

21 August 2018

The Manager
Company Announcements Office
ASX Limited
20 Bridge Street
SYDNEY NSW 2000

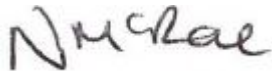
By electronic lodgement

Dear Sir/Madam

Re: Notice of becoming an initial substantial holder – Kogan.com Limited (KGN)

We enclose notice of becoming an initial substantial holder in Kogan.com Limited. This notice is given by Greencape Capital Pty Ltd.

Yours faithfully



Naomi McRae
Company Secretary

attach

Form 603

Corporations Act 2001
Section 671B

Notice of initial substantial holder

To CompanyName/Scheme

Kogan.com Limited

ACN/ARSN

612 447 293

1. Details of substantial holder (1)

Name

Greencape Capital Pty Ltd

ACN/ARSN (if applicable)

120 328 529

The holder became a substantial holder on

17/08/2018

2. Details of voting power

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in on the date the substantial holder became a substantial holder are as follows:

Class of securities (4)	Number of securities	Person's votes (5)	Voting power (6)
Ordinary Fully Paid	Same as persons votes	4,876,495	5.20%

3. Details of relevant interests

The nature of the relevant interest the substantial holder or an associate had in the following voting securities on the date the substantial holder became a substantial holder are as follows:

Holder of relevant interest	Nature of relevant interest (7)	Class and number of securities
Greencape Capital Pty Ltd	Ordinary Fully Paid securities purchased on market by Greencape Capital Pty Ltd	Refer Annexure 1

4. Details of present registered holders

The persons registered as holders of the securities referred to in paragraph 3 above are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Class and number of securities
Greencape Capital Pty Ltd	Citicorp Nominees Pty Limited	Citicorp Nominees Pty Limited	714,853 (Ordinary Fully Paid)
Greencape Capital Pty Ltd	J P Morgan Nominees Australia Limited	J P Morgan Nominees Australia Limited	1,311,113 (Ordinary Fully Paid)
Greencape Capital Pty Ltd	National Nominees Limited	National Nominees Limited	623,723 (Ordinary Fully Paid)
Greencape Capital Pty Ltd	HSBC Custody Nominees (Australia) Limited	HSBC Custody Nominees (Australia) Limited	2,226,806 (Ordinary Fully Paid)

5. Consideration

The consideration paid for each relevant interest referred to in paragraph 3 above, and acquired in the four months prior to the day that the substantial holder became a substantial holder is as follows:

Holder of relevant interest	Date of acquisition	Consideration (9)		Class and number of securities
		Cash	Non-cash	
Greencape Capital Pty Ltd	Refer Annexure 1	Refer Annexure 1		Refer Annexure 1

6. Associates

The reasons the persons named in paragraph 3 above are associates of the substantial holder are as follows:

Name and ACN/ARSN (if applicable)	Nature of association
N/A	N/A

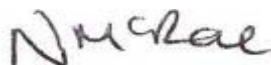
7. Addresses

The addresses of persons named in this form are as follows:

Name	Address
Greencape Capital Pty Ltd	Level 2, 5 Martin Place, Sydney NSW 2000

Signature

print name **Naomi McRae** capacity **Company Secretary**



sign here date **21/08/2018**

DIRECTIONS

(1) If there are a number of substantial holders with similar or related relevant interests (eg. a corporation and its related corporations, or the manager and trustee of an equity trust), the names could be included in an annexure to the form. If the relevant interests of a group of persons are essentially similar, they may be referred to throughout the form as a specifically named group if the membership of each group, with the names and addresses of members is clearly set out in paragraph 7 of the form.

(2) See the definition of "associate" in section 9 of the Corporations Act 2001.

(3) See the definition of "relevant interest" in section s608 and 671B(7) of the Corporations Act 2001.

(4) The voting shares of a company constitute one class unless divided into separate classes.

(5) The total number of votes attached to all the voting shares in the company or voting interests in the scheme (if any) that the person or an associate has a relevant interest in.

(6) The person's votes divided by the total votes in the body corporate or scheme multiplied by 100.

(7) Include details of:

(a) any relevant agreement or other circumstances by which the relevant interest was acquired. If subsection 671B(4) applies, a copy of any document setting out the terms of any relevant agreement, and a statement by the person giving full and accurate details of any contract, scheme or arrangement, must accompany this form, together with a written statement certifying this contract, scheme or arrangement; and

(b) any qualification of the power of a person to exercise, control the exercise of, or influence the exercise of, the voting powers or disposal of the securities to which the relevant interest relates (indicating clearly the particular securities to which the qualification applies).

See the definition of "relevant agreement" in section 9 of the Corporations Act 2001.

