



ASX ANNOUNCEMENT

19 August 2020

Sale of shares in entities associated with Directors

Kogan.com Limited (the Company; the Business; ASX: KGN) confirms entities associated with Mr Ruslan Kogan and Mr David Shafer have agreed to sell approximately 7.3 million shares in the Company. This reflects approximately 6.9% of the shares on issue, and a minor portion of their shareholdings. Mr Kogan and Mr Shafer remain Kogan.com's largest shareholders.

Kogan.com Chairman, Greg Ridder, noted the ongoing creation of significant shareholder value and welcomed new shareholders after significant demand.

"Following the significant increase in shareholder value, Ruslan and David have taken the opportunity to balance a portion of their investments while continuing to remain Kogan.com's largest shareholders. Ruslan and David continue to love building the Business and are excited about the opportunities ahead. I take this opportunity to welcome some new shareholders to the Company, and also to recognise the ongoing interest of many existing shareholders to increase their ownership levels."

Mr Kogan and Mr Shafer are fully committed to the business and, following the significant increase in the value of shares in the Company, their shareholdings in the Company continue to reflect a major proportion of their investments.

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.