

Form 603

Corporations Act 2001
Section 671B

Notice of initial substantial holder

To Company Name/Scheme KOGAN.COM LTD

ACN/ARSN 612 447 293

1. Details of substantial holder (1)

Name BlackRock Group (BlackRock Inc. and subsidiaries named in Annexures
ACN/ARSN (if applicable) to this form)

The holder became a substantial holder on 09 / 01 / 2019

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)
ord	4,691,569	4,691,569	5.00

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
Annexure A		

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
see Annexure A			

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	
see Annexure B				

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
see Annexure A	

7. Addresses

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

Name	Address
see Annexure C	

Signature

print name Maria Tricarico

capacity Authorised Signatory*

sign here

date 11 / 01 / 2019

* At a meeting of the Board on 22 November 2013, the Directors resolved to approve the delegation of the preparation and lodgement of substantial shareholder notices on behalf of BlackRock Investment Management (Australia) Limited.

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 sections 608 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.

11-Jan-19

Date

Maria Tricarico,
Authorised Signatory

3. Details of Relevant Interests

4. Details of present registered holders

6. Associates

Holder of Relevant Interests Name and ACN / ARSN (if applicable)	Nature of Relevant Interest	Registered Holder of Securities	Person entitled to be registered as holder	Class and number of Securities	Person's votes	Nature of Association
BlackRock (Netherlands) B.V.	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	SSB-SSB NEW YORK INSTITUTIONAL		ORD 6,073	6,073	subsidiary of BlackRock Inc.
BlackRock Fund Advisors	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	SSB-STATE STREET SACRAMENTO		ORD 7,293	7,293	subsidiary of BlackRock Inc.
BlackRock Institutional Trust Company, National Association	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	JPM-JP MORGAN CHASE - NEW YORK		ORD 270,113	270,113	subsidiary of BlackRock Inc.
BlackRock Institutional Trust Company, National Association	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	NT-NORTHERN TRUST CO. - CHICAGO		ORD 6,966	6,966	subsidiary of BlackRock Inc.
BlackRock Institutional Trust Company, National Association	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	SSB-SSB NEW YORK INSTITUTIONAL		ORD 24,827	24,827	subsidiary of BlackRock Inc.
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	HSBC-HSBC SYDNEY		ORD 40,186	40,186	subsidiary of BlackRock Inc.
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	JPM-JPM CHASE - SYDNEY		ORD 4,037,243	4,037,243	subsidiary of BlackRock Inc.
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	NAB-NATIONAL AUSTRALIA BANK LIMITED - MELBOURNE		ORD 20,620	20,620	subsidiary of BlackRock Inc.
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	Northern Trust Singapore		ORD 35,305	35,305	subsidiary of BlackRock Inc.
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	UBS- UBS- ZURICH		ORD 99,103	99,103	subsidiary of BlackRock Inc.
BlackRock Investment Management (UK) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	BNYM-BANK OF NY BRUS		ORD 14,953	14,953	subsidiary of BlackRock Inc.
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities held in its capacity as investment manager.	SSB-STATE STREET AUSTRALIA		ORD 20,754	20,754	subsidiary of BlackRock Inc.
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities held in its capacity as responsible entity.	JPM-JPM CHASE - SYDNEY		ORD 108,133	108,133	subsidiary of BlackRock Inc.

This is Annexure B of 1 page referred to in form 603 Notice of initial substantial shareholder

