



## **ASX ANNOUNCEMENT**

23 August 2019

### **Sale of shares in entities associated with Directors**

Kogan.com Limited (ASX: KGN, the Company) confirms the sale of approximately 5.2 million shares in the Company by entities associated with Mr Ruslan Kogan and Mr David Shafer, reflecting approximately 5.6% of the shares on issue, and a minor portion of their shareholdings. Both Ruslan and David have advised they have no intention to sell any further securities prior to the release of the FY20 financial results.

Kogan.com Chairman, Greg Ridder, noted the interest from existing shareowners to increase their ownership levels in the Company by requesting a share sale from the executive directors -

*“Existing shareowners, who are impressed by the performance of key initiatives in the business, asked Ruslan and David to provide them an opportunity to increase their ownership levels in the Company. Ruslan and David have taken the opportunity to diversify a portion of their investments, which most financial advisers would recommend doing over time. They retain very high ownership interests in the Company, and they continue to love the work they do every day in building the business, and in working with some of the brightest minds in Australian e-commerce.”*

Mr Kogan and Mr Shafer remain fully committed to the business and their shareholdings in the Company, which are among the highest ownership levels in the market, reflect a major proportion of their investments.

**ENDS**

#### **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