

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

26 April 2021

The previous notice was given to the company on

10 December 2020

The previous notice was dated

10 December 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:

Class of Securities (4)	Previous Notice Person's votes	Previous Notice Voting Power (5)	Present Notice Person's votes	Present Notice Voting Power (5)
COMMON STOCK	10,242,828	9.69%	8,692,340	8.17%

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	Consideration given in relation to change	Class and number of securities affected	Person's votes affected
			AUD	Common stock	Common stock
9-Dec-20	FMR	BUY	18.1366	100,000	100,000
10-Dec-20	FMR	BUY	17.8260	56,900	56,900
10-Dec-20	FMR	BUY	17.8260	300	300
10-Dec-20	FMR	BUY	17.8260	21,681	21,681
10-Dec-20	FMR	BUY	17.8260	75,700	75,700
11-Dec-20	FMR	BUY	18.2197	26,900	26,900
11-Dec-20	FMR	BUY	18.2197	10,243	10,243
11-Dec-20	FMR	BUY	18.2197	36,300	36,300
31-Dec-20	FMR	BUY	19.0478	12,100	12,100
31-Dec-20	FMR	BUY	19.0478	600	600
31-Dec-20	FMR	BUY	19.0478	4,800	4,800

31-Dec-20	FMR	BUY	19.0478	17,162	17,162
31-Dec-20	FMR	SELL	19.1200	45,633	45,633
1-Mar-21	FMR	BUY	14.5671	37,900	37,900
1-Mar-21	FMR	BUY	14.5671	10,078	10,078
1-Mar-21	FMR	BUY	14.5671	20,200	20,200
9-Mar-21	FMR	BUY	13.2700	65,000	65,000
9-Mar-21	FMR	BUY	13.3200	600,000	600,000
9-Mar-21	FMR	BUY	13.2700	3,100	3,100
9-Mar-21	FMR	BUY	13.2700	11,500	11,500
9-Mar-21	FMR	BUY	13.2700	46,548	46,548
9-Mar-21	FMR	BUY	13.2700	500	500
9-Mar-21	FMR	BUY	13.2700	500	500
9-Mar-21	FMR	BUY	13.3200	800	800
9-Mar-21	FMR	BUY	13.2700	15,000	15,000
9-Mar-21	FMR	BUY	13.3200	48,800	48,800
9-Mar-21	FMR	BUY	13.3200	67,000	67,000
9-Mar-21	FMR	BUY	13.3200	108,400	108,400
9-Mar-21	FMR	SELL	13.3200	600,000	600,000
9-Mar-21	FMR	SELL	13.2700	65,000	65,000
9-Mar-21	FMR	SELL	13.3200	48,800	48,800
9-Mar-21	FMR	SELL	13.2700	46,548	46,548
9-Mar-21	FMR	SELL	13.3026	35,500	35,500
9-Mar-21	FMR	SELL	13.3026	8,300	8,300
9-Mar-21	FMR	SELL	13.3200	800	800
9-Mar-21	FMR	SELL	13.2700	500	500
9-Mar-21	FMR	SELL	13.3026	137	137
9-Mar-21	FMR	SELL	13.3200	67,000	67,000
9-Mar-21	FMR	SELL	13.2700	11,500	11,500
9-Mar-21	FMR	SELL	13.3026	3,700	3,700
9-Mar-21	FMR	SELL	13.3026	700	700
9-Mar-21	FMR	SELL	13.3200	108,400	108,400
9-Mar-21	FMR	SELL	13.2700	15,000	15,000
9-Mar-21	FMR	SELL	13.3026	5,929	5,929
9-Mar-21	FMR	SELL	13.2700	3,100	3,100
9-Mar-21	FMR	SELL	13.2700	500	500
9-Mar-21	FMR	SELL	13.3026	20,200	20,200
10-Mar-21	FMR	SELL	13.4292	120,351	120,351
10-Mar-21	FMR	SELL	13.4292	28,073	28,073
10-Mar-21	FMR	SELL	13.4292	12,449	12,449
10-Mar-21	FMR	SELL	13.4292	2,429	2,429
10-Mar-21	FMR	SELL	13.4292	20,142	20,142
10-Mar-21	FMR	SELL	13.4292	68,380	68,380
11-Mar-21	FMR	BUY	13.1050	40,000	40,000
16-Mar-21	FMR	BUY	13.4400	586	586

24-Mar-21	FMR	BUY	13.2749	58,815	58,815
25-Mar-21	FMR	SELL	12.7900	1,473	1,473
1-Apr-21	FMR	SELL	12.0398	11,107	11,107
6-Apr-21	FMR	BUY	12.7434	600	600
6-Apr-21	FMR	BUY	12.7850	1,400	1,400
6-Apr-21	FMR	BUY	12.7434	15,300	15,300
6-Apr-21	FMR	BUY	12.7850	68,072	68,072
6-Apr-21	FMR	BUY	12.7434	800	800
6-Apr-21	FMR	BUY	12.7850	3,600	3,600
6-Apr-21	FMR	BUY	12.7434	400	400
6-Apr-21	FMR	BUY	12.7434	5,797	5,797
6-Apr-21	FMR	BUY	12.7850	25,500	25,500
6-Apr-21	FMR	BUY	12.7434	21,800	21,800
6-Apr-21	FMR	BUY	12.7850	96,600	96,600
23-Apr-21	FMR	SELL	10.8028	700	700
23-Apr-21	FMR	SELL	10.8028	368,421	368,421
23-Apr-21	FMR	SELL	10.8028	81,700	81,700
26-Apr-21	FMR	SELL	10.2932	707	707
26-Apr-21	FMR	SELL	10.5024	700	700
26-Apr-21	FMR	SELL	10.2932	798,495	798,495
26-Apr-21	FMR	SELL	10.5024	416,158	416,158
26-Apr-21	FMR	SELL	10.2932	177,038	177,038
26-Apr-21	FMR	SELL	10.5024	92,200	92,200
			Total Buys	1,737,282	1,737,282
			Total Sells	3,287,770	3,287,770
			Total Net Sells	1,550,488	1,550,488

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: 28 April 2021

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
FIAM LLC	900 Salem Street, Smithfield, RI 02917 United States	JPMORGAN CHASE BANK	Investment Discretion / Voting Power	7,778
FMR Investment Management (UK) Limited	1 St. Martin's Le Grand, London, EC1A 4AS	JPMORGAN CHASE BANK		495
Fidelity Management & Research Company LLC	Corporation Trust Center, 1200 Orange Street, Wilmington, New Castle County, Delaware 19801, United States	BANK OF NEW YORK MELLON		182,879
		BROWN BROTHERS HARRIMAN AND CO		3,129,086
		NORTHERN TRUST CO (C)		4,387,905
		STATE STREET BANK AND TR CO		984,197
Grand Total				8,692,340