APPENDIX 4E - KOGAN.COM LTD

ABN 96 612 447 293

Results for announcement to the market

Year ended 30 June 2018

(Previous corresponding period: Year ended 30 June 2017)

	30 June 2018 \$000	30 June 2017 \$000	Change increase/ (decrease) \$'000	Change increase/ (decrease) %
Revenues from ordinary activities	412,312	289,518	122,794	42.4%
Profit before tax	21,007	6,124	14,883	243.0%
Profit after tax attributable to members	14,111	3,740	10,371	277.3%

Abbreviated explanation of results

Revenue from ordinary activities of \$412.3 million represents an increase of \$122.8 million (42.4%), compared to the prior year. The increase in revenue was driven by growth across all Product Divisions, Active Customers and New Verticals.

Profit before tax was up by \$14.9 million compared to the prior year. Profit before tax and Profit after tax attributable to members in the previous corresponding period both include \$3.0 million of costs associated with the group's Initial Public Offering ("IPO") in July 2016.

Refer to the accompanying market release and the Investor Presentation dated 17 August 2018 for further commentary.

Income statement with notes to the statement

Please refer to the attached preliminary financial report for the income statement and statement of comprehensive income for the year ended 30 June 2018.

Statement of financial position with notes to the statement

Please refer to the attached preliminary financial report for financial position as at 30 June 2018.

Cash flow with notes to the statement

Please refer to the attached preliminary financial report for the statement of cash flows for the year ended 30 June 2018.

Statement of changes in equity with notes to the statement

Please refer to the attached preliminary financial report for the statement of changes in equity for the year ended 30 June 2018.

Control gained over entities in the period

Kogan.com Ltd has not acquired any entities for the year ended 30 June 2018.

In the prior reporting period, Kogan.com Ltd acquired all of the issued shares in Kogan Operations Holdings Pty Ltd, and thereby acquired control of all existing Kogan subsidiaries, prior to listing on the ASX on 7 July 2016.

¹ Pursuant to ASIC relief granted on 26 September 2016, the previous reporting period represents the period from 19 May 2016 (Kogan.com Ltd date of incorporation) to 30 June 2017. As Kogan.com Ltd acquired the Kogan group of companies just prior to the date of listing on the Australian Stock Exchange on 7 July 2016, and was previously non-operational, the reporting period represents the trading results of the Kogan group of companies for the twelve months ended 30 June 2017.

	30 June 2018	30 June 2017
Net tangible assets backing per ordinary shares	\$0.44	\$0.41

Dividends

	Amount per Share (cents)	Franked Amount per share at 30% of Tax (cents)
Ordinary shares		
2017 interim - paid 17 March 2017	3.9	3.9
2017 final – paid 4 September 2017	3.8	3.8
2018 interim - paid 13 March 2018	6.9	6.9
2018 final dividend declared	6.1	6.1

Current period

The 2018 final dividend was declared subsequent to balance date. The record date for determining entitlement of receipt of the final dividend is 24 August 2018 and the company will pay the dividend on 07 September 2018. The dividend has not been accrued for as at 30 June 2018.

Dividend reinvestment plans

There was no dividend reinvestment plan in operation during the year.

Commentary on the results for the period

The Consolidated Income Statement and Consolidated Statement of Comprehensive Income, Financial Position, Cash Flows, Changes in Equity and Notes to the Unaudited Preliminary Final Report ("financial report") are included on pages 4 to 16. Further commentary and analysis of the results is provided in the Investor Presentation dated 17 August 2018.

Principal activities

Kogan.com is a portfolio of retail and services businesses that included Kogan Retail, Kogan Marketplace, Kogan Mobile, Kogan Internet, Kogan Insurance and Kogan Travel during the year ended 30 June 2018.

Kogan.com earns the majority of its revenue and profit through the sale of goods and services to Australian consumers. Its offering comprises products released under Kogan.com's in-house brands, such as Kogan, Ovela, Fortis, Vostok and Komodo ("Exclusive Brands Products"), and products sourced from imported and domestic third party brands such as Apple, Canon, Swann and Samsung ("Third Party Branded Products"). In addition to product offerings, Kogan.com earns revenue and profit from Kogan Mobile, Kogan Internet, Kogan Insurance and Kogan Travel ("New Verticals").

