

Form 603Corporations Act 2001
Section 671B**Notice of initial substantial holder**To Company Name/Scheme KOGAN.COM LTDACN/ARSN 612 447 293**1. Details of substantial holder (1)**

Name BlackRock Group (BlackRock Inc. and subsidiaries named in Annexures
 ACN/ARSN (if applicable) to this form)

The holder became a substantial holder on 19 / 03 / 2020**2. Details of voting power**

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in on the date the substantial holder became a substantial holder are as follows:

Class of securities (4)	Number of securities	Person's votes (5)	Voting power (6)
ord	4,881,445	4,881,445	5.14

3. Details of relevant interests

The nature of the relevant interest the substantial holder or an associate had in the following voting securities on the date the substantial holder became a substantial holder are as follows:

Holder of relevant interest	Nature of relevant interest (7)	Class and number of securities
Annexure A		

4. Details of present registered holders

The persons registered as holders of the securities referred to in paragraph 3 above are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Class and number of securities
see Annexure A			

5. Consideration

The consideration paid for each relevant interest referred to in paragraph 3 above, and acquired in the four months prior to the day that the substantial holder became a substantial holder is as follows:

Holder of relevant interest	Date of acquisition	Consideration (9)		Class and number of securities
		Cash	Non-cash	
see Annexure B				

6. Associates

The reasons the persons named in paragraph 3 above are associates of the substantial holder are as follows:

Name and ACN/ARSN (if applicable)	Nature of association
see Annexure A	

7. Addresses

The addresses of persons named in this form are as follows:

Name	Address
see Annexure C	

Signature

print name Maria Tricarico

capacity Authorised Signatory*

sign here

date 23 / 03 / 2020

* At a meeting of the Board on 22 November 2013, the Directors resolved to approve the delegation of the preparation and lodgement of substantial shareholder notices on behalf of BlackRock Investment Management (Australia) Limited.

DIRECTIONS

- (1) If there are a number of substantial holders with similar or related relevant interests (eg. a corporation and its related corporations, or the manager and trustee of an equity trust), the names could be included in an annexure to the form. If the relevant interests of a group of persons are essentially similar, they may be referred to throughout the form as a specifically named group if the membership of each group, with the names and addresses of members is clearly set out in paragraph 7 of the form.
- (2) See the definition of "associate" in section 9 of the Corporations Act 2001.
- (3) See the definition of "relevant interest" in sections 608 and 671B(7) of the Corporations Act 2001.
- (4) The voting shares of a company constitute one class unless divided into separate classes.
- (5) The total number of votes attached to all the voting shares in the company or voting interests in the scheme (if any) that the person or an associate has a relevant interest in.
- (6) The person's votes divided by the total votes in the body corporate or scheme multiplied by 100.
- (7) Include details of:
 - (a) any relevant agreement or other circumstances by which the relevant interest was acquired. If subsection 671B(4) applies, a copy of any document setting out the terms of any relevant agreement, and a statement by the person giving full and accurate details of any contract, scheme or arrangement, must accompany this form, together with a written statement certifying this contract, scheme or arrangement; and
 - (b) any qualification of the power of a person to exercise, control the exercise of, or influence the exercise of, the voting powers or disposal of the securities to which the relevant interest relates (indicating clearly the particular securities to which the qualification applies).

See the definition of "relevant agreement" in section 9 of the Corporations Act 2001.
- (8) If the substantial holder is unable to determine the identity of the person (eg. if the relevant interest arises because of an option) write "unknown".
- (9) Details of the consideration must include any and all benefits, money and other, that any person from whom a relevant interest was acquired has, or may, become entitled to receive in relation to that acquisition. Details must be included even if the benefit is conditional on the happening or not of a contingency. Details must be included of any benefit paid on behalf of the substantial holder or its associate in relation to the acquisitions, even if they are not paid directly to the person from whom the relevant interest was acquired.

Maria Tricarico,
Authorised Signatory

23-Mar-20
Date

3. Details of Relevant Interests
4. Details of present registered holders
6. Associates

Holder of Relevant Interests Name and ACN / ARSN (if applicable)	Nature of Relevant Interest	Registered Holder of Securities	Person entitled to be registered as holder	Class and number of Securities	Person's votes	Nature of Association
BlackRock (Netherlands) B.V.	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	SSB-STATE STREET LONDON		ORD6,073	6,073	subsidiary of BlackRock Inc.
BlackRock Fund Advisors	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	SSB-STATE STREET SACRAMENTO		ORD323,392	323,392	subsidiary of BlackRock Inc.
BlackRock Institutional Trust Company, National Association	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	BNYM-THE BANK OF NEW YORK		ORD4,292	4,292	subsidiary of BlackRock Inc.
BlackRock Institutional Trust Company, National Association	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	JPM-JP MORGAN CHASE - NEW YORK		ORD342,878	342,878	subsidiary of BlackRock Inc.
BlackRock Institutional Trust Company, National Association	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	SSB-SSB NEW YORK INSTITUTIONAL		ORD19,876	19,876	subsidiary of BlackRock Inc.