(8) If the substantial holder is unable to determine the identity of the person (eg. if the relevant interest arises because of an option) write "unknown".

(9) Details of the consideration must include any and all benefits, money and other, that any person from whom a relevant interest was acquired has, or may, become entitled to receive in relation to that acquisition. Details must be included even if the benefit is conditional on the happening or not of a contingency. Details must be included of any benefit paid on behalf of the substantial holder or its associate in relation to the acquisitions, even if they are not paid directly to the person from whom the relevant interest was acquired.

Naomi McRae

Naomi McRae
Company Secretary of Greencape Capital Pty Ltd

Transactions:

Company

Name/Scheme: Kogan.com Limited (KGN)

As at: 17/08/2018

Class of security: Ordinary Fully Paid

Date of Change	Holder of relevant interest	Nature of Change	Consideration	Number of Securities	Person's Votes Affected
28/06/2018	Greencape Capital Pty Ltd		20,624.00	20,624	20,624
28/06/2018	as above	Buy	1,875.00	1,875	1,875
28/06/2018	as above	Buy	133,897.00	133,897	133,897
28/06/2018	as above	Buy	43,210.00	43,210	43,210
28/06/2018	as above	Buy	83,967.00	83,967	83,967
28/06/2018	as above	Buy	2,510.00	2,510	2,510
28/06/2018	as above	Buy	3,692.00	3,692	3,692
28/06/2018	as above	Buy	1,385.00	1,385	1,385
28/06/2018	as above	Buy	46,065.00	46,065	46,065
29/06/2018	as above	Buy	5,579.00	5,579	5,579
03/07/2018	as above	Buy	476,777.00	476,777	476,777
03/07/2018	as above	Buy	4,895.00	4,895	4,895
03/07/2018	as above	Buy	8,440.00	8,440	8,440
03/07/2018	as above	Buy	499,465.83	73,343	73,343
03/07/2018	as above	Buy	45,409.08	6,668	6,668
03/07/2018	as above	Buy	1,049,516.34	154,114	154,114
03/07/2018	as above	Buy	88,516.38	12,998	12,998
03/07/2018	as above	Buy	2,037,538.38	299,198	299,198
03/07/2018	as above	Buy	1,113,891.27	163,567	163,567
03/07/2018	as above	Buy	352,049.76	51,696	51,696
03/07/2018	as above	Buy	3,616.11	531	531
03/07/2018	as above	Buy	6,231.15	915	915
03/07/2018	as above	Buy	54,159.93	7,953	7,953
03/07/2018	as above	Buy	4,923.63	723	723
03/07/2018	as above	Buy	113,801.91	16,711	16,711
03/07/2018	as above	Buy	9,595.29	1,409	1,409
03/07/2018	as above	Buy	220,930.02	32,442	32,442
03/07/2018	as above	Buy	120,782.16	17,736	17,736
04/07/2018	as above	Buy	218,209.05	32,322	32,322
04/07/2018	as above	Buy	6,096.24	903	903
04/07/2018	as above	Buy	53,313.44	7,897	7,897
04/07/2018	as above	Buy	9,519.05	1,410	1,410
04/07/2018	as above	Buy	3,429.56	508	508
04/07/2018	as above	Buy	119,197.42	17,656	17,656
04/07/2018	as above	Buy	4,948.56	733	733
04/07/2018	as above	Buy	347,688.40	51,501	51,501
04/07/2018	as above	Buy	112,345.06	16,641	16,641
05/07/2018	as above	Buy	96,045.52	14,497	14,497
05/07/2018	as above	Buy	2,683.21	405	405
05/07/2018	as above	Buy	23,466.46	3,542	3,542
05/07/2018	as above	Buy	4,193.75	633	633
05/07/2018	as above	Buy	1,510.55	228	228
05/07/2018	as above	Buy	52,464.96	7,919	7,919
05/07/2018	as above	Buy	2,179.69	329	329
05/07/2018	as above	Buy	153,022.24	23,097	23,097
05/07/2018	as above	Buy	49,443.87	7,463	7,463
06/07/2018	as above	Buy	36,084.79	5,632	5,632
06/07/2018	as above	Buy	234,531.90	36,605	36,605
06/07/2018	as above	Buy	147,453.00	23,014	23,014
06/07/2018	as above	Buy	80,582.10	12,577	12,577
06/07/2018	as above	Buy	3,370.13	526	526
06/07/2018	as above	Buy	76,013.83	11,864	11,864
06/07/2018	as above	Buy	2,402.66	375	375

