

ASX ANNOUNCEMENT

25 January 2018

Kogan.com grows portfolio with Life Insurance

Signs partnership with Greenstone Financial Services

Kogan.com Limited (Kogan.com, Kogan; ASX:KGN) has entered into an agreement with Greenstone Financial Services Pty Ltd (Greenstone) enabling it to offer life insurance and funeral insurance policies under a new brand "Kogan Life Insurance":

- Kogan will earn commissions on every insurance policy sold
- Kogan Life Insurance will initially focus on offering great value life insurance and funeral insurance policies. It is planned that the policy range will grow over time to include related categories

David Shafer, Executive Director of Kogan.com, said the partnership with Greenstone was a natural extension to Kogan's existing insurance offerings, and another opportunity to allow Kogan's large and growing community to save money, by offering better value life and funeral insurance to Aussies.

"We are very pleased to partner with Greenstone, a leader and innovator in Australian life insurance market, to offer life insurance products to our growing community of smart Aussies, enabling them to save more of their hard-earned money."

Greenstone's CEO, Brenard Grobler said:

"Kogan.com is a trusted Aussie brand renowned for offering great value products and services to smart shoppers all over Australia. We are proud to be able to partner with Kogan.com to deliver excellent value life insurance products to Kogan.com's large and growing community."

Kogan Life Insurance is expecting to launch its offering to the Kogan Community within the current half year.

About Kogan.com

Kogan.com is a leading Australian consumer brand. It is a portfolio of retail and services business units that includes Kogan Retail, Kogan Marketplace, Kogan Mobile, Kogan Internet, Kogan Insurance, Kogan Health and Kogan Travel. The Kogan brand is renowned for price leadership through digital efficiency. The Company is focused on making in-demand products and services more affordable and accessible.

About Greenstone

Greenstone Financial Services Pty Ltd (Greenstone) was established in 2007 and is a leading distributor and administrator of life insurance policies in Australia.