

Form 604

Corporations Act 2001 Section 671B

Notice of change of interests of substantial shareholder

To: Company Name/Scheme Kogan.com Limited (ASX:KGN)

ACN / ARBN ACN 612 447 293

1. Details of substantial holder (1)

Name Kogan Management Pty Ltd as Trustee for the Ruslan Tech Trust
(Kogan Management) and Ruslan Kogan (Ruslan)

ACN (if applicable) ACN 145 965 475

There was a change in the interests of the substantial shareholder on 19/08/2020

The previous notice was given to the company on 29/06/2020

The previous notice was dated 29/06/2020

2. Previous and present 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 shareholder or an associate (2) had a relevant interest (3) in when last required, and when now required, to give a substantial holding notice to the company or scheme, are as follows:

Class of Securities (4)	Previous notice		Present notice	
	Person's votes	Voting power (5)	Person's votes	Voting power (5)
Ordinary Shares	21,132,522	20.41%	15,853,321	15.01%

3. Changes in relevant interests

Particulars of each change in, or change in the nature of, a relevant interest of the substantial holder or an associate in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

Date of change	Person whose relevant interest changed	Nature of change (6)	Consideration given in relation to change (7)	Class and number of securities affected	Person's votes affected
19/08/2020	Kogan Management and Ruslan	Off market share sale	\$21.60 per share	5,284,441 Ordinary Shares	5,284,441
10/07/2020	Kogan Management and Ruslan	Issue of securities under Share Purchase Plan	\$11.45 per share	2,620 Ordinary Shares	2,620
10/07/2020	Walsh St Management ATF Walsh St Trust (Walsh St Trust)	Issue of securities under share purchase plan	\$11.45 per share	2,620 Ordinary Shares	2,620

4. Present relevant interests

Particulars of each relevant interest of the substantial shareholder in voting securities after the change are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Nature of relevant interest (6)	Class and number of securities	Person's votes
Ruslan	HSBC Custody Nominees (Australia) Limited (HSBC) and Kogan Management	Ruslan and Kogan Management	Ruslan controls an interest in shares held by HSBC as nominee for Walsh St Management Pty Ltd ATF Walsh St Trust (Walsh St	Ordinary Shares, 15,853,321	15,853,321

			Trust). Ruslan also controls Kogan Management which gives him a relevant interest in any shares in which Kogan Management has a relevant interest under section 608(3)(b) of the Corporations Act.		
Kogan Management	Kogan Management Pty Ltd	Kogan Management Pty Ltd	Kogan Management has a relevant interest in 15,515,701 shares as it is the registered holder.	Ordinary Shares, 15,515,701	15,515,701

5. Changes in association

The persons who have become associates (2) of, ceased to be associates of, or have changed the nature of their association (9) with, the substantial shareholder in relation to voting interests in the company or scheme are as follows:

Name and ACN (if applicable)	Nature of Association
N/A	

6. Addresses

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

Name	Address
Kogan Management Pty Ltd	Level 10, 530 Collins Street, Melbourne Vic 3000
Ruslan Kogan	Level 10, 530 Collins Street, Melbourne Vic 3000

Signature

print name Ruslan Kogan

capacity On behalf of Kogan Management and Ruslan

sign here



Date 19/08/2020

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 6 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 Person's votes divided by the total votes in the body corporate or scheme multiplied by 100.
- (6) Include details of:
 - (a) any relevant agreement or other circumstances because of which the change in relevant interest occurred. 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).
- (7) Details to 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.
- (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) Give details, if appropriate, of the present association and any change in that association since the last substantial holding notice.