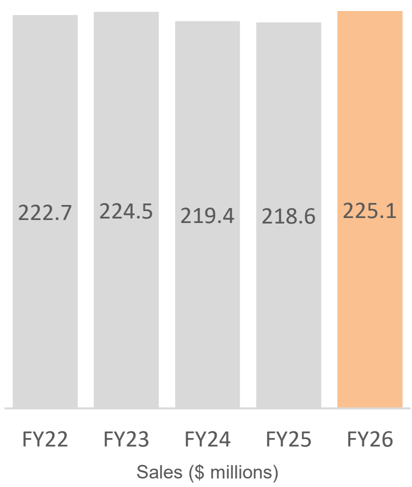
ASX ANNOUNCEMENT
For Immediate Release

Shaver Shop Reports Record Sales and Gross Margin in FY26

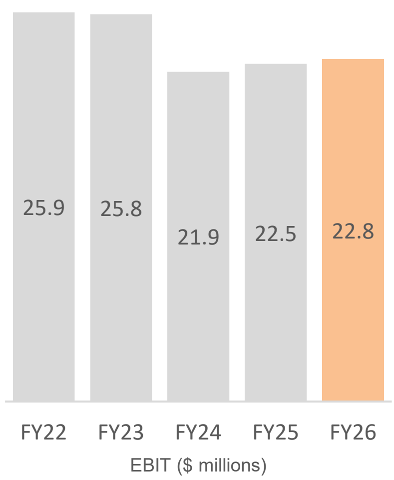
Melbourne, Thursday, 27 August 2026 – Shaver Shop Group Limited (ASX: SSG) (Shaver Shop), the Australian specialty retailer of male and female personal grooming and beauty products, is pleased to announce its financial results for the year ended 30 June 2026 (FY26).

FY26 Results Highlights

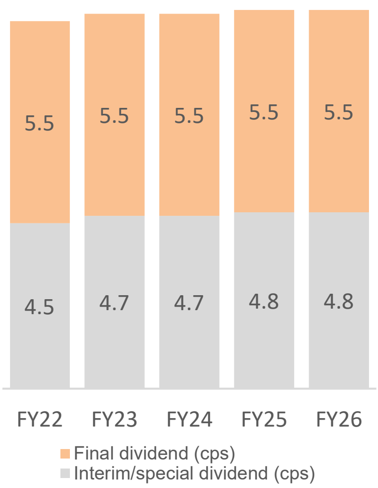
Sales up 3.0% or $6.5m to $225m



EBIT[2] up $0.3m to $22.8m



Franked final dividend 5.5cps



- Record total sales in FY26, up $6.5 million (or 3.0%) to $225.1 million with:
  - In-store sales up +1.2% or $2.0 million (cycling +0.2% in FY25)
  - Online sales up +9.1% or $4.5 million (cycling -2.3% in FY25)
  - Like for like[1] sales (including online sales) up +0.8% (cycling -0.1% in FY25)
- Record annual gross profit margin of 46.3% (up +80 bps vs FY25) leading to a record gross profit contribution of $104.2 million, up 4.7% or $4.7 million
  - Transform-U™ private brand continues to perform strongly generating c. 8.0% of total sales (FY25 – 3.4% of total sales)
- EBIT (earnings before Interest and tax) up +1.3% to $22.8 million (FY25 - $22.5 million)
- NPAT (net profit after tax) down -0.8% to $14.8 million (FY25 - $14.9 million)
- Operating cashflow up 38% (or $8.9m) to $32.4 million (FY25 - $23.6 million)
- Sound balance sheet - net cash of $4.6 million (no debt) at 30 June 26 (30 June 25 - $3.9 million)
- FY26 fully-franked dividends of 10.3 cents per share (flat with FY25) – franked FY26 final dividend of 5.5 cents per share declared today to be paid on 17 September 2026

[1] Like for like sales are sales for those stores that were owned and operated by Shaver Shop for all of FY26 and FY25. It therefore excludes any new stores or stores that were permanently closed in FY25 or FY26. Where any like for like stores were either temporarily closed or impacted by shopping centre redevelopment activity for any day in FY25 or FY26, 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 expense

Shaver Shop's Managing Director and CEO, Mr Cameron Fox said, "I am very pleased with our financial performance in FY26, which was underpinned by significant progress in our strategic initiatives as well as strong operational metrics across the business. Many of these operational metrics including in-store sales conversion and net promoter score were at all-time highs, which reflects the passion and dedication of our team members in delighting customers at every touchpoint."

