

ASX ANNOUNCEMENT

28 February 2019

Cleansing notice under Section 708A of the Corporations Act

Kogan.com Ltd ("the Company") issued 21,713 fully paid Ordinary shares (Shares) in the capital of the Company (**Shares**) on 28 February 2019 as a result of the vesting of Performance Rights issued under the Company's Equity Incentive Plan (EIP). The Company also applied for quotation of the Shares on the ASX as at that date.

14,306 of the underlying Performance Rights of those Shares were issued in accordance with the relief provided under ASIC Class Order [CO 14/1000]. 7,407 of the Underlying Performance Rights of those Shares were issued without disclosure to investors and before the Company was eligible for relief under ASIC Class Order [CO 14/1000].

Accordingly, in relation to the 7,407 Shares, the Company gives notice under section 708A (5)(e) of the Corporations Act 2001 (Cth) (the "Corporations Act") that:

1. the Shares were issued by the Company without disclosure to investors under Part 6D.2 of the Corporations Act;
2. as at the date of this notice the Company has complied with:
 - (a) the provisions of Chapter 2M of the Corporations Act as they apply to the Company; and
 - (b) section 674 of the Corporations Act; and
3. as at the date of this notice there is no information:
 - (a) that has been excluded from a continuous disclosure notice in accordance with the ASX Listing Rules; and
 - (b) that investors and their professional advisers would reasonably require for the purpose of making an informed assessment of:
 - (i) the assets and liabilities, financial position and performance, profits and losses and prospects of the Company; or
 - (ii) the rights and liabilities attaching to the Shares.

except the Company is currently undertaking negotiations and work with the intention of launching a marketplace platform, an energy comparison service and a car purchasing service on the Company's websites with completion of related agreements and platforms expected shortly.

ENDS

For further information please contact:
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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.