

## ASX ANNOUNCEMENT

4 June 2018

### Kogan.com to enter Whitegoods & Built-In Kitchen Appliance Markets

*Series of supply and logistics agreements signed*

Kogan.com Limited (Kogan.com; ASX:KGN) has signed supply and logistics agreements which allow it to enter the Australian Whitegoods and Built-In Kitchen Appliance Market with its own range of Exclusive Brand price-competitive products.

Details of the offering to consumers will be released closer to the release date, which is expected to be prior to end of calendar year 2018.

Ruslan Kogan, Founder & CEO of Kogan.com, said that this will be a huge win for consumers.

“The Australian Whitegoods and Built-In Kitchen Appliance market lacks competitive tension which has resulted in a limited number of players enjoying inflated margins. One major factor contributing to this lack of competition is the additional complexity and logistical requirements arising from distributing bulky products.

“Due to the rapid growth of the Kogan.com business over the last 12 years, we are now in a position where our logistics and distribution footprint enables us to enter this market and provide Australians with unprecedented value on a range of the most popular Whitegoods and Built-In Kitchen Appliances like Fridges, Washing Machines, Dryers, Dishwashers, Ovens, Cooktops and Rangehoods.

“It will be a great win for Australian consumers who don’t want to pay too much for essential household appliances. We are excited to be applying our business model to this industry and making the most in-demand products more affordable for all Australians,” Mr Kogan said.

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