

ASX Announcement

24 June 2019

Kogan.com to launch Kogan Energy

Signs partnership with Powershop Australia, part of the Meridian Energy Limited group

Kogan.com Limited (Kogan.com, Kogan; ASX:KGN) has entered into a multi-year agreement with Powershop Australia Pty Ltd (Powershop), a part of the Meridian Energy Limited group (Meridian; ASX:MEZ | NZX:MEL). The agreement will see Kogan.com offering competitive power and gas services to Australian households under a new brand, Kogan Energy.

Kogan Energy is expected to launch before the end of the 2019 calendar year and will focus on simplifying the provision of power and gas for millions of Australians and making these essential services more affordable through digital efficiency.

Details of the offering will be released by Kogan Energy closer to the launch date.

The Kogan brand is synonymous with price leadership achieved through leveraging digital efficiency, and has demonstrated success in its portfolio of businesses.

David Shafer, Executive Director of Kogan.com, said the partnership with Powershop will help reduce the cost of power and gas for many Australians:

“Kogan.com is excited to partner with Powershop, which is part of Meridian Energy - Australasia’s largest 100% renewable energy generator. This partnership will enable Kogan.com to offer Aussies low cost power and gas, and a first-class customer experience using technology that will enable customers to easily track their energy usage at any time.

“Meridian Energy Group provides world class generation from some of Australia’s leading wind farms and hydro power stations, and Powershop Australia was ranked Australia’s Greenest Power Company from 2014-2018 by Greenpeace.

“With well over one and a half million active customers, Kogan.com is proud to be able to offer a genuine win-win-win for Meridian, for Kogan’s shareholders and, most importantly, for Kogan.com customers who will get access to low prices on power and gas, and a seamless digital experience.”

Meridian Energy Australia and Powershop Australia’s Chief Executive Officer, Ed McManus, said the company was pleased to be working with Kogan to continue to bring choice and transparency to Australian energy consumers.

“We generate some of the cleanest and greenest energy in Australia. Together with Kogan, we believe we can make a real difference to the energy space by delivering simple, great value, energy offerings through Kogan Energy.”

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, Kogan Cars 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.

About Powershop

Powershop Australia is part of Meridian Energy Limited (ASX:MEZ | NZX:MEL). Powershop is Australia's only electricity and gas retailer to be certified 100% carbon neutral by the Australian Government. Powershop's parent company, Meridian Energy is the owner-operator of two wind farms in Australia Mount Mercer in Victoria and Mount Millar in South Australia, and three hydro power stations in New South Wales.

ENDS

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