

ASX ANNOUNCEMENT

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Kogan.com to launch Kogan Health Signs three year partnership with Medibank Group

Kogan.com Limited (Kogan.com, Kogan; ASX:KGN) has entered into an agreement with Medibank Group (Medibank; ASX:MPL) enabling Kogan.com to offer budget health insurance policies under a new brand “Kogan Health”:

- The agreement is for an initial period of three years and will be administered via Medibank’s wholly owned subsidiary Australian Health Management Group Pty Ltd (ahm)
- Kogan Health will focus on offering budget health insurance policies
- Underwriting will be provided by Medibank Group
- Branding, marketing and customer acquisition will be provided by Kogan
- Kogan will earn commissions on sales of all insurance policies

The Kogan brand is synonymous with value for money and has demonstrated success in its portfolio of businesses, including Kogan Retail, Kogan Marketplace, Kogan Insurance, Kogan Mobile and Kogan Travel. Kogan.com has also announced plans to launch a competitive NBN offering in partnership with Vodafone in 2018.

David Shafer, Executive Director of Kogan.com, said the partnership with Medibank Group was another important opportunity to delight Kogan’s large and growing community, by offering better value health insurance to the Australian public:

“Kogan.com is delighted to be partnering with Medibank and ahm, which together represent one of Australia’s largest health insurers, providing private health insurance and health solutions to 3.7 million Australians. ahm is also Australia’s fastest growing health insurer.

Having more than 8 million Aussies as members of the Kogan community enables us to form strong commercial partnerships like this, which result in a win-win-win for Medibank, Kogan’s shareholders and, most importantly, Kogan’s customers.

Having recently been voted by the Australian public as ‘Australia’s favourite online retailer’, Kogan.com will help engage the large and growing Aussie e-commerce market, with new health insurance offerings under Kogan Health.

Kogan Health will bring healthy competition to the health insurance industry, ultimately making it more affordable to take control of your health.”

Medibank Group Executive, Chief Customer Officer David Koczkar said:

“Kogan.com has been very good at creating a sharp, low-fuss online experience for value-conscious customers.

“So this partnership is a great match and we’ll be able to do something different and attractive for Kogan Health customers,” he said.

Kogan Health is expecting to launch its health insurance offering to the Kogan Community in the second half of this financial year.

About Kogan.com

Kogan.com Limited (Kogan.com) is a portfolio of retail and services businesses including Kogan Retail, Kogan Marketplace, Kogan Mobile, Kogan Broadband, Kogan Insurance and Kogan Travel. Kogan is a leading Australian consumer brand renowned for price leadership through digital efficiency. The company is focused on making in-demand products and services more affordable and accessible.

About Medibank Group

Medibank is a leading private health insurer, providing private health insurance to more than 3.7 million customers through the Medibank and ahm brands.