



ASX ANNOUNCEMENT

30 July 2018

Voluntary Escrow Shares to be released

Pursuant to ASX Listing Rule 3.10A Kogan.com Limited (the **Company**) advises that 32,448,956 fully paid ordinary shares (**Shares**) voluntarily escrowed from 7 July 2016 by entities associated with Ruslan Kogan and David Shafer will be released from escrow on 20 August 2018 being the first trading day after the announcement of the audited financial results for financial year ending 30 June 2018. This being the date when the restriction period applicable to these Shares expires.

These Shares are already quoted on the ASX.

Further details relating to the Voluntary Escrow Shares can be found under section 9.6 in the Kogan.com Limited Prospectus dated 24 June 2016.

ENDS

For further information please contact:

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About Kogan.com

Kogan.com is a portfolio of retail and services businesses that includes Kogan Retail, Kogan Marketplace, Kogan Mobile, Kogan Internet, 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.