There were no significant changes in the nature of the activities of the Group during the year.

Highlights of the full year result:

- Statutory net profit after tax (NPAT) up by \$10.4 million from \$3.7 million to \$14.1 million in FY18. FY17 net profit after tax includes \$3.0 million of one-off costs associated with the Group's Initial Public Offering;
- NPATA² was \$15.2 million. NPATA refers to NPAT plus the non-cash amortisation of the Dick Smith Assets, which were purchased in April 2016. As at the end of FY18, the Dick Smith Assets had been fully amortised;
- Revenue of \$412.3 million representing a year on year increase of \$122.8 million;
- Statutory EBITDA² of \$26.0 million, up \$16.5 million on FY17, albeit FY17 included \$3.0 million of one-off costs related to the Company's Initial Public Offering ("IPO") in July 2016;

² Kogan believes that non-IFRS measures referred to in this document provide useful information to recipients for measuring the underlying operating performance of the business. Non-IFRS measures are not subject to audit.

- Kogan Mobile achieved significant growth with an increase in gross profit of 233.3% year on vear:
- Strong growth in Active Customers with a year-on-year increase of 45.3%;
- · Growth across all Product Divisions; and
- A strong balance sheet with cash of \$42.6 million at 30 June 2018 and an undrawn bank facility of \$10.0 million.

Foreign entities

The results of Kogan HK Limited, a Hong Kong registered entity, have been compiled using International Financial Reporting Standards (IFRS), as issued by the International Accounting Standards Board.

Status of the audit

The report should be read in conjunction with the preliminary final report. The financial statements in the preliminary final report are in the process of being audited.

Annual General Meeting

Kogan.com Ltd advises that its Annual General Meeting will be held on Friday, 16 November 2018. The time and other details relating to the meeting will be advised in the Notice of Meeting to be sent to all shareholders and released to ASX immediately after dispatch.

In accordance with the ASX Listing Rules and the Company's constitution, valid nominations for the position of director are required to be lodged at the registered office of the Company by 5:00pm (AEST) 28 September 2018.

Signed on behalf of Kogan.com Limited, on 17 August 2018

Greg Ridder

Chairman



PRELIMINARY FINANCIAL REPORT FOR THE YEAR ENDED 30 JUNE 2018

CONSOLIDATED INCOME STATEMENT AND CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2018

	Note	Consolidated G	roup
		2018 \$	2017 ¹ \$
Revenue	2	412,312,395	289,517,780
Cost of sales	3	(331,718,953)	(237,824,300)
Gross profit		80,593,442	51,693,480
Selling and distribution expenses		(24,526,714)	(15,275,422)
Warehouse expenses		(9,409,514)	(5,810,443)
Administrative expenses		(25,449,124)	(23,108,076)
Other expenses		(1,227,541)	(993,060)
Results from operating activities		19,980,549	6,506,479
Finance income		309,384	469,845
Finance costs		(582,695)	(124,694)
Unrealised foreign exchange gain / (loss)		1,299,973	(727,265)
Net finance costs		1,026,662	(382,114)
Profit before income tax		21,007,211	6,124,365
Tax expense	4	(6,896,218)	(2,384,500)
Net profit for the period attributable to the members of company		14,110,993	3,739,865

The accompanying notes form part of these financial statements

¹ Pursuant to ASIC relief granted on 26 September 2016, the prior reporting period represents the period from 19 May 2016 (Kogan.com Ltd date of incorporation) to 30 June 2017. As Kogan.com Ltd acquired the Kogan group of companies just prior to the date of listing on the Australian Stock Exchange on 7 July 2016, and was previously non-operational, the reporting period represents the trading results of the Kogan group of companies for the twelve months ended 30 June 2017.

