

ASX ANNOUNCEMENT

14 March 2019

Kogan.com launches Kogan Marketplace

Kogan Marketplace to connect sellers with millions of shoppers

Melbourne, Australia, 14 March 2019 - Kogan.com Limited (Kogan.com, Kogan; ASX:KGN) today announced the launch of Kogan Marketplace, with more than 100,000 products now available to Kogan.com customers.

The win-win-win launch of Kogan Marketplace will give Kogan.com customers more choice than ever and will allow businesses to reach more customers through the Kogan.com platform. It's a win for Kogan.com customers as they'll have more choice and competition than ever, it's a win for Australian businesses as they get access to millions of customers to grow their business, and it's a win for the Kogan.com business.

Many leading retailers have already signed up to participate, selling thousands of products through Kogan.com, with the number set to grow with today's official launch of the Kogan Marketplace Platform.

Household brands like Microsoft, Breville, Lego, Fisher-Price, Paw Patrol, SodaStream, Gillette, Gucci and Philips are available to purchase today through Kogan Marketplace.

Products listed on the Kogan Marketplace will be eligible for all the benefits Kogan.com customers enjoy, including Interest Free Finance Options and earning Qantas Frequent Flyer points. Customers can also use their existing Qantas Points or Citi Reward Points to purchase through the Kogan Marketplace.

Sellers on Kogan Marketplace gain access to Kogan.com's marketing support, payment gateways, customer support, and seamless integration with backend operations.

"Our mission is to make the most in-demand products and services more affordable for all Australians," said Lazar Monin, Director of Marketplace.

"The launch of Kogan Marketplace is a win-win-win for everyone. Retailers on the Kogan Marketplace Platform will get market-leading infrastructure and the ability to offer their goods to the Kogan Community. With today's launch, there are now over 100,000 products available to purchase on Kogan.com — meaning customers have more choice than ever before.

"We're obsessed with creating a great experience at Kogan.com for our customers and sellers alike."

Contact

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Accounting Treatment

The Company advises that, for the purpose of its reporting and investor presentations, transactions through the Kogan Marketplace will be recognised as Gross Transaction Value (GTV) only, and only the commission that Kogan receives in respect of these transactions will be recognised as revenue. Further, the Company advises that certain partners within its Partner Brands Product Division will be transitioned to Kogan Marketplace.

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, Kogan Money 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.