

ASX ANNOUNCEMENT

21 July 2020

Business Update

Kogan.com Limited (the Company; Kogan.com; ASX: KGN) is pleased to advise that, following the Company's continued focus on improving customer value, trading performance in June 2020 saw a further acceleration in the delivered Gross Sales, Gross Profit and Adjusted EBITDA¹, ahead of the performance in April and May 2020.

Founder and CEO of Kogan.com, Ruslan Kogan, said:

"In early July we celebrated four years since listing the Company on the ASX, and we are now proud to have delivered four consecutive years of significant growth in sales and earnings.

Our business is booming as more customers than ever choose Kogan.com. The thing I love about running an eCommerce company is that we operate in one of the most transparent and competitive industries. We've been increasing competition for Australian consumers 24/7 for 15 years — all our prices and specifications are publicly advertised every second of the day. Everyone is free to browse and compare, and shoppers choose us when we offer great value. As a result, more than 2 million savvy customers have chosen to shop at Kogan.com in the last 12 months alone. We've also won the People's Choice Award for Australia's favourite online store for three years in a row.

Every decision we make in the business assumes that our customers are smart shoppers who have done lots of research — in other words, educated, informed consumers. Our business has been obsessed with delivering value for our customers for 15 years, and this is exactly what we'll keep doing for the next 15 years and beyond."

¹ Earnings before interest, tax, depreciation, amortisation, unrealised FX gain or loss, equity-based compensation and one-off non-recurring items.

The Company provides the following update which, where applicable, is based on unaudited management accounts as at 30 June 2020.

- Comparing the fourth quarter 2020 (4QFY20), to the equivalent prior period (4QFY19):
 - Gross Sales grew by more than 95%
 - Gross Profit grew by more than 115%
 - Adjusted EBITDA¹ grew by more than 149%
- Active Customers grew to 2,183,000 as at 30 June 2020, with an incremental 109,000 Active Customers in the month of June 2020
- June 2020 Gross Sales was more than \$94.0m, Gross Profit was more than \$17.0m and Adjusted EBITDA¹ was more than \$7.9m
- FY20 Adjusted EBITDA¹ grew by more than 57%
- Following significant outperformance, the annual short-term incentive (STI) bonus pool for Senior Management has been calculated to be ~\$1.1m. The above financial results are inclusive of this STI expense.
- Cash was \$147.0m at 30 June 2020
 - the debt facility was undrawn
 - proceeds of the \$20.0m share purchase plan were not received or accrued as at 30 June 2020
- Total inventories were \$113.1m, with \$80.6m in warehouse and \$32.5m in transit

Authorised for release by the Board of Kogan.com Limited.

ENDS

For further information please contact:

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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 Travel, Kogan Money, Kogan Cars, Kogan Energy, Dick Smith and Matt Blatt. Kogan.com 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.