

EVO[®] SHAVE EVERYONE'S RAZOR[™]



How EvoShave Help Build Category Value for our Partners

Environment

How are macro trends affecting behaviour?

What are the shopper & consumer needs current vs category performance & delivery



Opportunity

To capture niche Market Share through Product innovation and buzz marketing



Product

The EvoShave product proposition



Activation

Bringing opportunity to life



A close-up, profile view of a man's face as he shaves. He has dark hair and light-colored eyes. His face is covered in thick, white shaving foam. He is holding a black razor with his right hand, and the razor head is positioned against his cheek. The razor handle has the word "EVO" and "SHAVE" printed on it. The background is a plain, light gray.

MACRO & MICRO TRENDS

Trends Affecting Shopping Choices

A background image of a financial market chart with various colored lines (green, red, blue) and a grid, representing economic data.

The Cost of Living Crisis

Looking to make savings & value for money in purchases

A background image of a large, dark, cracked rock surface, symbolizing environmental impact or climate change.

Our Impact On The Planet

No longer a nice to have, expected & understood

A background image showing two hands holding a white sign with three symbols: a blue circle, a red equals sign, and a black female symbol, representing gender equality.

Evolving Beauty Standards & Regimes

Affordable, Sustainable, Gender Neutral

Current Category Situation

- Shoppers are economising and becoming more open to trying new brands
 - Refills and disposables are performing better, key mainstream brands are struggling, whilst smaller brand's portfolios flourish.
- There is an opportunity to restore what was lost during the pandemic
 - Growth in 2022 masks poorer long term trend where shoppers have been lost from the younger generations – they are key to capturing habits young from the first shave experience.
- Men's market is larger and more mature. It is more volume driven when it comes to driving the system razor proposition.
- Women still favour disposables, despite growth of the system razor proposition, but there is less to tempt them in and drive the repeat when it comes to price point.



OPPORTUNITIES

Four Priorities to Deliver

1

Re-engage
Generation Z
& Millennials



2

Value For
Money in the
Cost of Living
Crisis



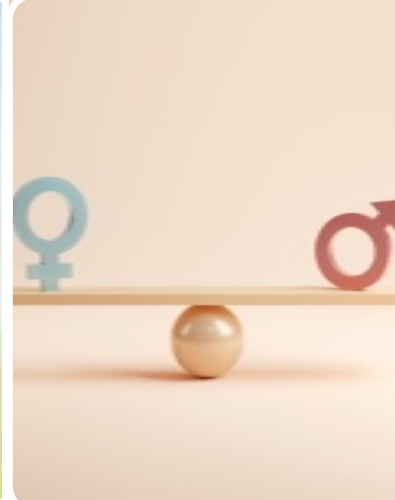
3

Affordable
sustainability



4

Gender
fairness



Capture a
Market Share,
Increase
recurring
customer base



THE EVOSHAVE PROPOSITION

Introducing EvoShave



EVO[®] SHAVE

- Evolution and Innovation of shaving
- Everyone's razor (unisex, for face and body)
- EVO stands for ECO

The Product

Unique Handle in Different Colours

EvoShave handle has a perfected ergonomic design that captures your fingers' natural form for a truly connected shaving experience

5 Sandvik Steel, Chromium Teflon Coated, Floating Blades

The five-blade cartridge makes closer contact with skin, and the lubricating strip for unhindered glide, and smoother and cleaner shave of body and face

Reusable Carry Case

Designed to be kept and not thrown away. The lightweight stylish carry case fits in a purse, dop bag or even in your pocket



