SHAVER SHOP GROUP LIMITED

## 2022

## Results

## Presentation

CONTENTS

01 Highlights
02 Detailed financial results

03 FY2023 Priorities

04 Trading Update \& Outlook
05 Appendices



## FINANCIAL HIGHLIGHTS




## OPERATIONAL HIGHLIGHTS

## Customer <br> Service


> Store teams continue to deliver exceptional customer service with avg. NPS score of c. 88.4 (out of 100) in FY22
$>$ Customers increasingly returning to stores but foot traffic remains well below pre-COVID levels
$>$ Sales conversion remains very high
$>$ Return to in-person training of store teams

$>$ Increased shipping options for online customers $>$ c.10\% of online orders were click \& collect $>$ Launch of priority (Doordash) delivery option in H2 FY22
$>$ Active online customers increased $32.6 \%$ to c. 650,000
$>$ Expanded brand offering to include: Therabody, Tidal Wave, American Crew, Tooletries
$>$ Launched stores on Amazon and MyDeal marketplaces (in addition to existing eBay and Trade-Me)

Fulfilment $>$ Over 630,000 online orders were fulfilled by the store network in FY22 (more than 1,700 orders per day)
$>$ Launched priority (Doordash) delivery option in H2 FY22
$>$ Almost 97\% of online orders picked and packed ready for courier collection within 24 hours or order being placed

Team

> In-store teams have remained customer focused and resilient
$>$ Health and safety measures implemented and followed consistently across store network
$>$ Successfully managed through multiple short-term store closures and lockdowns
$>$ FY22 employee engagement survey result of $91.21 \%$ (highest level achieved - despite pandemic disruption)

## MULTICHANNEL MODEL WAS A KEY ASSET IN FY22

## Q1 - SALES DOWN 5.1\%

> Widespread closure of stores across NSW, VIC, ACT due to government-imposed lockdowns (c 5,000 lost in-store trading days)
> Shorter, snap lockdowns in other States
$>$ Very strong online sales growth partially offset store closures

## Q2 - SALES UP 8.0\%

$>$ Strong re-opening results in NSW, VIC and ACT in October followed by very strong Black Friday and Cyber Week sales both online and in-store (c. 1,200 lost in-store trading days)
$>$ Omicron variant wave dramatically slows footfall and demand leading into the critical week before Christmas through Boxing Day and into January

Q3 - SALES UP 4.0\%
$>$ Sluggish start in January and early February while Omicron wave reached its peak (no lost in-store trading days)
> Online sales growth begins to moderate with in-store driving total sales growth by the end of Q3

Q4 - SALES UP 8.3\%
> In-store demand remains very strong throughout the quarter more than offsetting decline in online sales as we began comping prior period snap and long-term lockdowns (NSW)

Total Sales Trend by Quarter


FY22 Total Sales Growth \% by Quarter

|  | vs <br> FY21 | vs <br> FY20 | FY19 |
| :---: | :---: | :---: | :---: |
| Q1 | $-5.1 \%$ | $+13.7 \%$ | $+29.4 \%$ |
| Q2 | $+8.0 \%$ | $+21.1 \%$ | $+35.0 \%$ |
| Q3 | $+4.0 \%$ | $+20.4 \%$ | $+33.9 \%$ |
| Q4 | $+8.3 \%$ | $+0.9 \%$ | $+32.7 \%$ |
| TOTAL | $+4.2 \%$ | $+14.3 \%$ | $+33.0 \%$ |

## CUSTOMERS QUICKLY REVERTED TO IN-STORE SHOPPING WITH IN-STORE SHARE INCREASING ACROSS FY22



FY22 Sales Channel Contribution


## ONLINE SALES GREW 23.7\% IN FY22 SUPPORTED BY INCREASED FULFILLMENT OPTIONS FOR CUSTOMERS



## Online sales represented $34.0 \%$ of total sales in FY22



Increased delivery choices - strong uptake of Express \& Same Day


## OUTSTANDING CUSTOMER SERVICE METRICS DELIVERING STRONG SALES CONVERSION AND IN-STORE SALES



## SHAVER SHOP EXCLUSIVE PRODUCTS GENERATED MORE THAN 50\% OF SALES AND APPROX. 60\% OF GROSS PROFIT

Shaver Shop has the one of the broadest ranges of men's and women's personal care and grooming appliances in Australia and New Zealand. Shaver Shop is leveraging its brand awareness and differentiated product range to improve pricing power and increase gross profit margins.

