

ASX ANNOUNCEMENT

10 August 2020

Business Update

Kogan.com Limited (the Company; Kogan.com; ASX: KGN) provides the following business update in relation to July 2020, which is based on unaudited management accounts:

- Active Customers grew to 2,309,000 as at 31 July 2020, an incremental 126,000 in the month of July 2020
- July 2020:
 - Gross Sales grew more than 110% YoY
 - Gross Profit grew more than 160% YoY
 - Adjusted EBITDA¹ was more than \$10m.

FY20 results will be released on 17 August 2020. A webcast of the results presentation will be available for streaming at 10:30am (AEST). To receive a link to the stream, please register at: <https://www.kogancorporate.com/subscribe/>.

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

ENDS

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

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.