

ASX ANNOUNCEMENT

4 September 2018

Kogan.com Limited (ASX: KGN, the Company) confirms the sale of 6.25 million shares by entities associated with Mr Ruslan Kogan and Mr David Shafer. The transaction valued at approximately \$40 million completes the current intention to trade by the founding directors, and both have advised they have no intention to sell any securities prior to the release of the 1H FY19 financial results.

Kogan.com Chairman, Greg Ridder, noted the very substantial interest from new and existing shareowners and that this was a further step in the maturity of the Company -

"It is great to see our work at Kogan.com continue to attract significant interest from both domestic and international shareholders who value our business strategy and execution. All shareholders will have the benefit of added depth and liquidity afforded by this transaction while maintaining our founders, Ruslan Kogan and David Shafer, interests in the Company at proportions amongst the highest on the ASX."

Mr Kogan and Mr Shafer remain fully committed to the business and continue to have the majority of their personal wealth invested in the Company.