
2026 Annual General Meeting
SHAVER SHOP
TRANSFORM YOURSELF™

Important notice and disclaimer

Summary Information

The information contained in this Presentation is of a general nature and does not purport to be complete, nor does it contain all the information which a prospective investor may require in evaluating a possible investment in Shaver Shop or that would be required in a prospectus or product disclosure statement prepared in accordance with the requirements of the Corporations Act 2001 (Cth). This Presentation should be read in conjunction with Shaver Shop's other periodic and continuous disclosure announcements lodged with ASX, which are available at www.asx.com.au (Shaver Shop ASX Code: SSG). This Presentation is not intended to be relied upon as advice to investors or potential investors in Shaver Shop, and does not take into account the investment objectives, financial situation or needs of any particular investor. These should be considered, with or without professional advice, when deciding if an investment is appropriate.

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Past performance, including past share price performance and historical information in this Presentation, is given for illustrative purposes only and cannot be relied upon as an indicator of, and provides no guidance as to, future performance of Shaver Shop, including future share price performance. The historical information contained in this Presentation is not represented as being indicative of Shaver Shop's views on its future financial condition and/or performance.

Forward looking statements

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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This Presentation may contain pro-forma and normalised financial information. The pro-forma and normalised financial information and past information provided in this Presentation is for illustrative purposes only and is not represented as being indicative of Shaver Shop's views on its future financial condition and/or performance. This financial information has been prepared by Shaver Shop in accordance with the measurement and recognition requirements, but not the disclosure requirements, of applicable accounting standards and other mandatory reporting requirements in Australia.

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.

Agenda

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01

Chair’s address

Board of directors

Brodie Arnhold, Chair



Cameron Fox, MD & CEO



Craig Mathieson



Debra Singh



Carolyn Bendall



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 - 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
117 AU stores and 9 NZ stores
100% corporate-owned
(as at Nov 2026)



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 (at 30 June 26) and $30m undrawn debt facilities



Strong dividend yield
Fully franked dividends of 10.3cents/share in FY26





Omni-channel excellence
Online sales c.24.1% of total sales in FY26



Experienced management team
Average tenure of executive leadership team – 12.6 years

Strong business fundamentals and compelling strategic growth initiatives

Key Growth Strategies

Strategic Category Management

- Private brand expansion (Transform-U™)
- Exclusivity on key lines and brands
- Leadership in range breadth and depth

Range Expansion

- Category creep into adjacencies
- Product innovation
- Private brand expansion

Store Network Optimisation

- New stores
- Relocation within centres
- Refits to reflect latest brand standards
- Commercially sensible store closures

Business Fundamentals

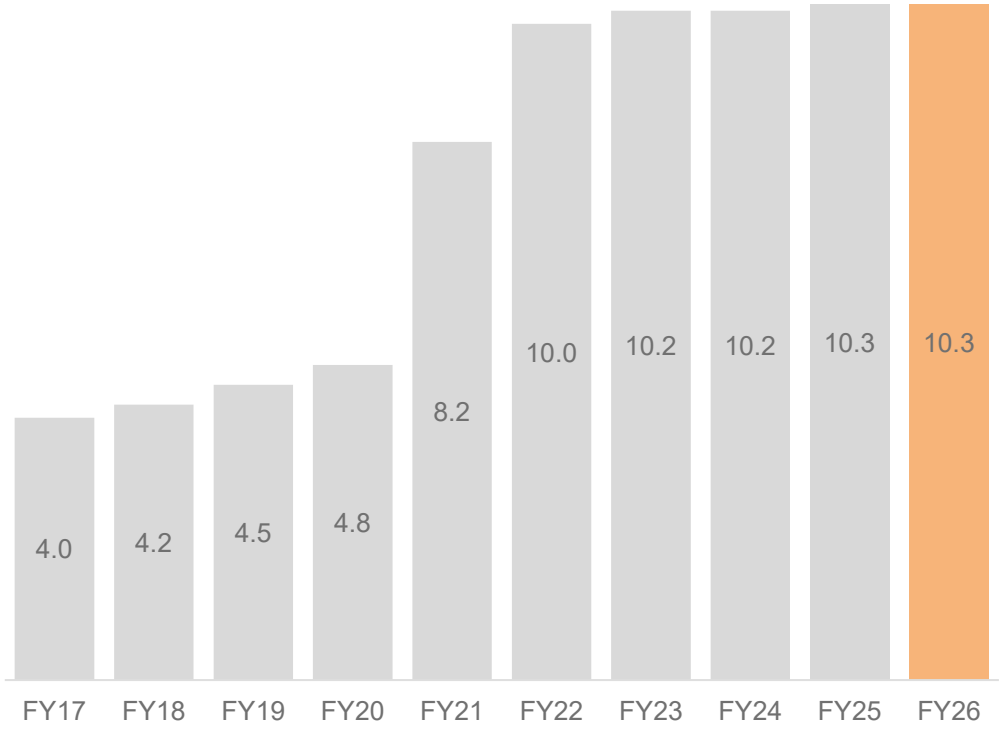
- Conservative balance sheet and proven profitability to support investment
- "Customer obsession" x "scale, experience, data and insights" drive profitability
- Well-established and consistently profitable store network
- Market leader and #1 specialist in our core categories
- Proven omni-channel capability
- Excellence in team training, product knowledge and customer service drive brand loyalty
- Attractive and growing market – particularly men's grooming

