ASX ANNOUNCEMENT
For Immediate Release

TRADING UPDATE

Melbourne, 19 November 2026 – 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 26 through 15 November 26 (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 (%)	1 July 26 to 22 Aug 26 vs pcp	23 Aug 26 to 15 Nov 26 vs pcp	YTD vs FY26
Total sales	-3.2%	-1.7%	-2.2%
Total LFL sales	-4.3%	-1.8%	-2.8%

Total sales YTD have declined 2.2% YTD (cycling +5.1% vs the prior comparative period) with like for like sales declining –2.8% (cycling +3.2%). Since Shaver Shop's FY26 results announcement in late August, trading performance has improved with total sales and like for like sales declining 1.7% and 1.8%, respectively. In addition, in that time Shaver Shop has permanently closed 1 store (Woodgrove, VIC) bringing the total store network to 126 locations across ANZ.

Shaver Shop continues to see considerable variability in trading patterns with customer purchasing activity centered around key promotional events and increasingly seeking value for money.

Early indications from the start of Shaver Shop's Black Friday promotional period (which commenced on 11 November 2026) have been encouraging with sales growth being recorded versus the prior comparative period. Shaver Shop will remain focused on driving demand and providing excellent customer service across the important Black Friday and Christmas trading periods in the weeks 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 FY27 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 126 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 various 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.