11-Jan-19

Maria Tricarico,
Authorised Signatory

Date

5. Consideration

KOGAN.COM LTD (KGN)									
Holder of Relevant Interest	Date of Acquisition / Trans on a prescribed fin'l mkt		Consideration			Class and number of securities affected	Person's votes affected		
			Cash	Non-cash	CCY				
BlackRock Investment Management (Australia) Limited	17-Sep-18	yes	6.07	on mkt buy	AUD	ORD	342	342	
BlackRock Investment Management (Australia) Limited	21-Sep-18	yes	5.86	on mkt buy	AUD	ORD	10,048	10,048	
BlackRock Investment Management (Australia) Limited	21-Sep-18	yes	5.86	on mkt buy	AUD	ORD	30,138	30,138	
BlackRock Investment Management (Australia) Limited	21-Sep-18	yes	5.86	on mkt buy	AUD	ORD	56,594	56,594	
BlackRock Investment Management (Australia) Limited	21-Sep-18	yes	5.86	on mkt buy	AUD	ORD	18,867	18,867	
BlackRock Investment Management (Australia) Limited	21-Sep-18	yes	5.86	on mkt buy	AUD	ORD	26,480	26,480	
BlackRock Investment Management (Australia) Limited	21-Sep-18	yes	5.86	on mkt buy	AUD	ORD	8,825	8,825	
BlackRock Investment Management (Australia) Limited	21-Sep-18	yes	5.86	on mkt buy	AUD	ORD	26,645	26,645	
BlackRock Investment Management (Australia) Limited	21-Sep-18	yes	5.86	on mkt buy	AUD	ORD	8,883	8,883	
BlackRock Investment Management (Australia) Limited	21-Sep-18	yes	5.86	on mkt buy	AUD	ORD	5,154	5,154	
BlackRock Investment Management (Australia) Limited	21-Sep-18	yes	5.86	on mkt buy	AUD	ORD	15,466	15,466	
BlackRock Investment Management (Australia) Limited	21-Sep-18	yes	5.86	on mkt buy	AUD	ORD	5,467	5,467	
BlackRock Investment Management (Australia) Limited	21-Sep-18	yes	5.86	on mkt buy	AUD	ORD	16,403	16,403	
BlackRock Investment Management (Australia) Limited	05-Oct-18	yes	5.39	on mkt buy	AUD	ORD	476	476	
BlackRock Institutional Trust Company, National Association	09-Oct-18	yes	5.16	on mkt buy	AUD	ORD	19,956	19,956	
BlackRock Institutional Trust Company, National Association	16-Oct-18	yes	5.21	on mkt buy	AUD	ORD	9,337	9,337	
BlackRock Fund Advisors	01-Nov-18	no	n/a	in specie	AUD	ORD	270	270	
BlackRock Fund Advisors	01-Nov-18	no	n/a	in specie	AUD	ORD	810	810	
BlackRock Fund Advisors	07-Nov-18	no	n/a	in specie	AUD	ORD	540	540	
BlackRock Fund Advisors	08-Nov-18	no	n/a	in specie	AUD	ORD	810	810	
BlackRock Investment Management (Australia) Limited	14-Nov-18	yes	2.65	on mkt buy	AUD	ORD	21,437	21,437	
BlackRock Investment Management (Australia) Limited	14-Nov-18	yes	2.65	on mkt buy	AUD	ORD	634,617	634,617	
BlackRock Investment Management (Australia) Limited	14-Nov-18	yes	2.65	on mkt buy	AUD	ORD	43,946	43,946	
BlackRock Institutional Trust Company, National Association	30-Nov-18	yes	3.21	on mkt buy	AUD	ORD	9,856	9,856	
BlackRock Investment Management (Australia) Limited	07-Dec-18	yes	3.21	on mkt buy	AUD	ORD	342	342	
BlackRock Fund Advisors	17-Dec-18	no	n/a	in specie	AUD	ORD	810	810	
BlackRock Institutional Trust Company, National Association	08-Jan-19	yes	3.35	on mkt buy	AUD	ORD	2,748	2,748	
BlackRock Institutional Trust Company, National Association	08-Jan-19	no	n/a	in specie	AUD	ORD	6,966	6,966	

Annexure C

This is Annexure C of 1 pages referred to in form 603 Notice of initial substantial shareholder

11-Jan-19

Maria Tricarico,
Authorised Signatory

Date

7. Addresses

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

Name	Address
BlackRock Group	
BlackRock Inc.	55 East 52nd Street New York NY 10055 USA
BlackRock (Netherlands) B.V.	Rembrandt Tower, 17th floor Amstelplein Amsterdam Netherlands
BlackRock Fund Advisors	400 Howard Street San Francisco, CA, 94105 United States
BlackRock Institutional Trust Company, National Association	1225 17th Street, Suite 300, Denver, CO 80202 (Colorado, USA)
BlackRock Investment Management (Australia) Limited	Level 26, 101 Collins Street Melbourne VIC 3000 Australia (Victoria, Australia)
BlackRock Investment Management (UK) Limited	12 Throgmorton Avenue London EC2N 2DL United Kingdom