

ASX ANNOUNCEMENT

12 April 2018

Kogan.com launches low cost nbn™ internet service

On 7 June 2017, Kogan.com Limited (Kogan.com; ASX:KGN) announced that it had extended and deepened its partnership with Vodafone Hutchison Australia Pty Ltd (VHA) into fixed broadband internet, with an intention to launch nbn™ services in 2018.

Kogan.com is today pleased to announce the official launch of Kogan Internet, with plans now available at www.koganinternet.com.au.

Under its partnership with VHA, Kogan.com provides branding and marketing services for competitively priced nbn™ plans. VHA provides network access and customer service support.

David Shafer, Executive Director of Kogan.com, said *"We are always working hard to make the most in-demand products and services more accessible and we expect that Kogan Internet's nbn™ plans will shake up the market with their affordable, flexible and simple offerings,"*

"We're thrilled to expand our partnership with Vodafone to bring Kogan nbn™ plans to Australians, enabling more Aussies to save money on their home internet connection."

Vodafone General Manager Fixed Broadband, Matthew Lobb, said the company was excited to expand its partnership with Kogan.com.

"Following the success of Kogan Mobile in providing more competitive and affordable mobile phone plans, we are excited to expand our partnership to launch Kogan nbn™,"

"For far too long Australians have had to put up with incumbent ISPs who are more interested in maintaining the status quo than delivering better broadband. We believe more competition is always better for Australian broadband consumers and are proud to support it."

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.

Kogan Internet

Kogan Internet provides affordable, simple, and flexible value-based nbn™ plans. The nbn™ service is supplied to Kogan provided by Vodafone Hutchison Australia Pty Ltd as supplied by nbn Co Limited.

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