

Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/09/01 Amended 01/01/11

Name of entity:	Kogan.com Ltd
ACN:	612 447 293

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Mr Ruslan Kogan
Date of last notice	27 February 2025

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Direct
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	Not applicable
Date of change	20 August 2025
No. of securities held prior to change	1,337,620 fully paid ordinary shares in the name of Walsh St Management Pty Ltd ATF Walsh St Trust 15,515,701 fully paid ordinary shares in name of Kogan Management Pty Ltd ATF the Ruslan Tech Trust 651,699 Performance Rights
Class	Performance Rights
Number acquired	Not applicable
Number disposed	151,752
Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	Nil consideration

+ See chapter 19 for defined terms.

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No. of securities held after change	<p>1,337,620 fully paid ordinary shares in the name of Walsh St Management Pty Ltd ATF Walsh St Trust</p> <p>15,515,701 fully paid ordinary shares in name of Kogan Management Pty Ltd ATF the Ruslan Tech Trust</p> <p>499,947 Performance Rights</p>
Nature of change <small>Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back</small>	<p>Cancellation of Tranche 1 of the LTI Performance Rights package awarded at the FY23 AGM. Cancellation was due to the Company not achieving the TSR vesting condition.</p>

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of “notifiable interest of a director” should be disclosed in this part.

Detail of contract	Not applicable
Nature of interest	Not applicable
Name of registered holder (if issued securities)	Not applicable
Date of change	Not applicable
No. and class of securities to which interest related prior to change <small>Note: Details are only required for a contract in relation to which the interest has changed</small>	Not applicable
Interest acquired	Not applicable
Interest disposed	Not applicable
Value/Consideration <small>Note: If consideration is non-cash, provide details and an estimated valuation</small>	Not applicable
Interest after change	Not applicable

Part 3 – +Closed period

Were the interests in the securities or contracts detailed above traded during a +closed period where prior written clearance was required?	No
If so, was prior-written clearance provided to allow the trade to proceed during this period?	Not applicable
If prior written clearance was provided, on what date was this provided?	Not applicable

+ See chapter 19 for defined terms.