CONSOLIDATED STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2018

	Note		
		2018	2017
		\$	\$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	12	42,617,940	32,027,680
Trade and other receivables	6	4,999,536	2,045,324
Inventories	5	50,200,175	39,741,987
Financial assets		572,708	-
Prepayments and other assets	7	652,478	625,517
TOTAL CURRENT ASSETS		99,042,837	74,440,508
NON-CURRENT ASSETS			
Plant and equipment	10	449,088	489,372
Intangible assets	9	6,492,748	4,480,040
Deferred tax assets			913,936
TOTAL NON-CURRENT ASSETS		6,941,836	5,883,348
TOTAL ASSETS		105,984,673	80,323,856
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	8	45,355,366	28,504,597
Financial liabilities		-	727,265
Current tax liabilities		3,154,445	2,163,197
Employee benefits		684,879	508,188
Provisions		871,493	488,337
Deferred income		7,319,876	5,165,416
TOTAL CURRENT LIABILITIES		57,386,059	37,557,000
NON-CURRENT LIABILITIES			
Deferred tax liabilities		577,527	-
Employee benefits		110,536	65,614
Provisions		29,293	29,557
TOTAL NON-CURRENT LIABILITIES		717,356	95,171
TOTAL LIABILITIES		58,103,415	37,652,171
NET ASSETS		47,881,258	42,671,685
EQUITY			
Issued capital	13	167,293,634	167,100,702
Merger reserve	13	(131,816,250)	(131,816,250)
Other reserves	13	832,851	(73,547)
Retained earnings		11,571,023	7,460,780
TOTAL EQUITY		47,881,258	42,671,685

The accompanying notes form part of these financial statements

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 30 JUNE 2018

Consolidated Group

	Note	Share Capital \$	Retained Earnings \$	Merger Reserve	Translation Reserve \$	Share based payments Reserve \$	Total Equity
Balance at 1 July 2016		343	7,361,042	-	(290,645)	-	7,070,740
Comprehensive income							
Profit for the year			3,739,865	-	-	-	3,739,865
Total comprehensive income for the year			3,739,865	-	-	-	3,739,865
Transactions with owners, in their capacity as owners, and other transfers							
Issue of ordinary shares, net of issue costs		167,100,359	-	-	-	-	167,100,359
Kogan Group restructure		-		(131,816,250)			(131,816,250)
Equity-settled share- based payments		-	-	-	-	217,098	217,098
Dividends paid	14	-	(3,640,127)	-	-	-	(3,640,127)
Total transactions with owners, in their		167 100 750	(7 6 40 127)	(171.016.250)		217 000	71.061.000
capacity as owners		167,100,359	(3,640,127)	(131,816,250)	- (000 0 45)	217,098	31,861,080
Balance at 30 June 2017		167,100,702	7,460,780	(131,816,250)	(290,645)	217,098	42,671,685
Balance at 1 July 2017		167,100,702	7,460,780	(131,816,250)	(290,645)	217,098	42,671,685
Comprehensive income							
Profit for the year			14,110,993	-	-	-	14,110,993
Total comprehensive income for the year		-	14,110,993	-	-	-	14,110,993
Transactions with owners, in their capacity as owners, and other transfers							
Issue of ordinary shares under performance plans		192,932		-		(192,932)	-
Equity-settled share- based payments	13	_		_	_	. 1,099,330	1,099,330
Dividends paid	14	_	(10,000,750	-		. 1,099,330	(10,000,750)
Total transactions with	14		(10,000,730	· · ·			(10,000,730)
owners and other transfers		192,932	(10,000,750))		906,398	(8,901,420)
Balance at 30 June 2018		167,293,634	11,571,023	(131,816,250)	(290,645)	1,123,496	47,881,258

The accompanying notes form part of these financial statements.