Holder of Relevant Interests Name and ACN / ARSN (if applicable)	Nature of Relevant Interest	Registered Holder of Securities	Person entitled to be registered as holder	Class and number of Securities	Person's votes	Nature of Association
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	HSBC-HSBC SYDNEY		ORD 91,731	91,731	subsidiary of BlackRock Inc.
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	JPM-JPM CHASE - SYDNEY		ORD 3,785,808	3,785,808	subsidiary of BlackRock Inc.
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	NAB-NATIONAL AUSTRALIA BANK LIMITED - MELBOURNE		ORD 26,200	26,200	subsidiary of BlackRock Inc.
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	Northern Trust Singapore		ORD 51,013	51,013	subsidiary of BlackRock Inc.
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	SSB-STATE STREET SINGAPORE		ORD 3,254	3,254	subsidiary of BlackRock Inc.
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	UBS- UBS- ZURICH		ORD 85,128	85,128	subsidiary of BlackRock Inc.
BlackRock Investment Management (UK) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	BNYM-BANK OF NY BRUS		ORD 26,846	26,846	subsidiary of BlackRock Inc.
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities held in its capacity as investment manager.	JPM-JPM CHASE - SYDNEY		ORD 5,412	5,412	subsidiary of BlackRock Inc.
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities held in its capacity as responsible entity.	JPM-JPM CHASE - SYDNEY		ORD 109,542	109,542	subsidiary of BlackRock Inc.

This is Annexure B of 2 pages referred to in form 603 Notice of initial substantial shareholder