Strong contribution from exclusive products
Exclusive vs Non-Exclusive Sales \& GP\$ Contribution*


Shavers


Oral Care


Trimmers


IPL


Clippers


Hair Styling


* Based on results from 1 July 21 to 30 June 2022.


## STRONG GROSS PROFIT MARGINS AT 43.9\%




## FY22 PROFIT \& LOSS

$\left.\begin{array}{lrrrrr}\hline & & & & & \\ \text { Profit \& Loss } & \text { Reported } \\ \text { ASm } & \text { Reported } & \text { Variance } & \text { Variance } \\ \text { FY21 }\end{array}\right)$

## ROBUST SALES TOGETHER WITH STRONG GROSS PROFIT MARGIN (43.9\%) DELIVERED FY22 NPAT OF \$16.7M

> Total sales up 4.2\% achieved despite loss of 6,200 in-store trading
$>$ Total sales up 4.2\% achieved despite loss of 6,200 in-store trading
days to government mandated lockdowns in H1. Key drivers of the sales growth included:

- Full year incremental contribution from franchise buyback stores $\$ 8.4$ million
- Like for like ${ }^{1}$ sales growth of $3.5 \%$ including total online sales growth of $23.7 \%$
$>$ Gross profit margins remained very strong at 43.9\% reflecting continuing strength of Hair Cutting categories (Hair Clippers, Beard Trimmers) and intentional balancing of price/volume equation
$>$ CODB well managed across the year benefitting from the following items in H 1 :
- Reduced store rosters when stores were closed for lockdowns
- $\$ 0.6 \mathrm{~m}$ in rent abatements received from landlords
$>$ EBIT of $\$ 25.9 \mathrm{~m}$ - down $1.8 \%$ (or $\$ 0.5 \mathrm{~m}$ )
$>$ NPAT of $\$ 16.7 \mathrm{~m}$ - down $4.5 \%$ (or $\$ 0.8 \mathrm{~m}$ )
$>$ EPS of 13.2 cps with Cash EPS of 14.2 cps


## CODB HELD FLAT AT 25.8\% OF SALES

CODB as a \% of Total Sales


## STRONG NPAT AND EPS RESULT



Basic EPS of 13.2 cents per share with Cash EPS of 14.2 cents (up from 7.4 cents in FY2019 - pre COVID)


## CONSERVATIVE BALANCE SHEET

| A\$m | $\begin{gathered} \text { AASB } 16 \\ \text { 30-Jun-22 } \end{gathered}$ | $\begin{aligned} & \text { AASB } 16 \\ & \text { 30-Jun-21 } \end{aligned}$ | Variance |
| :---: | :---: | :---: | :---: |
| Cash | 9.4 | 7.4 | 2.0 |
| Trade \& other receivables | 3.1 | 3.6 | (0.6) |
| Lease receivables | - | - | - |
| Inventory | 22.2 | 18.1 | 4.0 |
| Plant \& Equipment | 10.7 | 10.6 | 0.1 |
| Right of use assets | 22.3 | 21.3 | 1.1 |
| Goodwill \& Intangibles | 54.0 | 54.0 | (0.1) |
| Other assets | 6.0 | 7.8 | (1.8) |
| Total assets | 127.7 | 122.8 | 4.9 |
| Trade payables | 17.7 | 19.2 | (1.5) |
| Interest bearing liabilities | - | - | - |
| Lease liabilities | 26.8 | 26.4 | 0.5 |
| Other liabilities | 4.5 | 4.6 | (0.1) |
| Total liabilities | 49.1 | 50.2 | (1.2) |
| Net assets | 78.6 | 72.6 | 6.1 |