CONSOLIDATED STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2018

	Note	Consolidated Group	
		2018 \$	2017 \$
CASH FLOWS FROM OPERATING ACTIVITIES			
Receipts from customers		448,098,179	291,236,987
Payments to suppliers and employees		(416,051,385)	(280,322,571)
Interest received		309,384	469,845
Finance costs paid		(114,070)	(159,806)
Income tax paid		(4,413,508)	(287,785)
Net cash provided by operating activities	16	27,828,600	10,936,670
CASH FLOWS FROM INVESTING ACTIVITIES			
Purchase of property, plant and equipment		(130,497)	(87,311)
Purchase of intangible assets		(7,107,093)	(3,465,506)
Net cash (used in) investing activities		(7,237,590)	(3,552,817)
CASH FLOWS FROM FINANCING ACTIVITIES			
Net proceeds from issue of shares		-	34,999,999
Transaction costs related to the issue of shares		-	(3,624,346)
Repayment of borrowings		-	(4,900,000)
Dividends/distributions paid		(10,000,750)	(3,640,127)
Net cash provided by/(used in) financing activities		(10,000,750)	22,835,526
Net increase in cash held		10,590,260	30,219,379
Cash and cash equivalents at beginning of financial year		32,027,680	1,808,301
Cash and cash equivalents at end of financial year	12	42,617,940	32,027,680

The accompanying notes form part of these financial statements.

NOTE 1: SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Preparation

These preliminary consolidated financial statements relate to Kogan.com Ltd and the entities it controlled at the end of, or during the year ended 30 June 2018 and has been prepared based on the requirements of rule 4.3A of the ASX listing rules (Appendix 4E).

Accounting policies

The same accounting policies have been followed in this preliminary financial report as were applied in the most recent audited annual financial statements of the Kogan Group, available on the ASX website.

NOTE 2: REVENUE

	Consolidate	d Group
	2018 \$	2017 \$
Revenue		
Sales revenue:		
- sale of goods	389,884,367	276,496,962
- rendering of services	18,986,988	9,971,911
·	408,871,355	286,468,873
Other revenue:		
- marketing subsidies	1,249,736	893,198
- ispONE settlement	-	399,094
- other revenue	2,191,304	1,756,615
	3,441,040	3,048,907
Total revenue	412,312,395	289,517,780

NOTE 3: PROFIT FOR THE YEAR

Expenses

	2018 \$	2017 \$
Cost of sales	325,356,947	232,281,905
Cost of services	6,362,006	5,542,395
Total Cost of sales	331,718,953	237,824,300
Employee benefit expense	15,513,108	13,369,326 ¹
Depreciation and amortisation expense	5,339,333	3,823,701
Costs associated with the group's Initial Public Offering not eligible to be offset against issued share capital	-	1,799,602

¹ Includes \$1,183,748 of bonus shares issued to certain senior management (excluding Ruslan Kogan and David Shafer) upon the company's IPO.

NOTE 4: TAXATION

	Note	Consolidated	Group
		2018	2017
		\$	\$
a.	The components of tax expense comprise:		
	Current tax	5,703,917	3,310,357
	Deferred tax	1,270,983	(574,400)
	Under-provision in respect of prior years	(78,682)	(351,457)
		6,896,218	2,384,500
b.	The prima facie tax on profit from ordinary activities before income tax is reconciled to income tax as follows:		
	Prima facie tax payable on profit from ordinary activities before income tax at 30% (2017: 30%):		
	- consolidated group	6,302,163	1,837,309
	Add:		
	Tax effect of:		
	- amortisation of intangibles	326,331	444,985
	- shared based payments	329,799	436,424
	- entertainment (non-deductible)	31,735	51,567
	- other items	49,558	4,290
	Less:		
	Tax effect of:		
	- prior year losses recognised	-	(111,604)
	- rebateable fully franked dividends	-	70,560
	- research and development tax benefit	(65,016)	-
	- current year revenue losses not recognised	330	2,425
	- over provision of prior year income tax	(78,682)	(351,456)
	Income tax attributable to the Group	6,896,218	2,384,500
	The applicable weighted average effective tax rates are as follows:	33%	39%

The effective tax rate for FY18 of 33% reflects the impact of non-deductible intangible amortisation and other non-deductible costs, offset by research and development tax benefit and an overprovision for income tax in the prior year.