Date of Change	Holder of relevant interest	Nature of Change	Consideration	Number of Securities	Person's Votes Affected
06/07/2018	as above	Buy	4,087.73	638	638
06/07/2018	as above	Buy	6,496.80	1,014	1,014
11/07/2018	as above	Buy	25,510.91	3,821	3,821
11/07/2018	as above	Buy	2,303.39	345	345
11/07/2018	as above	Buy	1,769.27	265	265
11/07/2018	as above	Buy	57,217.61	8,570	8,570
11/07/2018	as above	Buy	165,810.88	24,835	24,835
11/07/2018	as above	Buy	53,679.06	8,040	8,040
11/07/2018	as above	Buy	4,606.79	690	690
11/07/2018	as above	Buy	104,160.08	15,601	15,601
11/07/2018	as above	Buy	3,011.10	451	451
12/07/2018	as above	Buy	5,452.71	808	808
12/07/2018	as above	Buy	80,656.88	11,952	11,952
12/07/2018	as above	Buy	170,032.69	25,196	25,196
12/07/2018	as above	Buy	9,265.55	1,373	1,373
12/07/2018	as above	Buy	14,171.64	2,100	2,100
12/07/2018	as above	Buy	525,356.19	77,849	77,849
12/07/2018	as above	Buy	330,799.82	49,019	49,019
12/07/2018	as above	Buy	7,632.44	1,131	1,131
12/07/2018	as above	Buy	182,024.59	26,973	26,973
13/07/2018	as above	Buy	2,255.16	327	327
13/07/2018	as above	Buy	17,413.66	2,525	2,525
18/07/2018	as above	Buy	123,524.38	18,275	18,275
18/07/2018	as above	Buy	11,227.03	1,661	1,661
18/07/2018	as above	Buy	259,999.39	38,466	38,466
18/07/2018	as above	Buy	22,028.23	3,259	3,259
18/07/2018	as above	Buy	504,885.20	74,696	74,696
18/07/2018	as above	Buy	802,898.33	118,786	118,786
18/07/2018	as above	Buy	14,255.15	2,109	2,109
18/07/2018	as above	Buy	8,205.67	1,214	1,214
18/07/2018	as above	Buy	280,736.61	41,534	41,534
20/07/2018	as above	Buy	18,059.24	2,636	2,636
23/07/2018	as above	Buy	1,911.47	289	289
23/07/2018	as above	Buy	21,581.81	3,263	3,263
23/07/2018	as above	Buy	87,795.56	13,274	13,274
23/07/2018	as above	Buy	1,468.33	222	222
23/07/2018	as above	Buy	139,769.16	21,132	21,132
23/07/2018	as above	Buy	26,846.63	4,059	4,059
23/07/2018	as above	Buy	3,816.34	577	577
23/07/2018	as above	Buy	45,220.60	6,837	6,837
23/07/2018	as above	Buy	22,487.94	3,400	3,400
23/07/2018	as above	Buy	22,850.72	3,400	3,400
24/07/2018	as above	Buy	16,397.37	2,700	2,700
24/07/2018	as above	Buy	184,622.24	30,400	30,400
24/07/2018	as above	Buy	754,279.02	124,200	124,200
24/07/2018	as above	Buy	12,146.20	2,000	2,000
24/07/2018	as above	Buy	1,201,866.49	197,900	197,900
24/07/2018	as above	Buy	424,509.69	69,900	69,900
24/07/2018	as above	Buy	32,794.74	5,400	5,400
24/07/2018	as above	Buy	388,071.09	63,900	63,900
24/07/2018	as above	Buy	21,863.16	3,600	3,600
25/07/2018	as above	Buy	31,821.39	5,700	5,700
25/07/2018	as above	Buy	3,126,870.27	560,100	560,100
25/07/2018	as above	Buy	516,958.02	92,600	92,600
25/07/2018	as above	Buy	85,415.31	15,300	15,300
25/07/2018	as above	Buy	1,009,352.16	180,800	180,800
25/07/2018	as above	Buy	43,545.06	7,800	7,800
25/07/2018	as above	Buy	481,228.74	86,200	86,200
25/07/2018	as above	Buy	1,962,319.05	351,500	351,500
25/07/2018	as above	Buy	539,142.06	97,800	97,800
25/07/2018	as above	Buy	45,204.14	8,200	8,200
17/08/2018	as above	Buy	14,621.01	2,184	2,184
17/08/2018	as above	Buy	1,042,737.51	155,758	155,758
17/08/2018	as above	Buy	337,950.10	50,481	50,481
17/08/2018	as above	Buy	28,559.16	4,266	4,266
17/08/2018	as above	Buy	655,501.76	97,915	97,915
17/08/2018	as above	Buy	19,722.29	2,946	2,946
17/08/2018	as above	Buy	10,878.73	1,625	1,625
17/08/2018	as above	Buy	385,207.28	57,540	57,540
17/08/2018	as above	Buy	160,476.26	23,971	23,971

Total Number of Securities

4,876,495