23-Mar-20

Maria Tricarico,
Authorised Signatory

Date

5. Consideration

KOGAN.COM LTD (KGN)								
Holder of Relevant Interest	Date of Acquisition / Trans on a prescribed fin'l mkt		Consideration			Class and number of securities affected	Person's votes affected	
			Cash	Non-cash	CCY			
BlackRock Fund Advisors	26-Nov-19	yes	7.08	on mkt buy	AUD	ORD	1,508	1,508
BlackRock Fund Advisors	26-Nov-19	yes	7.08	on mkt buy	AUD	ORD	1,847	1,847
BlackRock Fund Advisors	26-Nov-19	yes	7.08	on mkt buy	AUD	ORD	28,645	28,645
BlackRock Fund Advisors	26-Nov-19	yes	7.08	on mkt buy	AUD	ORD	35,067	35,067
BlackRock Investment Management (Australia) Limited	02-Dec-19	yes	7.21	on mkt buy	AUD	ORD	940	940
BlackRock Investment Management (Australia) Limited	12-Dec-19	no	n/a	in specie	AUD	ORD	2,618	2,618
BlackRock Fund Advisors	16-Dec-19	yes	7.23	on mkt buy	AUD	ORD	20,664	20,664
BlackRock Fund Advisors	20-Dec-19	yes	7.63	on mkt buy	AUD	ORD	5,026	5,026
BlackRock Investment Management (Australia) Limited	20-Dec-19	yes	7.69	on mkt buy	AUD	ORD	636	636
BlackRock Investment Management (Australia) Limited	30-Dec-19	yes	7.82	on mkt buy	AUD	ORD	470	470
BlackRock Fund Advisors	06-Jan-20	no	n/a	in specie	AUD	ORD	640	640
BlackRock Fund Advisors	08-Jan-20	no	n/a	in specie	AUD	ORD	300	300
BlackRock Fund Advisors	08-Jan-20	no	n/a	in specie	AUD	ORD	1,300	1,300
BlackRock Fund Advisors	10-Jan-20	no	n/a	in specie	AUD	ORD	1,920	1,920
BlackRock Fund Advisors	14-Jan-20	no	n/a	in specie	AUD	ORD	1,630	1,630
BlackRock Fund Advisors	15-Jan-20	no	n/a	in specie	AUD	ORD	1,968	1,968
BlackRock Fund Advisors	16-Jan-20	no	n/a	in specie	AUD	ORD	304	304
BlackRock Fund Advisors	16-Jan-20	no	n/a	in specie	AUD	ORD	192	192
BlackRock Fund Advisors	21-Jan-20	yes	5.96	on mkt buy	AUD	ORD	24,091	24,091
BlackRock Fund Advisors	22-Jan-20	no	n/a	in specie	AUD	ORD	1,420	1,420
BlackRock Institutional Trust Company, National Association	31-Jan-20	no	n/a	in specie	AUD	ORD	437	437
BlackRock Institutional Trust Company, National Association	31-Jan-20	yes	5.16	on mkt buy	AUD	ORD	2,050	2,050
BlackRock Fund Advisors	04-Feb-20	no	n/a	in specie	AUD	ORD	400	400
BlackRock Fund Advisors	04-Feb-20	no	n/a	in specie	AUD	ORD	672	672
BlackRock Fund Advisors	04-Feb-20	no	n/a	in specie	AUD	ORD	640	640
BlackRock Fund Advisors	11-Feb-20	yes	4.90	on mkt buy	AUD	ORD	12,254	12,254
BlackRock Investment Management (Australia) Limited	19-Feb-20	no	n/a	in specie	AUD	ORD	8,213	8,213
BlackRock Fund Advisors	28-Feb-20	no	n/a	in specie	AUD	ORD	432	432
BlackRock Institutional Trust Company, National Association	28-Feb-20	yes	4.46	on mkt buy	AUD	ORD	2,242	2,242
BlackRock Institutional Trust Company, National Association	02-Mar-20	no	n/a	in specie	AUD	ORD	740	740
BlackRock Fund Advisors	02-Mar-20	no	n/a	in specie	AUD	ORD	224	224
BlackRock Fund Advisors	11-Mar-20	no	n/a	in specie	AUD	ORD	320	320
BlackRock Fund Advisors	11-Mar-20	no	n/a	in specie	AUD	ORD	240	240
BlackRock Investment Management (Australia) Limited	11-Mar-20	yes	4.10	on mkt buy	AUD	ORD	148,529	148,529
BlackRock Investment Management (Australia) Limited	11-Mar-20	yes	4.10	on mkt buy	AUD	ORD	12,398	12,398
BlackRock Investment Management (Australia) Limited	12-Mar-20	yes	3.94	on mkt buy	AUD	ORD	381,595	381,595
BlackRock Investment Management (Australia) Limited	12-Mar-20	yes	3.94	on mkt buy	AUD	ORD	31,853	31,853
BlackRock Investment Management (Australia) Limited	13-Mar-20	yes	3.72	on mkt buy	AUD	ORD	67,570	67,570
BlackRock Investment Management (Australia) Limited	13-Mar-20	yes	3.72	on mkt buy	AUD	ORD	5,640	5,640
BlackRock Investment Management (Australia) Limited	18-Mar-20	yes	4.17	on mkt buy	AUD	ORD	6,391	6,391
BlackRock Investment Management (Australia) Limited	19-Mar-20	yes	4.32	on mkt buy	AUD	ORD	5,412	5,412
BlackRock Investment Management (Australia) Limited	19-Mar-20	yes	4.32	on mkt buy	AUD	ORD	13,179	13,179
BlackRock Investment Management (Australia) Limited	19-Mar-20	yes	4.31	on mkt buy	AUD	ORD	136,178	136,178

Holder of Relevant Interest	Date of Acquisition / Trans on a prescribed fin'l mkt		Consideration			Class and number of securities affected		Person's votes affected
			Cash	Non-cash	CCY			
BlackRock Investment Management (Australia) Limited	19-Mar-20	yes	4.31	on mkt buy	AUD	ORD	11,368	11,368
BlackRock Investment Management (Australia) Limited	19-Mar-20	yes	4.35	on mkt buy	AUD	ORD	469	469
BlackRock Fund Advisors	19-Mar-20	no	n/a	in specie	AUD	ORD	192	192

This is Annexure C of 1 pages referred to in form 603 Notice of initial substantial shareholder

Maria Tricarico,
Authorised Signatory

23-Mar-20
Date

7. Addresses

The addresses of persons named in this form are as follows:

Name	Address
BlackRock Group	
BlackRock Inc.	55 East 52nd Street New York NY 10055 USA
BlackRock (Netherlands) B.V.	Rembrandt Tower, 17th floor Amstelplein Amsterdam Netherlands
BlackRock Fund Advisors	400 Howard Street San Francisco, CA, 94105 United States
BlackRock Institutional Trust Company, National Association	1225 17th Street, Suite 300, Denver, CO 80202 (Colorado, USA)
BlackRock Investment Management (Australia) Limited	Level 26, 101 Collins Street Melbourne VIC 3000 Australia (Victoria, Australia)
BlackRock Investment Management (UK) Limited	12 Throgmorton Avenue London EC2N 2DL United Kingdom