

**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	04 May 2021
The previous notice was given to the company on	28 April 2021
The previous notice was dated	28 April 2021

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	8,692,340	8.17%	9,888,652	9.29%

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
				COMMON STOCK	COMMON STOCK
04/29/2021	FMR	BUY	11.1046 AUD	1,579	1,579
04/29/2021	FMR	BUY	11.1046 AUD	144,488	144,488
05/03/2021	FMR	BUY	11.3468 AUD	164,378	164,378
05/03/2021	FMR	BUY	11.5103 AUD	695,867	695,867
05/04/2021	FMR	BUY	11.3550 AUD	93,220	93,220
05/04/2021	FMR	BUY	11.4431 AUD	96,780	96,780
			Total Net Buys	1,196,312	1,196,312

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: 06 May 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	9,357
FMR Investment Management (UK) Limited	1 St. Martin's Le Grand, London, EC1A 4AS	JPMORGAN CHASE BANK		495
Fidelity Management & Research (Japan) Limited	4-1-17 Kamiya-cho Prime Place, Toranomom, Minatoku, Tokyo 105-0001 Japan	NORTHERN TRUST CO (C)		1,050,245
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)		4,532,393
		STATE STREET BANK AND TR CO		984,197
Grand Total				

