



ASX ANNOUNCEMENT

20 August 2018

End of Voluntary Escrow Period

Further to the Company's announcement dated 30 July 2018, Voluntary Escrow Shares held by entities associated with Ruslan Kogan and David Shafer have now been released.

Due to Mr Kogan's relevant interest in Kogan.com Limited by virtue of Section 608(3)(a) of the Corporations Act 2001, Mr Kogan was deemed to have an interest in all the Shares that Kogan.com Limited had the power to control the disposal of, being all the shares subject voluntary escrow arrangements.

As a result of the end of voluntary escrow period, Kogan.com Limited no longer has the power to control the disposal of any Shares held by entities associated with Ruslan Kogan and David Shafer and Mr Kogan no longer has a relevant interest in any Shares held by Shafer Corporation Pty Ltd ATF the Shafer Family Trust.

Please find attached an updated Appendix 3Y for Mr Kogan.

ENDS

For further information please contact:

relations@kogancorporate.com

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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.

Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/09/01 Amended 01/01/11

Name of entity: Kogan.com Ltd
ACN: 612 447 293

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Mr Ruslan Kogan
Date of last notice	15 June 2018

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Indirect
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	Kogan Management Pty Ltd ATF the Ruslan Tech Trust
Date of change	20 August 2018
No. of securities held prior to change	335,000 fully paid ordinary shares in the name of Walsh St Management Pty Ltd ATF Walsh St Trust 29,070,926 fully paid ordinary shares in name of Kogan Management Pty Ltd ATF the Ruslan Tech Trust 32,448,956 shares in the name of Kogan Management Pty Ltd ATF The Ruslan Tech Trust and Shafer Corporation Pty Ltd ATF the Shafer Family Trust by virtue of Section 608(3)(a) <i>Corporations Act</i> 2001 (Cth), Kogan Management Pty Ltd (of which Ruslan Kogan is a controller) has a relevant interest in Shares in which Kogan.com Ltd has a relevant interest, being all of the shares the subject of voluntary escrow arrangements.

+ See chapter 19 for defined terms.

Appendix 3Y
Change of Director's Interest Notice

Class	Ordinary Shares
Number acquired	N/A
Number disposed	N/A
Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	N/A
No. of securities held after change	335,000 fully paid ordinary shares in the name of Walsh St Management Pty Ltd ATF Walsh St Trust 29,070,926 fully paid ordinary shares in name of Kogan Management Pty Ltd ATF the Ruslan Tech Trust
Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	By virtue of Section 608(3)(a) of the <i>Corporations Act 2001</i> , Kogan Management Pty Ltd (of which Ruslan Kogan is a controller) has a relevant interest in Shares in which Kogan.com Ltd has a relevant interest, being all of the Shares the subject of voluntary escrow arrangements. All Shares have now been released from voluntary escrow arrangements. Therefore Kogan.com Ltd no longer has a relevant interest in the 32,448,956 shares in the name of Kogan Management Pty Ltd ATF The Ruslan Tech Trust and Shafer Corporation Pty Ltd ATF the Shafer Family Trust, formerly subject to voluntary escrow arrangements.

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	N/A
Nature of interest	
Name of registered holder (if issued securities)	
Date of change	
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	

+ See chapter 19 for defined terms.

Interest acquired	
Interest disposed	
Value/Consideration <small>Note: If consideration is non-cash, provide details and an estimated valuation</small>	
Interest after change	

Part 3 – +Closed period

Were the interests in the securities or contracts detailed above traded during a +closed period where prior written clearance was required?	No
If so, was prior written clearance provided to allow the trade to proceed during this period?	N/A
If prior written clearance was provided, on what date was this provided?	N/A

+ See chapter 19 for defined terms.