Share price and dividend history

Closing share price ($)



Dividends per share (cents)

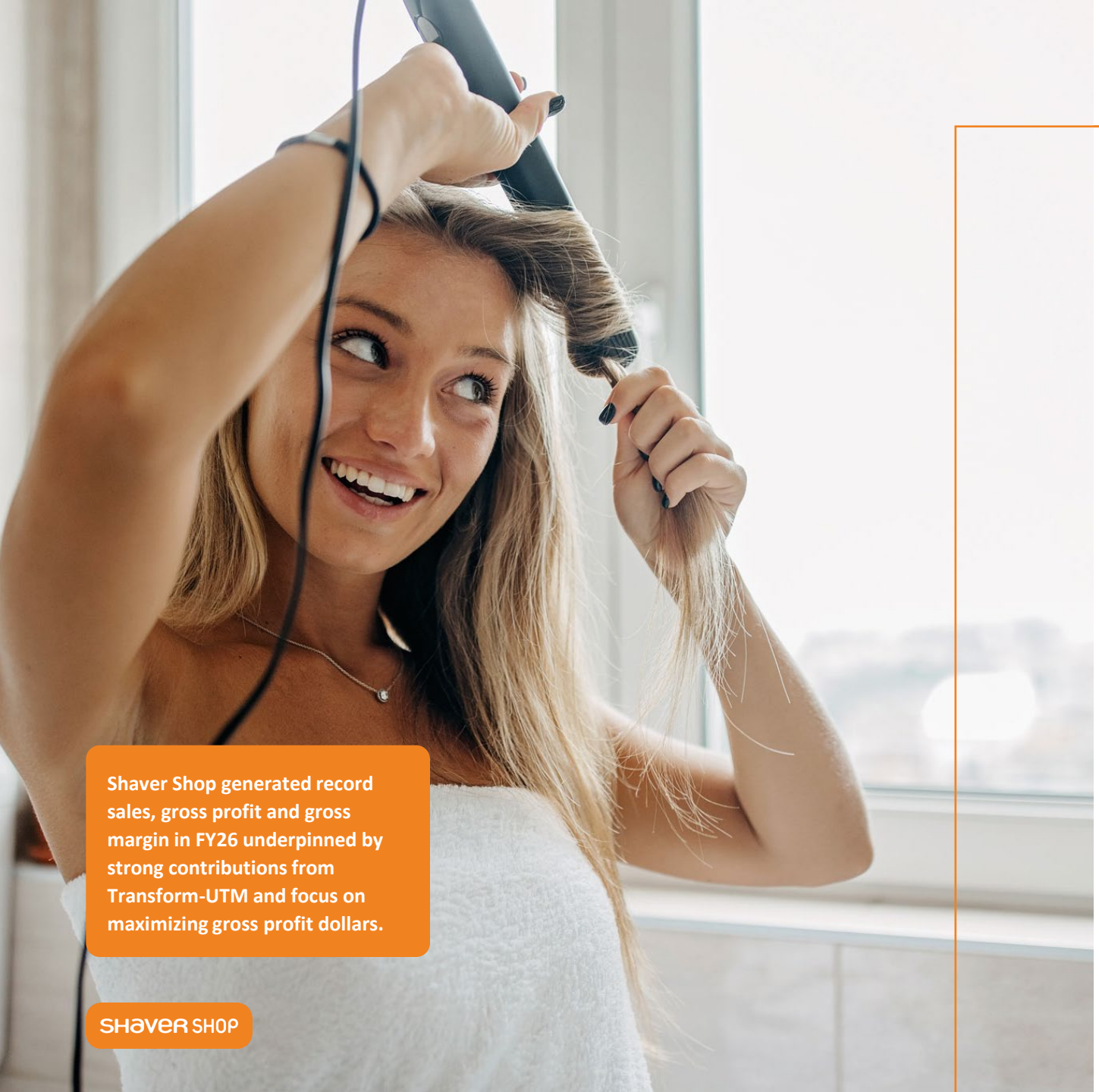




02

MD & CEO’s address

SHAVER SHOP



Shaver Shop generated record sales, gross profit and gross margin in FY26 underpinned by strong contributions from Transform-UTM and focus on maximizing gross profit dollars.