Mr Fox continued: "Transform-U™ is also going from strength to strength and now contributes 8% of our total sales. As we look forward, I am truly excited by the opportunities we see for Transform-U™ to continue filling gaps in our product range as well as expand into new categories and markets."

"Our team's strong execution across the year led to record sales and gross profit results and enabled Shaver Shop to offset some of the macro-economic headwinds experienced in the second half. We also maintained profitability in an environment where inflationary cost pressures remain. On behalf of the Board, I'd like to thank all our team for their valuable contributions again this year."

Balance sheet and cash flow

Shaver Shop continues to have a sound balance sheet with net cash of $4.6 million at 30 June 26 (30 June 25 - $3.9 million), no debt and undrawn debt facilities of $30 million. Operating cash flow increased 38% or $8.9 million to $32.4 million for the year (FY25 - $23.6 million).

Store network enhancements

Shaver Shop's store network increased to 126 stores (at 30 June 2026) with three new locations opened in Bathurst and Eastern Creek Quarter in NSW, as well as Albany, NZ. As part of Shaver Shop's ongoing network optimisation plans, Shaver Shop also closed its Northlands, NZ store on 30 June 2026. In late July 2026, Shaver Shop opened a new store in Brighton, VIC to bring the total store network to 127 locations.

Shaver Shop also undertook 3 refits and 4 relocations of its store network during FY26. These are part of Shaver Shop's ongoing program to bring all doors to the latest brand standards, improve shopping experiences for customers and optimise the financial performance of the store network.

Final dividend (100% franked) of 5.5 cents per share to bring FY26 dividends to 10.3 cents (100% franked)

Shaver Shop's Board remains focussed on maximising returns for all shareholders whilst continuing to invest in initiatives that are expected to enhance shareholder value over the medium to long term (e.g. Transform-U™).

As a result of Shaver Shop's solid financial performance and strong cashflow generation, Shaver Shop's Board today maintained its final dividend at 5.5 cents per share (100% franked). The FY26 final dividend will be paid on 17 September 2026 to shareholders of record on 3 September 2026.

Trading Update

Total sales for the period from 1 July 2026 through 22 August 2026 inclusive (FY27 to date or "YTD") versus the prior comparative period (pcp) is set out in the table below:

Sales Growth (%) – 1 Jul 26 to 22 Aug 26	1 July 26 to 14 July 26 vs pcp	15 Jul 26 to 22 Aug 26 vs pcp	YTD vs pcp
Total sales	-9.5%	-1.1%	-3.2%
Like for like sales (including online sales)	-10.8%	-2.1%	-4.3%

Shaver Shop has experienced a softer than anticipated start to FY27 with total sales down -3.2% YTD. Total sales over the first two weeks of FY27 were down -9.5% versus pcp (cycling +7.5% in FY26). From 15 July 26 to 20 August 26, total sales decline moderated to -1.1% versus pcp (cycling +0.3% in FY26).

Shaver Shop expects this is partly due to an exceptionally strong end of financial year promotion in June which likely brought forward some sales from July and led to stock shortages on key lines. In addition, over the last three to four weeks Shaver Shop's largest supplier has encountered logistics issues which has impacted stock availability in the lead up to Father's Day.

Trading overall continues to be variable with consumers being price conscious and demand increasingly concentrated around key promotional periods like our end of financial year sale, Black Friday, Christmas and Boxing Day.

Gross margins are up slightly versus the prior comparative period.

Mr Fox said: "Shaver Shop's business remains in a sound position and is highly differentiated. We offer customers a unique shopping experience centred around customer service excellence, a differentiated product range with a large proportion of exclusive products, and compelling, value for money offers."

"Over time, we have proven that our success is highly correlated to the factors that we control and we remain laser focussed on executing strongly over the upcoming promotional periods that drive the largest portion of our annual sales and profits including Black Friday, Christmas and Boxing Day. In addition to working with our supplier partners to deliver a highly compelling promotional program through the end of the calendar year, we also have some exciting developments for Transform-U™ in the pipeline which we look forward to launching in due course."

In conclusion, Mr Fox said: "Shaver Shop's business fundamentals and strategy execution remain strong. We look forward to continuing to deliver value to our customers and shareholders in the future."

Approved for release by the Board.

-ENDS-

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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 127 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.