing Director of the Company, Mr Cameron Fox, of up to 450,000 Performance Share Rights as a long-term incentive on the terms and conditions described in the Explanatory Notes be approved.”

5. APPROVAL OF ISSUE OF SECURITIES UNDER THE SHAVER SHOP ELTIP TO CEO AND MD

Voting Results

Proxies Received	# votes	% votes
For	33,951,495	95.86%
Open	656,365	1.85%
Against	810,418	2.29%
Abstain ¹	95,663	

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

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04

GENERAL QUESTIONS

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MEETING**

THANK YOU

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