SHAVER SHOP

FY2026 key highlights

SALES UP $6.5M (OR 3.0%) TO

$225m ↑

ONLINE SALES UP 9.1% TO BE

24% ↑

of total sales

RECORD GROSS PROFIT MARGINS

46.3% ↑

(Up 80bps vs FY25)

EBIT UP 1.3% (OR $0.3M) TO

$22.8m ↑

OPERATING CASH FLOW

$32.4m ↑

(up $8.9 million or 38%)

NET CASH

$4.6m ↑

(at 30 June 26 - up $0.6m)

DIVIDENDS

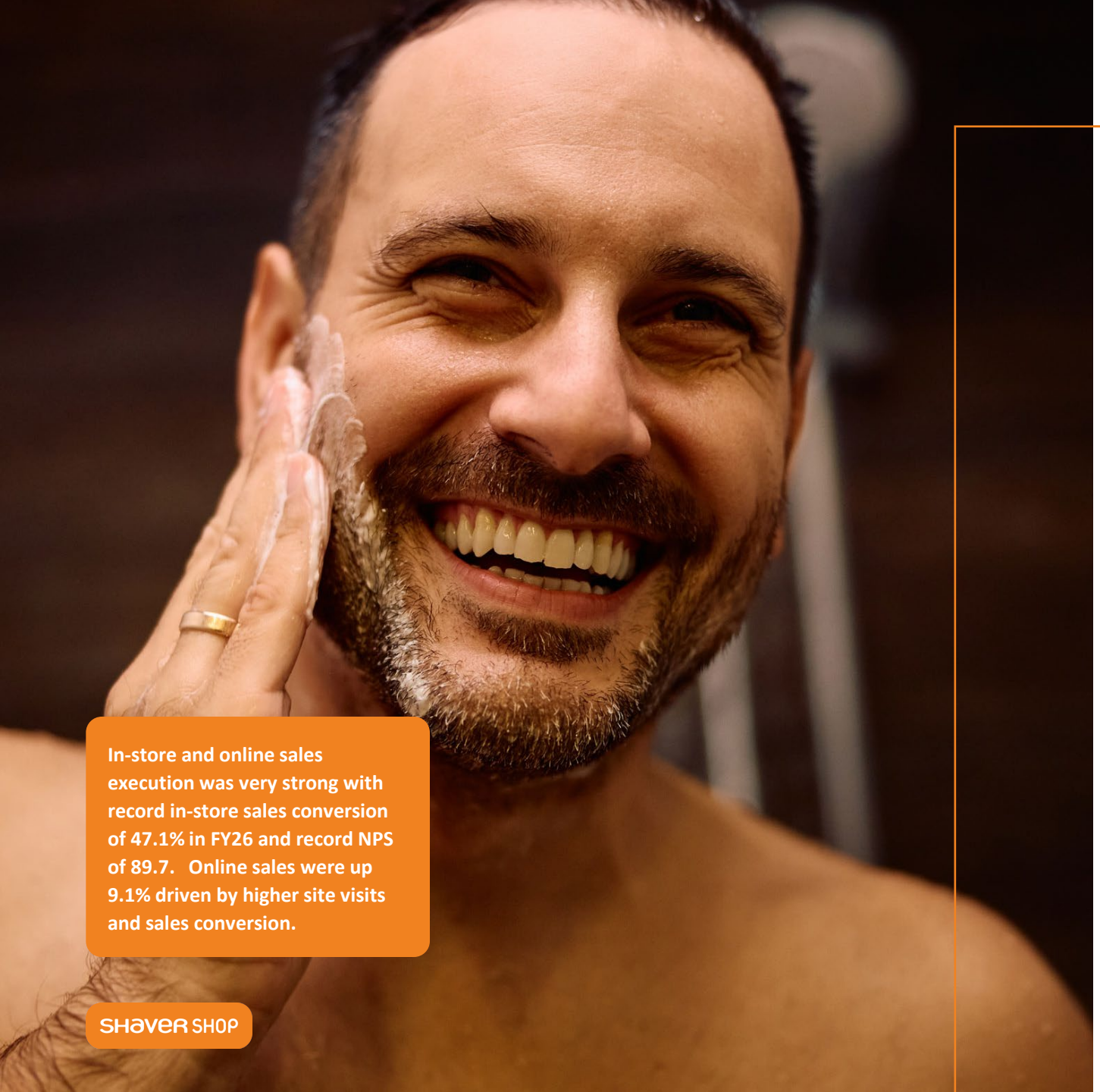
10.3c

per share (100% franked)