NOTE 5: INVENTORIES

	Consolidate	d Group 2017
	\$	\$
CURRENT		
Inventory in transit	9,789,279	9,013,522
Inventory on hand	40,410,896	30,728,465
	50,200,175	39,741,987
NOTE 6: TRADE AND OTHER RECEIVABLES		
	2018 \$	2017 \$
CURRENT	•	•
Trade receivables	2,676,873	1,785,268
	2,676,873	1,785,268
Other receivables	2,322,663	260,056
Total current trade and other receivables	4,999,536	2,045,324
NOTE 7: OTHER CURRENT ASSETS		
	2018 \$	2017 \$
Prepayments	546,732	2 445,287
Rental bond	29,19	7 29,197
Other	76,549	9 151,033
	652,478	625,517
NOTE 8: TRADE AND OTHER PAYABLES		
	2018 \$	2017 \$
CURRENT		
Trade payables	32,504,512	2 21,176,695
Other payables	10,914,140	5,936,089
Accrued expenses	1,936,714	1,391,813

45,355,366 28,504,597

NOTE 9: INTANGIBLES

	Consolidated Group	
	2018	2017
	\$	\$
Patents and Trademarks:		
Cost	625,153	358,425
Accumulated amortisation and impairment losses	(355,316)	(227,715)
Net carrying amount	269,837	130,710
Website development costs:		
Cost	4,056,281	2,893,581
Accumulated amortisation and impairment losses	(2,870,315)	(2,049,982)
Net carrying amount	1,185,966	843,599
Software costs:		
Cost	831,792	784,946
Accumulated amortisation and impairment losses	(788,011)	(697,809)
Net carrying amount	43,781	87,137
Intellectual Property:		
Cost	13,643,245	8,012,425
Accumulated amortisation and impairment losses	(8,650,081)	(4,593,831)
Net carrying amount	4,993,164	3,418,594
Total intangibles	6,492,748	4,480,040
NOTE 10: PROPERTY, PLANT AND EQUIPMENT		
	2018 \$	2017 \$
Plant and Equipment		
Computer Equipment:		
At cost	307,608	234,996
Accumulated depreciation	(253,233)	(183,776)
	54,375	51,220
Office Equipment:		
At cost	924,806	878,010
Accumulated depreciation	(552,015)	(455,037)
	372,791	422,973
Leasehold improvements:		
At cost	34,144	23,055
Accumulated amortisation	(12,222)	(7,876)
	21,922	15,179
		13,173

NOTE 11: LOAN AND BORROWINGS

	Note	Consolidated Group	
		2018 \$	2017 \$
CURRENT			
Working capital facility - secured		-	-
		-	-

On 31 May 2016, the Group signed a new multi-option facility agreement with Westpac Banking Corporation, maturing on 31 May 2019. The Facility includes a Cash Advance Facility, Trade Finance Facility and LC Facility with a total limit of \$10.0 million.

There were no amounts drawn down under the facility at year end, and the amount drawn down under the previous working capital facility was repaid out of the proceeds of the Initial Public Offering.

NOTE 12: CASH AND CASH EQUIVALENTS

	2018	2017
	\$	\$
Cash at bank and on hand	42,617,940	32,027,680
	42,617,940	32,027,680

NOTE 13: ISSUED CAPITAL

		Consolidated Group		
	20	018 20	17 2018	2017
	\$	\$	No.	No.
Fully paid ordinary shares	167,293,634	167,100,702	93,472,345	93,336,581
	167,293,634	167,100,702	93,472,345	93,336,581
				

Ordinary shares participate in dividends and the proceeds on winding-up of the parent entity in proportion to the number of shares held. At the shareholders' meetings each ordinary share is entitled to one vote when a poll is called, otherwise each shareholder has one vote on a show of hands.

Merger reserve

The acquisition of Kogan Operations Holdings Pty Ltd by Kogan.com Ltd has been treated as a common control transaction at book value for accounting purposes, and no fair value adjustments have been made. Consequently, the difference between the fair value of issued capital and the book value of net assets acquired is recorded within a merger reserve.

Performance Rights reserve

The reserve is used to recognise the value of equity benefits provided to employees as part of their remuneration. The Group measures the cost of equity-settled transactions with employees by reference to the fair value of the ordinary shares at the date at which they are granted. The fair value is determined using Black Scholes simulation valuation techniques, taking into account the terms and conditions upon which the equity instruments were granted.