Reusable, Crystal Clear Carry Case



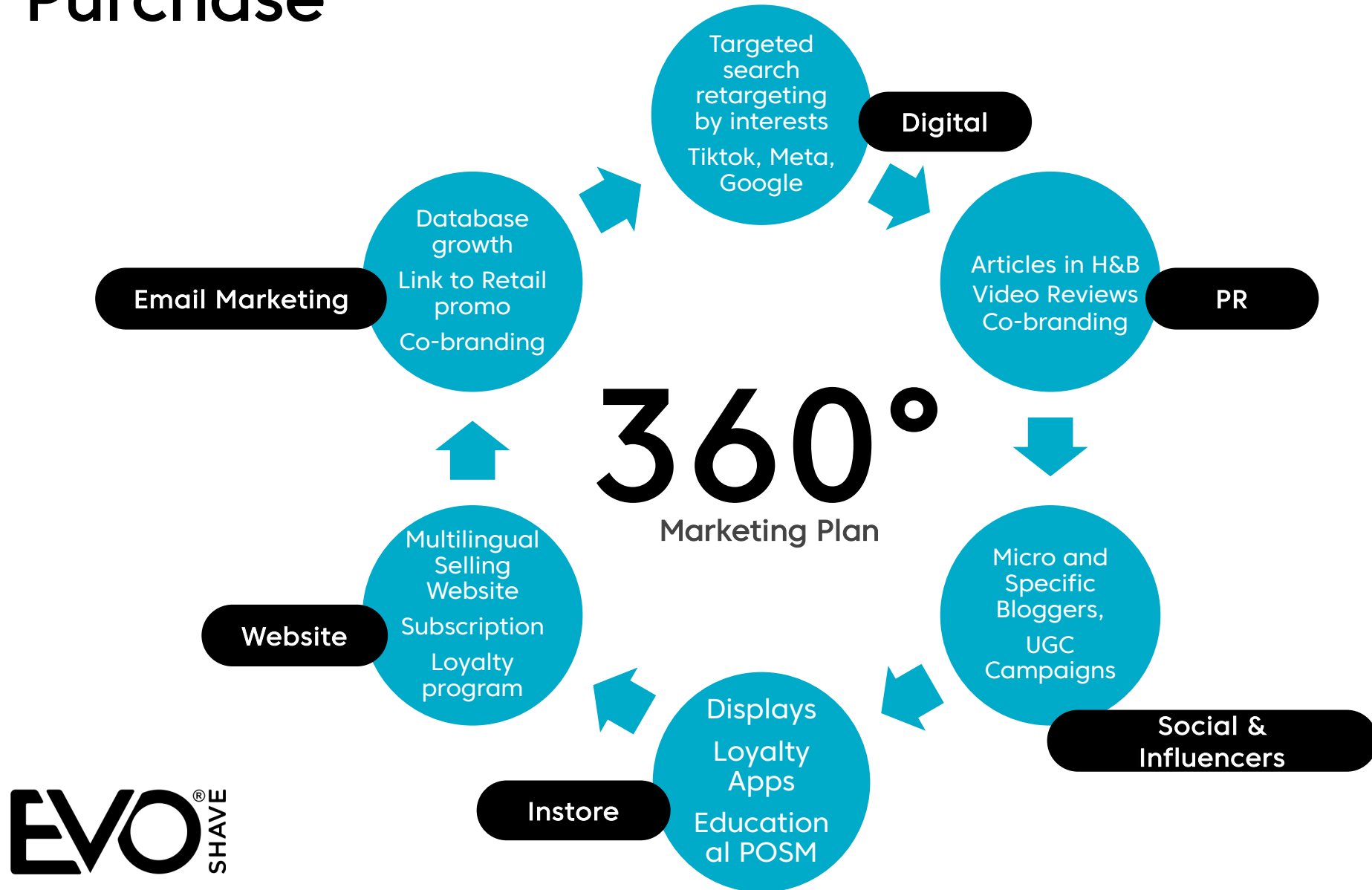
We Do Care About the Environment

- Up to 70% less packaging (*compared to competitors)
- Fully recyclable carton box
- Reusable carry case
- Recyclable components
- Cruelty free product



EVO SHAVE

Build Awareness, Trial and Support Ongoing Purchase



*POSM design is subject to change

We will deliver against the category opportunity

Re-engage Generation Z
& Millennials with a Value
For Money Alternative



Affordable &
Natural
Sustainability



Same
Product,
Same Price



Unique and
Affordable
Solution

EVO[®] SHAVE

Compact and
Environmentally
Friendly

EVO[®] SHAVE

THANK YOU