## OPERATING CASH FLOW REMAINS ROBUST AT \$28.3M

| A\$m | FY22 | FY21 | Variance |
| :---: | :---: | :---: | :---: |
| NPAT | 16.7 | 17.5 | (0.8) |
| Non-cash items: |  |  | - |
| Depreciation and amortisation expense | 14.4 | 14.1 | 0.3 |
| Change in working capital and other | (2.8) | 4.5 | (7.3) |
| Net cash flow from operating activities | 28.3 | 36.0 | (7.7) |
| Payments for franchise store buy backs | - | (14.8) | 14.8 |
| CAPEX (net of landlord contributions) | (1.5) | (1.6) | 0.1 |
| Net cash flow before financing activities | 26.8 | 19.6 | 7.1 |
| Dividends paid | (11.8) | (9.9) | (1.9) |
| Proceeds on sale of unvested LTI shares | 0.6 | - | 0.6 |
| Lease payments - principal | (13.6) | (15.0) | 1.5 |
| Net cash flow | 2.0 | (5.3) | 7.3 |
| Opening Cash Position-1 July | 7.4 | 12.6 | (5.3) |
| Closing Cash Position-30 June | 9.4 | 7.4 | 2.0 |

## NET CASH FLOW OF \$2.0M FOR FY22 INCREASES NET CASH POSITION TO \$9.4M AT YEAR-END

$>$ Operating cash flow was $\$ 28.3 \mathrm{~m}$ - down $\$ 7.7 \mathrm{~m}$ from FY21 given SSG was preparing for potential long-term lockdowns in June 21 and reducing working capital investments accordingly.
> Return of strong in-store sales growth in late Q3 and Q4 FY22 required a re-investment in stock to meet the increased demand and avoid stock-outs. Ending stock balance remains within targeted range of c. $\$ 175 \mathrm{k}$ to $\$ 190 \mathrm{k}$ per store (still well down on pre-COVID levels)
> Higher principal value of lease payments in FY21 reflects the clearing of deferred rents from FY20 (due to lockdowns) when SSG was negotiating rent abatements with landlords in Q4 FY20. Lease payments now up to date.
> Strong cash position used to:

- return $\$ 11.8$ million to shareholders via $100 \%$ franked dividends
- continue store refit program across the network with 2 full store refits and 3 store relocations
- open 2 new stores

FY22 dividends up $22.0 \%$ to 10.0 cents Final dividend up $10 \%$ to 5.5 cents ( $100 \%$ franked)

Balancing fiscal prudence while increasing dividends has delivered 32.9\% ROCE* in FY22


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## FY2023 PRIORITIES

$>$ Continue to expand product range and brand portfolio particularly in female categories
$>$ Return to "tried and true" face-to-face training of store teams in the lead up to key Christmas trading period
$>$ Continue to differentiate product range by securing exclusivity on new product launches
$>$ Enhance brand awareness and economies of scale in New Zealand with the opening of new stores
> Highlight Shaver Shop's product range as a cost-effective alternative to attending specialist beauty and grooming salons
$>$ Build upon FY22 improvements to Shaver Shop's social media presence
> Remain nimble and adapt cost structures and inventory investments to suit macroeconomic and retail environment
$>$ Maintain balance sheet strength and history of generating strong operating cash flow

## TRADING UPDATE \& OUTLOOK

## TRADING UPDATE AND OUTLOOK

$>$ Shaver Shop has experienced a pleasing start to FY23 with the table below summarising the key year to date (YTD - 1 July 22 to 18 August 22) trading results versus comparative COVID-impacted (FY22 and FY21) and non-COVID impacted (FY20) trading periods:

|  | vs FY22 | vs FY21 | vs FY20 |
| :--- | :---: | :---: | :---: |
| Total sales growth | $+19.2 \%$ | $+6.3 \%$ | $+35.6 \%$ |
| In-store sales growth | $+82.7 \%$ | $+18.3 \%$ | $+20.5 \%$ |
| Online sales growth | $-46.0 \%$ | $-21.3 \%$ | $+138.6 \%$ |

