

**Form 604**  
**Corporations Act 2001**  
**Section 671B**

**Notice of Change of Interests of Substantial Holder**

To: **KOGAN.COM LTD**

ACN/ARSN:

**1. Details of substantial holder (1)**

Name: FMR LLC and the entities listed in Annexure A ("FMR")

ACN/ARSN (if applicable)

There was a change in the interests of the substantial holder on

28 October 2020

The previous notice was given to the company on

18 September 2020

The previous notice was dated

18 September 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 holder 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:

<b>Class of Securities (4)</b>	<b>Previous Notice Person's votes</b>	<b>Previous Notice Voting Power (5)</b>	<b>Present Notice Person's votes</b>	<b>Present Notice Voting Power (5)</b>
COMMON STOCK	6,615,924	6.26%	7,733,865	7.32%

**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:

<b>Date of Change</b>	<b>Person whose relevant interest changed</b>	<b>Nature of change (6)</b>	<b>Consideration given in relation to change (7)</b>	<b>Class and number of securities affected</b>	<b>Person's votes affected</b>
			<b>AUD \$</b>	<b>Common stock</b>	<b>Common stock</b>
17-Sep-20	FMR	BUY	20.3373	66,386	66,386
17-Sep-20	FMR	BUY	20.3373	26,440	26,440
18-Sep-20	FMR	TRANSITION OUT	20.7900	3,105	3,105
18-Sep-20	FMR	TRANSITION OUT	20.7900	8,587	8,587
28-Sep-20	FMR	SELL	20.3657	15,688	15,688
1-Oct-20	FMR	BUY	20.4957	1,069	1,069
9-Oct-20	FMR	BUY	22.4800	63	63
13-Oct-20	FMR	BUY	22.6647	26,200	26,200
13-Oct-20	FMR	BUY	22.6647	5,852	5,852
13-Oct-20	FMR	BUY	22.6647	374	374
14-Oct-20	FMR	BUY	22.7000	211	211

14-Oct-20	FMR	BUY	23.9166	64,400	64,400
14-Oct-20	FMR	BUY	23.9166	14,391	14,391
15-Oct-20	FMR	BUY	24.5333	66,200	66,200
15-Oct-20	FMR	BUY	24.5333	14,733	14,733
16-Oct-20	FMR	BUY	24.6117	35,574	35,574
16-Oct-20	FMR	BUY	24.6117	7,900	7,900
19-Oct-20	FMR	BUY	25.0000	320	320
19-Oct-20	FMR	BUY	25.3482	31,200	31,200
19-Oct-20	FMR	BUY	25.3482	6,934	6,934
19-Oct-20	FMR	DIVIDEND REINVESTMENT	20.9326	5,908	5,908
19-Oct-20	FMR	DIVIDEND REINVESTMENT	20.9326	3,625	3,625
19-Oct-20	FMR	DIVIDEND REINVESTMENT	20.9326	980	980
19-Oct-20	FMR	DIVIDEND REINVESTMENT	20.9326	816	816
19-Oct-20	FMR	DIVIDEND REINVESTMENT	20.9326	601	601
19-Oct-20	FMR	DIVIDEND REINVESTMENT	20.9326	567	567
19-Oct-20	FMR	DIVIDEND REINVESTMENT	20.9326	221	221
19-Oct-20	FMR	DIVIDEND REINVESTMENT	20.9325	20	20
19-Oct-20	FMR	DIVIDEND REINVESTMENT	20.9322	9	9
19-Oct-20	FMR	DIVIDEND REINVESTMENT	20.9325	4	4
20-Oct-20	FMR	BUY	24.9282	15,214	15,214
20-Oct-20	FMR	BUY	24.9282	3,400	3,400
21-Oct-20	FMR	BUY	24.6349	126,200	126,200
21-Oct-20	FMR	BUY	24.6349	46,584	46,584
21-Oct-20	FMR	BUY	24.6349	36,521	36,521
21-Oct-20	FMR	BUY	24.6349	10,565	10,565
21-Oct-20	FMR	BUY	24.8128	105,900	105,900
21-Oct-20	FMR	BUY	24.8128	30,668	30,668
22-Oct-20	FMR	BUY	23.2966	76,296	76,296
22-Oct-20	FMR	BUY	23.2966	22,054	22,054
22-Oct-20	FMR	BUY	24.2709	1,130	1,130
22-Oct-20	FMR	BUY	24.2709	300	300
26-Oct-20	FMR	BUY	21.6219	99,864	99,864
26-Oct-20	FMR	BUY	21.6219	28,957	28,957
27-Oct-20	FMR	BUY	20.3445	54,770	54,770
27-Oct-20	FMR	BUY	20.3445	15,900	15,900
28-Oct-20	FMR	BUY	21.1212	54,700	54,700
28-Oct-20	FMR	BUY	21.1212	21,000	21,000
28-Oct-20	FMR	BUY	21.1212	11,100	11,100
28-Oct-20	FMR	BUY	21.1212	3,200	3,200

<b>Total Buys</b>	<b>1,132,570</b>	<b>1,132,570</b>
<b>Total Sells</b>	<b>(15,688)</b>	<b>(15,688)</b>
<b>Total Dividend Reinvestment</b>	<b>12,751</b>	<b>12,751</b>
<b>Total Transition Out</b>	<b>(11,692)</b>	<b>(11,692)</b>
<b>Total Movement</b>	<b>1,117,941</b>	<b>1,117,941</b>

#### 4. Present Relevant Interest

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

Refer to Annexure A

#### 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 holder in relation to voting interests in the company or scheme are as follows:

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

#### 6. Addresses

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

Refer to Annexure A



Sign Here \_\_\_\_\_

**Dated: 30 October 2020**

**Jen Li**

**Head of Regulatory Reporting, Asia Pacific**

**Duly authorized under Powers of Attorney by and on behalf of FMR LLC**

#### Annexure A

Investment Manager	Address	Custodian	Nature of Relevant Interest	Sum of Numerator Shares
FMR Investment Management (UK) Limited	1 St. Martin's Le Grand, London, EC1A 4AS	JPMORGAN CHASE BANK	Investment Discretion / Voting Power	325
Fidelity Institutional Asset Management Trust Company	900 Salem Street, Smithfield, RI 02917 United States	STATE STREET BANK AND TR CO		88,580

Fidelity Management & Research Company LLC	Corporation Trust Center, 1200 Orange Street, Wilmington, New Castle County, Delaware 19801, United States	BANK OF NEW YORK MELLON		479,519
		BROWN BROTHERS HARRIMAN AND CO		4,081,490
		JPMORGAN CHASE BANK		920,342
		NORTHERN TRUST CO (C)		1,389,243
		STATE STREET BANK AND TR CO		774,366
<b>Grand Total</b>				<b>7,733,865</b>