NOTE 13: ISSUED CAPITAL (CONTINUED)

Movement in ordinary share capital

Details	Date	Shares No.	Average Issue price	\$
Balance	1 July 2016	343	\$1.00	343
Shares cancelled as part of the Kogan purchase	7 July 2016	(343)	\$-	-
Shares issued at IPO	7 July 2016	27,777,786	\$1.80	50,000,015
Shares issued to senior managers under an IPO bonus schemes	7 July 2016	657,638	\$1.80	1,183,749
Shares issued to the previous owners for the purchase of Kogan Operations Holdings Pty Ltd	7 July 2016	64,897,910	\$1.80	116,816,238
Transaction cost arising on IPO offset against share capital, net of tax	7 July 2016	-	\$-	(904,643)
Shares issued to eligible employees under an incentive plan	29 September 2016	3,247	\$1.54	5,000
Shares issued to eligible employees under an incentive plan	3 July 2017	128,357	\$1.43	183,562
Shares issued to eligible employees under an incentive plan	8 March 2018	7,407	\$1.27	9,370
Balance	30 June 2018	93,472,345	-	167,293,634

NOTE 14: DISTRIBUTIONS

NOTE 14: DISTRIBUTIONS	Consolidated Group		
	2018 \$	2017 \$	
Dividends/Distributions paid during the year	10,000,750	3,640,127	
	10,000,750	3,640,127	

NOTE 15: INTERESTS IN SUBSIDIARIES

Information about Principal Subsidiaries

The subsidiaries listed below have share capital consisting solely of ordinary shares or, in the case of Kogan Technologies Unit Trust, ordinary units, which are held directly by the Group. Kogan.com Holdings Pty Ltd is the Trustee of the Kogan Technologies Unit Trust. The Trustee and the Trust are wholly-owned entities within the Kogan Group. The proportion of ownership interests held equals the voting rights held by the Group. Each subsidiary's principal place of business is also its country of incorporation.

Name of Subsidiary	Principal Place of Business	Ownership Interest Held by the Group	
		2018	2017
		%	%
Kogan Mobile Australia Pty Ltd	Australia	100	100
Kogan Mobile Pty Ltd	Australia	100	100
Kogan Australia Pty Ltd	Australia	100	100
Kogan International Holdings Pty Ltd	Australia	100	100
Kogan HK Limited	Hong Kong	100	100
Kogan HR Pty Ltd	Australia	100	100
Kogan Travel Pty Ltd	Australia	100	100
Dick Smith IP Holdings Pty Ltd (formerly Kogan Technologies UK Pty Ltd)	Australia	100	100
Online Business Number 1 Pty Ltd	Australia	100	100
Kogan Technologies Unit Trust	Australia	100	100
Kogan.com Holdings Pty Ltd	Australia	100	100
Kogan Operations Holdings Pty Ltd	Australia	100	100

NOTE 16: CASH FLOW INFORMATION

			Consolidated Group	
			2018 \$	2017 \$
a.		nciliation of Cash Flows from Operating Activities Profit after Income Tax		
	Profit	:/(loss) after income tax	14,110,993	3,739,865
	Non-	cash flows in profit:		
	-	depreciation & amortisation	5,339,333	3,823,701
	-	transaction cost related to the issue of shares	-	1,799,602
	-	issue of performance rights and shares	1,099,330	1,743,603
	-	write off of intangibles	-	3,762
	-	unrealised foreign exchange movement	(1,299,973)	727,265
	Chan	ges in assets and liabilities:		
	-	(increase)/decrease in trade and term receivables	(2,954,212)	936,557
	-	(increase)/decrease in prepayments and other assets	(101,129)	779,406
	-	(increase) in inventories	(10,458,188)	(19,209,612)
	-	increase in trade payables and accruals	16,850,771	13,617,571
	-	increase in deferred income	2,154,460	782,649
	-	increase in provisions	604,505	471,287
	-	increase in income taxes receivable	-	132,217
	-	increase in income taxes payable	991,247	2,163,197
	-	increase in deferred taxes payable	577,527	-
	-	decrease/(increase) in deferred taxes receivable	913,936	(574,400)
	Cash	flows from operating activities	27,828,600	10,936,670