$>$ The comparative period in FY22 was characterised by widespread store closures in NSW and to a lesser extent Victoria and significant online sales of Hair Clippers and other DIY hair removal categories when hairdressers, laser hair removal clinics and barbers were closed during government mandated lockdowns. The comparative FY21 period was very strong with exceptional gross profit margins.
> YTD in-store sales growth (up 82.7\%) has been particularly pleasing, more than offsetting softness in online sales as consumers shift channels back to in-store shopping (albeit foot traffic is still well below pre-COVID levels).
$>$ As stores have re-opened, roster hours and associated costs have returned to more normal levels having been reduced significantly in prior years to mitigate lost in-store sales
> Compared to FY20 trading, Shaver Shop has experienced total sales growth of 35.6\%
$>$ Gross profit margins have remained well above long term averages, with robust growth in higher margin categories such as Men's Electric Shavers and Beard Trimmers being supported by a disciplined approach to discounting across all categories
$>$ Having regard to the importance of Black Friday, Christmas and Boxing Day trading to Shaver Shop's annual financial results, as well as the continuing uncertainty caused by the global pandemic and changing macroeconomic environment, it is not appropriate for Shaver Shop to provide FY23 sales or profit guidance at this time


## INVESTMENT SUMMARY

Segment leader both online and offline
Large and growing market driven by changing consumer preferences and new product innovation
$\square$ COVID-19 has accelerated DIY personal care adoption and introduced new customers to Shaver ShopDifferentiated \& resilient specialty retail business model

- Service excellence and unparalleled product knowledge
- Product exclusivity
- Competitive pricing

Significant potential to further increase market share
Strong brand awareness in Australia (NZ still low)
Proven and highly profitable omni-retail model
Clean balance sheet - no debt - with strong cash conversion
Experienced management team
Strong focus on investing for growth and improving total shareholder returns
$\boxed{\square}$ strong dividend payout


## KEY METRICS SUMMARY

| Comparable Accounting (AASB 16) | Reported FY2022 | Reported FY2021 |
| :---: | :---: | :---: |
| Number of corporate stores | 121 | 121 |
| Number of franchise stores | - |  |
| Total stores | 121 | 121 |
| Corporate store sales (\$m) | 222.7 | 213.7 |
| Franchise store sales (\$m) | - | 9.9 |
| Total network sales (\$'000) | 222.7 | 223.6 |
| Corporate store LFL¹ sales growth \% | 3.5\% | 8.6\% |
| Corporate store total sales growth \% | 4.2\% | 9.6\% |
| Gross profit margin \% | 43.9\% | 44.3\% |
| Employee benefits expense as a \% of sales | 14.3\% | 15.0\% |
| Occupancy expenses as \% of sales (AASB 16) | 1.3\% | 1.2\% |
| Marketing and advertising expenses as \% of sales | 3.8\% | 3.4\% |
| Operational expenses as \% of sales | 5.0\% | 4.6\% |
| Other expenses as \% of sales | 1.4\% | 1.7\% |
| EBITDA margin | 18.1\% | 18.9\% |
| EBIT margin | 11.6\% | 12.3\% |
| NPAT margin | 7.5\% | 8.2\% |
|  |  |  |
| Basic EPS (cents) | 13.2 | 14.2 |
| Dividends declared per share (cents) - 100\% franked | 10.0 | 8.2 |
| Net cash (debt)-30 June (\$m) | 9.4 | 7.4 |

