

ASX ANNOUNCEMENT

29 March 2019

DIRECTOR APPOINTMENT

Kogan.com Limited (ASX: KGN) today announced the appointment of Mr Michael Hirschowitz to serve as an independent non-executive director.

Mr Hirschowitz served as a senior executive and director of Accent Group (ASX: AX1), formerly known as RCG Corporation Ltd, over some 20 years. He has an extensive executive career in the retail sector, in building the Accent Group. Mr Hirschowitz holds a Bachelor of Commerce and a Bachelor of Accounting and is a Graduate Member of the Australian Institute of Company Directors.

In announcing the appointment, Kogan.com Chairman Greg Ridder, said that the Board was delighted to have Mr Hirschowitz join the company.

“Michael brings extensive experience from his previous retail roles where he was instrumental in the development and execution of whole-of-business strategy; successfully executed significant merger, acquisition and integration activity; led finance, technology and supply chain projects; and developed a deep appreciation of investor and other stakeholder expectations. At Kogan.com, we value demonstrated experience in building enduring successful businesses and Michael certainly has that pedigree. We warmly welcome Michael to the Board and look forward to his contribution” said Mr Ridder.

Mr Hirschowitz will also serve as a member of the Board’s Remuneration and Nominations Committee and Audit and Risk Committee.

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.