



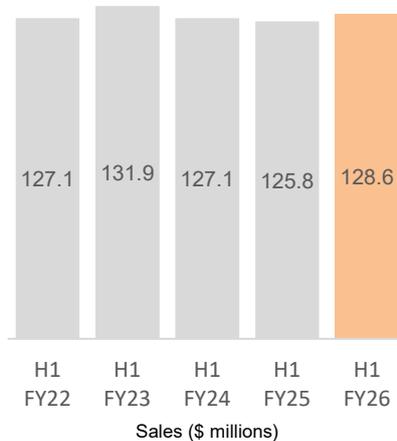
ASX ANNOUNCEMENT
For Immediate Release

Shaver Shop Reports H1 FY26 Financial Results

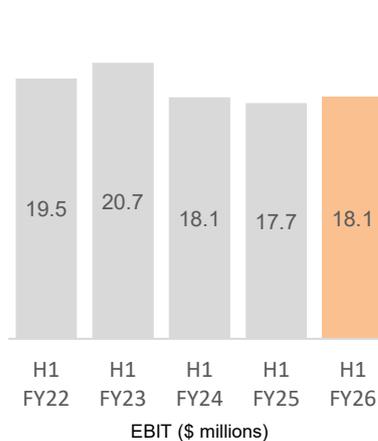
Melbourne, Thursday, 26 February 2026 – Shaver Shop Group Limited (ASX: SSG) (Shaver Shop), the Australian specialty retailer of male and female personal grooming and beauty products, is pleased to announce its financial results for the half-year ended 31 December 2025 (H1 FY26).

H1 FY26 Results Highlights

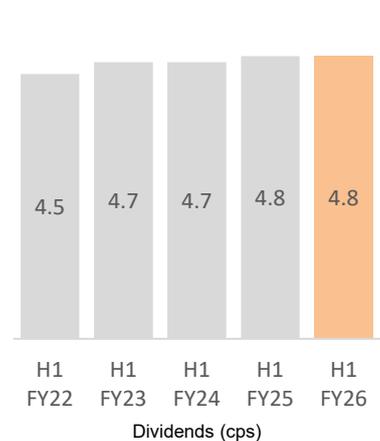
Sales up 2.2% to \$128.6 million



EBIT² up 2.5% to \$18.1 million



Interim dividend 4.8cps



- Total sales up +2.2% to \$128.6 million with
 - In-store sales up +0.5% (cycling +0.3% in H1 FY25)
 - Online sales up +7.4% (cycling -5.1% in H1 FY25)
 - Like for like¹ sales up +0.9% (cycling -1.4% in H1 FY25)
- Record H1 gross profit margin of 46.5% (up +100 bps vs pcp) leading to gross profit increasing 4.6% to \$59.8 million – also a new record for Shaver Shop
 - Transform-U™ private brand (launched in Oct '24) was the primarily driver of the gross margin increase
- EBIT up +2.5% to \$18.1 million (H1 FY25 - \$17.7 million)
- NPAT up +1.5% to \$12.2 million (H1 FY25 - \$12.0 million)
- Strong operating cashflow of \$36.9 million
- Solid financial position with net cash of \$25.1 million (no debt) at 31 December 25
- H1 FY26 fully-franked interim dividend of 4.8 cents per share (flat with H1 FY25)

Shaver Shop's Managing Director and CEO, Mr Cameron Fox said, "Shaver Shop delivered another solid set of financial results with sales, gross margins and net profit all growing in the first half. The main highlight was once again the contribution from our Transform-U™ private brand products, which continue to fill gaps in the market and are

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



resonating strongly with customers. This meant Shaver Shop delivered record gross profit of \$59.8 million in the half, up 4.6%.”

Mr Fox continued: “Shaver Shop’s financial position remains sound with net cash of \$25.1 million at 31 December and no debt. In addition, our strong operating cash flow has allowed us to continue investing in Transform-U™ while maintaining a healthy dividend payout, reflected by the Board declaring a 4.8 cent per share fully-franked interim dividend today.”

Balance sheet and cash flow

Shaver Shop ended H1 FY26 with net cash (no debt) of \$25.1 million (31 Dec 24 - \$24.5 million) with undrawn debt facilities amounting to \$30.0 million. Operating cash flow increased to \$36.9 million for the first half (FY25 - \$28.1 million). Shaver Shop typically has significantly stronger first half operating cash flow given sales are seasonally higher and many suppliers provide Shaver Shop with extended trading terms for Christmas stock purchases.

Store network optimisation

Shaver Shop’s store network increased to 126 stores with new locations opened in Bathurst, NSW and Albany, NZ. One additional store is due to open in March 2026 at the Eastern Creek Quarter shopping precinct in Sydney’s suburbs.

In addition to these new store openings, Shaver Shop undertook one full store fitout and one relocation during the half. Three full store refits and two relocations are planned for H2 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.

Interim dividend (100% franked) of 4.8 cents per share (H1 FY25 – 4.8 cents)

As a result of Shaver Shop’s solid financial performance and strong cashflow generation, Shaver Shop’s Board today announced a 4.8 cent fully-franked interim dividend. The interim dividend will be paid on 19 March 2026 to shareholders of record on 5 March 2026.

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.

Trading Update

Total sales for the period from 1 January 2026 through 22 February 2026 inclusive (H2 FY26 to date or “H2 TD”) versus the prior comparative period is set out in the table below:

Sales Growth (%) – 1 Jan 26 to 22 Feb 26	H2 TD vs pcp
Total sales	+3.8%
In-store sales	+1.3%
Online sales	+12.7%
Like for like sales (including online sales)	+1.9%

Mr Fox continued: “The trends that we experienced in the first half, are very consistent with our experience so far in the second half. We are pleased that sales are up 3.8% so far in the second half with our online channel being the key growth driver. However, shoppers also remain discerning and incredibly focussed maximising the value from each dollar spent.”



“We have proven over time that our success is primarily driven by the levers that we control. Our focus is to continue delighting our customers with: Shaver Shop’s unique product range; the outstanding customer service we have become known for; and compelling, value for money offers.”

H2 TD gross profit margins are flat compared to the prior corresponding period given Shaver Shop is now cycling the launch of Transform-U™ and proportionally more sales growth has come from lower margin categories. With further additions to the Transform-U™ product range, and initiatives designed to build the brand and drive incremental sales, further margin expansion is expected over time.

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 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 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.