## CONSISTENT 16 YEAR GROWTH TREND



## 5 YEAR - ANNUAL P\&L PERFORMANCE TREND

| Normalised Results (\$ millions) | AASB 117 FY18 Actual | AASB 117 <br> FY19 <br> Actual | AASB 16 <br> FY20 <br> Actual | AASB16 FY21 Actual | AASB16 FY22 Actual |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Sales | 154.9 | 167.4 | 194.9 | 213.7 | 222.7 |
| Cost of goods sold | (91.9) | (96.6) | (113.4) | (119.0) | (125.0) |
| Gross profit | 63.0 | 70.8 | 81.6 | 94.7 | 97.7 |
| Gross margin \% | 40.7\% | 42.3\% | 41.8\% | 44.3\% | 43.9\% |
| Franchise and other revenue | 2.0 | 1.6 | 1.1 | 0.9 | 0.0 |
| Employee benefits expense | (22.7) | (27.2) | (29.2) | (32.0) | (31.8) |
| Occupancy expenses | (14.2) | (15.5) | (3.1) | (2.5) | (2.9) |
| Marketing and advertising expenses | (7.8) | (7.0) | (6.9) | (7.3) | (8.5) |
| Operational expenses | - | - | (8.9) | (9.8) | (11.1) |
| Other expenses | (7.2) | (9.2) | (4.2) | (3.6) | (3.0) |
| Overhead expenses | (51.9) | (58.9) | (52.3) | (55.1) | (57.4) |
| EBItDA | 13.2 | 13.5 | 30.3 | 40.4 | 40.3 |
| EBITDA margin | 8.5\% | 8.1\% | 15.6\% | 18.9\% | 18.1\% |
| Depreciation and amortisation | (2.1) | (2.3) | (2.2) | (2.1) | (1.9) |
| Depreciation - right of use assets (leases) | - | - | (11.3) | (11.9) | (12.5) |
| EBIT | 11.1 | 11.2 | 16.8 | 26.4 | 25.9 |
| Net finance costs | (0.5) | (0.6) | (0.4) | (0.2) | (0.3) |
| Net finance costs - lease liabilities | - | - | (1.7) | (1.4) | (1.4) |
| Profit before income tax | 10.7 | 10.6 | 14.8 | 24.7 | 24.2 |
| Income tax expense | (3.4) | (3.2) | (4.4) | (7.3) | (7.5) |
| NPAT | 7.2 | 7.4 | 10.4 | 17.5 | 16.7 |
| Basic shares outstanding (\# millions) | 124.2 | 121.8 | 121.8 | 123.3 | 126.2 |
| Basic EPS (cents) | 5.8 | 6.0 | 8.5 | 14.2 | 13.2 |
| Franchise buy-back tax benefit | 1.8 | 1.6 | 1.2 | 1.7 | 1.2 |
| Cash NPAT | 9.0 | 9.0 | 11.6 | 19.2 | 17.9 |
| Cash EPS (cents) | 7.3 | 7.4 | 9.5 | 15.5 | 14.2 |