NET PROFIT AFTER TAX (NPAT)

$14.8m

(down $0.1m or -0.8%)



FY2026 operational highlights

RECORD IN-STORE SALES CONVERSION
47.1% ↑
(up 230 basis points)

ONLINE SALES CONVERSION (AU)
3.28% ↑
(up 1.23%)

NET PROMOTER SCORE
89.7
(out of 100)

TOTAL WEBSITE VISITS UP
6.16% ↑

IN-STORE UNITS PER TRANSACTION
1.42 ↑
(up 1.5%)

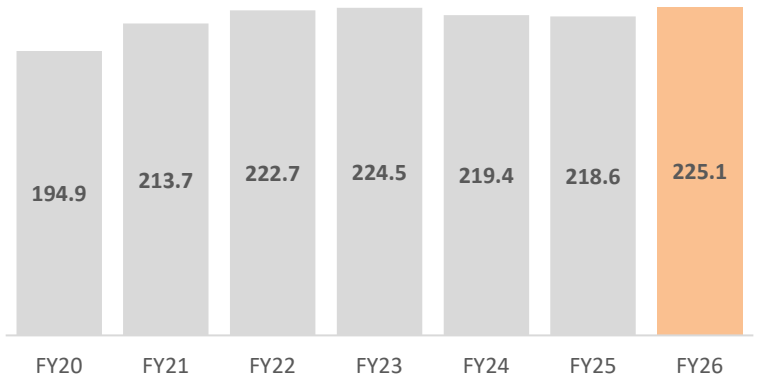
ONLINE UNITS PER TRANSACTION
1.45
(down 0.1%)

IN-STORE TRANSACTION VOLUMES
2.1m ↑
(up 4.1%)

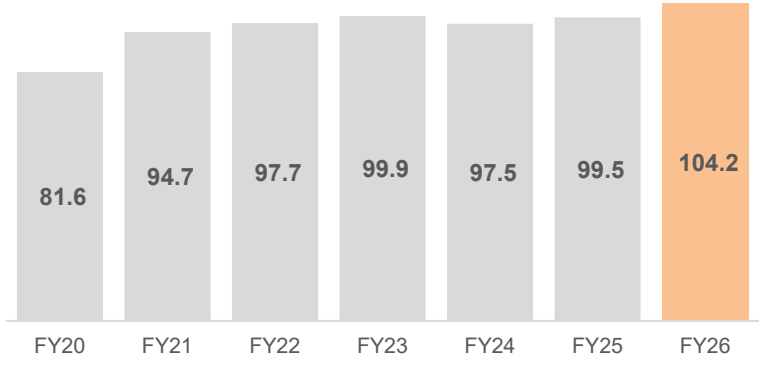
ONLINE TRANSACTION VOLUMES
0.4m ↑
(up 9.7%)

Key financial trends

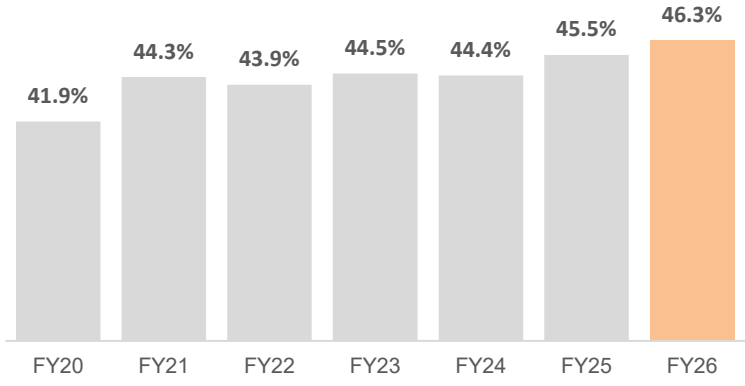
Total sales ($ millions)



