

**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	27 July 2021
The previous notice was given to the company on	16 July 2021
The previous notice was dated	16 July 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	8,577,097	8.05%	7,443,006	6.98%

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
07/15/2021	FMR	SELL	11.5260 AUD	20,000	20,000
07/15/2021	FMR	SELL	11.5260 AUD	100,000	100,000
07/20/2021	FMR	SELL	11.7048 AUD	20,000	20,000
07/20/2021	FMR	SELL	11.7868 AUD	112,623	112,623
07/21/2021	FMR	SELL	11.7350 AUD	600	600
07/21/2021	FMR	SELL	11.7350 AUD	600	600
07/21/2021	FMR	SELL	11.7350 AUD	74,700	74,700
07/21/2021	FMR	SELL	11.7350 AUD	179,100	179,100
07/21/2021	FMR	SELL	11.7463 AUD	600	600
07/21/2021	FMR	SELL	11.7463 AUD	600	600
07/21/2021	FMR	SELL	11.7463 AUD	38,400	38,400

07/21/2021	FMR	SELL	11.7463 AUD	91,974	91,974
07/22/2021	FMR	SELL	11.3343 AUD	600	600
07/22/2021	FMR	SELL	11.3343 AUD	600	600
07/22/2021	FMR	SELL	11.3343 AUD	58,600	58,600
07/22/2021	FMR	SELL	11.3343 AUD	140,200	140,200
07/23/2021	FMR	SELL	11.0228 AUD	80	80
07/23/2021	FMR	SELL	11.0228 AUD	700	700
07/23/2021	FMR	SELL	11.0228 AUD	20,700	20,700
07/23/2021	FMR	SELL	11.0228 AUD	49,694	49,694
07/26/2021	FMR	SELL	11.0358 AUD	305	305
07/26/2021	FMR	SELL	11.0358 AUD	8,755	8,755
07/26/2021	FMR	SELL	11.0358 AUD	21,000	21,000
07/27/2021	FMR	SELL	10.8700 AUD	43,200	43,200
07/27/2021	FMR	SELL	10.8700 AUD	103,423	103,423
07/27/2021	FMR	SELL	10.8859 AUD	13,837	13,837
07/27/2021	FMR	SELL	10.8859 AUD	33,200	33,200
			Total Sells	(1,134,091)	(1,134,091)

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: 29 July 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	9,787
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		186,525
		BROWN BROTHERS HARRIMAN AND CO		3,129,086
		NORTHERN TRUST CO (C)		3,143,201
		STATE STREET BANK AND TR CO		973,912
Grand Total				7,443,006