## 5 YEAR - HALF YEARLY PERFORMANCE TREND

| Normalised Results (\$ millions) | AASB 117 <br> H1 FY18 <br> Actual | $\begin{gathered} \text { AASB } 117 \\ \text { H2 FY18 } \\ \text { Actual } \\ \hline \end{gathered}$ | AASB 117 <br> H1 FY19 <br> Actual | AASB 117 <br> H2 FY19 <br> Actual | AASB 16 H1 FY20 Actual | AASB 16 H2 FY20 Actual | AASB 16 H1 FY21 Actual | AASB 16 H2 FY21 Actual | AASB 16 H1 FY22 Actual | AASB 16 <br> H2 FY22 Actual |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sales | 93.4 | 61.5 | 95.7 | 71.7 | 107.5 | 87.4 | 123.6 | 90.0 | 127.1 | 95.6 |
| Cost of goods sold | (55.0) | (36.9) | (55.3) | (41.3) | (63.1) | (49.7) | (68.4) | (50.6) | (71.4) | (53.6) |
| Gross profit | 38.4 | 24.7 | 40.4 | 30.4 | 44.4 | 37.8 | 55.3 | 39.4 | 55.7 | 42.0 |
| Gross margin \% | 41.1\% | 40.1\% | 42.2\% | 42.4\% | 41.3\% | 43.2\% | 44.7\% | 43.8\% | 43.8\% | 43.9\% |
| Franchise and other revenue | 1.3 | 0.7 | 0.9 | 0.7 | 0.8 | 0.3 | 0.8 | 0.1 | 0.0 | 0.0 |
| Employee benefits expense | (11.5) | (11.2) | (13.7) | (13.5) | (15.3) | (13.9) | (15.6) | (16.4) | (14.6) | (17.2) |
| Occupancy expenses | (7.1) | (7.1) | (7.7) | (7.8) | (1.6) | (1.4) | (1.2) | (1.3) | (1.2) | (1.7) |
| Marketing and advertising expenses | (5.7) | (2.1) | (4.7) | (2.3) | (3.8) | (3.7) | (4.3) | (3.0) | (4.7) | (3.8) |
| Operational expenses |  |  |  |  | (4.1) | (4.8) | (5.4) | (4.4) | (6.8) | (4.3) |
| Other expenses | (3.8) | (3.4) | (4.2) | (5.0) | (1.6) | (2.6) | (1.7) | (1.9) | (1.7) | (1.3) |
| Overhead expenses | (28.0) | (23.9) | (30.3) | (28.6) | (26.5) | (26.4) | (28.3) | (26.9) | (29.1) | (28.4) |
| EBITDA | 11.7 | 1.5 | 11.0 | 2.5 | 18.7 | 11.6 | 27.8 | 12.6 | 26.7 | 13.6 |
| EBITDA margin | 12.5\% | 2.4\% | 11.5\% | 3.5\% | 17.9\% | 13.7\% | 22.6\% | 22.6\% | 21.0\% | 22.6\% |
| Depreciation and amortisation | (1.0) | (1.0) | (1.1) | (1.2) | (1.1) | (1.1) | (1.1) | (1.0) | (0.9) | (0.9) |
| Depreciation - right of use assets (leases) | - | - | - | - | (5.8) | (5.4) | (5.8) | (6.2) | (6.2) | (6.3) |
| Ebit | 10.7 | 0.5 | 9.9 | 1.3 | 11.7 | 5.1 | 20.9 | 5.5 | 19.5 | 6.4 |
| Net finance costs | (0.3) | (0.2) | (0.2) | (0.4) | (0.2) | (0.2) | (0.1) | (0.1) | (0.1) | (0.1) |
| Net finance costs - lease liabilities | - | - | - | - | (0.9) | (0.8) | (0.8) | (0.7) | (0.8) | (0.7) |
| Profit before income tax | 10.4 | 0.3 | 9.7 | 0.9 | 10.7 | 4.1 | 20.1 | 4.6 | 18.6 | 5.6 |
| Income tax expense | (3.2) | (0.2) | (2.9) | (0.3) | (3.2) | (1.2) | (5.8) | (1.5) | (5.6) | (1.9) |
| NPAT | 7.2 | 0.0 | 6.8 | 0.6 | 7.4 | 2.9 | 14.3 | 3.2 | 13.1 | 3.6 |
| Basic shares outstanding (\# millions) | 125.0 | 124.2 | 121.8 | 121.8 | 121.8 | 121.8 | 123.3 | 123.3 | 126.2 | 126.2 |
| Basic EPS (cents) | 5.8 | 0.0 | 5.5 | 0.5 | 6.1 | 2.4 | 11.6 | 2.6 | 10.3 | 2.9 |
| Franchise buy-back tax benefit | 0.9 | 0.9 | 0.8 | 0.8 | 0.6 | 0.6 | 0.4 | 1.2 | 0.6 | 0.6 |
| Cash NPAT | 8.1 | 0.9 | 7.6 | 1.4 | 8.1 | 3.6 | 14.7 | 4.4 | 13.7 | 4.2 |
| Cash EPS (cents) | 6.5 | 0.7 | 6.2 | 1.2 | 6.6 | 2.9 | 11.9 | 3.6 | 10.8 | 3.4 |

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 should be considered, with or without professional advice, when deciding if an investment is appropriate.

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 views on its future financial condition and/or performance.

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## THANK YOU


[^0]:    * Return on Capital Employed = Normalised EBIT / average shareholders equity

