



ASX ANNOUNCEMENT

31 August 2018

Kogan.com to launch Kogan Money

Signs partnerships with Adelaide Bank and Pepper Group Limited

Kogan.com Limited (Kogan.com, Kogan; ASX:KGN) has entered into multi-year agreements with Adelaide Bank and Pepper Group Limited (Pepper). These agreements will see Kogan.com offering competitive home loan products to Australian homeowners and investors under a new brand, Kogan Money.

Kogan Money Home Loans is expected to launch in FY19 and will be the first of a suite of financial products and services to be rolled out under the Kogan Money brand in FY19. Kogan Money will focus on simplifying credit and financial services for all Australians and making them more affordable through digital efficiency.

Key details of the agreements are:

- Kogan Money Home Loans will focus on offering competitive home loan products to homeowners and investors
- Adelaide Bank will make available competitively priced conforming, or prime, home loans
- Pepper will make available competitive near prime, non-conforming or specialist, home loans
- Branding, marketing and customer acquisition will be provided by Kogan.com
- Kogan.com will earn fees on all home loans

Details of the offering will be released by Kogan Money closer to the launch date.

The Kogan brand is synonymous with price leadership achieved through leveraging digital efficiency, and has demonstrated success in its portfolio of businesses.

David Shafer, Executive Director of Kogan.com, said the partnerships with Adelaide Bank and Pepper to launch Kogan Money Home Loans will help Aussie homeowners:

“Kogan.com is excited to partner with Adelaide Bank and Pepper to enable us to offer Aussies a range of competitively priced home loans available online.

“Adelaide Bank has a long history of partnering with innovative brands and businesses that bring greater choice and diversity to consumers.

“Pepper is the leader in alternative lending in Australia and, since 2001, has been helping Aussies who may not tick all the traditional boxes for home loans to get financing.

“With well over a million active customers, Kogan.com is proud to be able to form partnerships like these that form a genuine win-win-win for both Adelaide Bank and Pepper, for Kogan’s shareholders, and most importantly for Kogan.com customers.

“Having recently been voted by the public as ‘Australia’s favourite online retailer’ for a second consecutive year, Kogan.com will help engage the large and growing online retail market with new competitive home loan offers under Kogan Money.”

Adelaide Bank’s Head of Strategic Partnerships, Damian Percy, said the Bank was pleased to provide consumers even greater choice by offering home loans to Kogan.com’s customers:

“Kogan.com is a leader in the online retail space and Adelaide Bank has a long tradition of partnering with like-minded businesses to bring greater choice and competition to the Australian home loan market. Together, we believe we can make a real difference to the emerging community of Australian online shoppers by delivering simple, great value housing solutions through Kogan Money.”

Mario Rehayem, CEO Australia of Pepper, said that Pepper was proud to help facilitate Kogan Money’s offering:

“Pepper is the number 1 player in the specialist lending space in Australia, and we are proud to enable Kogan Money to help more Aussies achieve their financial goals.

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.

About Adelaide Bank

Adelaide Bank is the specialist partner business of the Bendigo and Adelaide Bank Group, Australia’s fifth largest retail Bank and a Top 70 ASX listed company.

For more than three decades, Adelaide Bank has been an innovative provider of home loans via a range of partners and intermediaries, helping customers secure affordable and simple home loan products.

About Pepper Group Limited

Pepper Australia is part of Pepper Group Limited a global leader in alternative solutions, offering a unique, diversified portfolio of financial services across the UK, Ireland, Europe, Asia and Australia and majority owned by leading global investment firm KKR. Since 2001, Pepper has helped well over 200,000 Australians achieve their financial goals and lives its mission in everything it does, every day: to help people succeed.