

ASX ANNOUNCEMENT

16 September 2020

Business Update

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

- Active Customers grew to 2,461,000 as at 31 August 2020, an incremental 152,000 in the month of August 2020, and the largest monthly increase in the history of the Business.
- August 2020:
 - Gross Sales grew more than 117% YoY
 - Gross Profit grew more than 165% YoY
 - Marketing Costs reflected the largest monthly marketing investment in the history of the Company
 - Adjusted EBITDA¹ grew by more than 466% YoY

The Company advises that it intends to provide the next Business Update at the Company's AGM on 20 November 2020.

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.

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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.