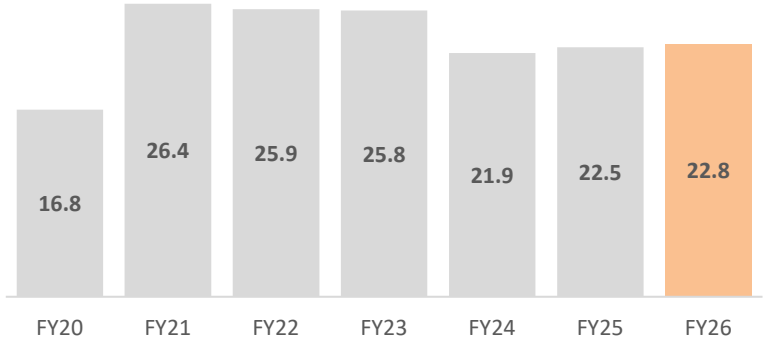
Total gross profit ($ millions)



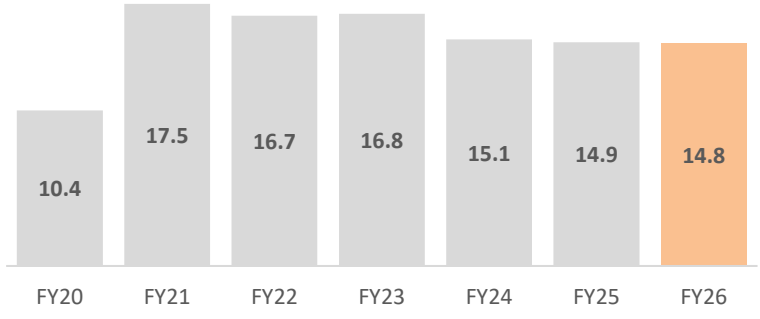
Total gross margin %



Total earnings before interest and tax (EBIT) ($ millions)



Total net profit after tax (NPAT) ($ millions)



Dividends (cents per share)



TRANSFORM-U

CONTINUES TO STRENGTHEN SHAVER SHOP'S PRODUCT OFFERING AND OFFER COMPELLING CUSTOMER VALUE

FY26 HIGHLIGHTS

- 4th largest brand by sales generating $18.0m (8.1% of total sales)
- Drove SSG margin expansion to new record
- >300,000 units sold
- Expanded range
- Launched standalone www.transformu.com.au website

LATEST ADDITIONS

- Head shaver range
- Rotary shavers
- Professional hair clipper range
- Lady shaver and trimmer
- More to come…

HEAD SHAVER RANGE



ROTARY SHAVER RANGE





SHAVER SHOP

Trading update

Sales results year to date (1 July 26 through 15 Nov 26 – "YTD")

Sales growth rate	1 July 26 to 22 Aug 26 vs pcp	23 Aug 26 to 15 Nov 26 vs pcp	YTD vs pcp
Total sales growth	-3.2%	-1.7%	-2.2%
Like for like sales growth	-4.3%	-1.8%	-2.8%

- Total sales YTD have declined 2.2% vs the prior comparative period (pcp) (cycling 5.1% growth) with like for like sales down 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.
- One store was permanently closed since SSG's FY26 results announcement (Woodgrove, VIC)
- Considerable variability in trading patterns continue with customer purchasing activity centered around key promotional events and increasingly seeking value for money
- Early indications from SSG's Black Friday promotion (commenced 11 Nov 26) have been encouraging with sales growth being recorded vs the prior comparative period
- 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.





03

Items of business

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 2026.

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 2026 be adopted.”



2. Adoption of remuneration report

Voting results

Proxies Received	# votes	% votes
For	29,150,652	95.95%
Open	621,046	2.04%
Against	609,149	2.01%
Abstain[1]	58,976	

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. Election of director – Ms Carolyn Bendall

“That Carolyn Bendall, in accordance with article 66.2 of the Company’s constitution and, being eligible, offers herself for election as a Director of the Company.”



3. Election of Director – Ms Carolyn Bendall

Voting results

Proxies Received	# votes	% votes
For	34,034,803	95.64%
Open	1,345,147	3.78%
Against	207,637	0.58%
Abstain[1]	38,904	

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. Re-election of director – Ms Debra Singh

"That Debra Singh, 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."

4. Re-election of Director – Ms Debra Singh

Voting results

Proxies Received	# votes	% votes
For	34,130,087	95.87%
Open	1,345,147	3.78%
Against	124,758	0.35%
Abstain[1]	26,499	

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 the MD and CEO

"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 the MD and CEO

Voting results

Proxies Received	# votes	% votes
For	28,870,467	95.37%
Open	671,046	2.22%
Against	732,101	2.42%
Abstain[1]	166,209	

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



05

General business

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THANK YOU
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