

kogan.com

2020 ANNUAL GENERAL MEETING

20 NOVEMBER 2020

YOUR BOARD



Greg Ridder

Independent Non-Executive
Chairman



Ruslan Kogan

Founder, CEO and Executive
Director



David Shafer

CFO, COO and Executive
Director



Harry Debney

Independent
Non-Executive Director

HOW TO LODGE YOUR VOTE

ONLINE ATTENDEES - VOTING PROCESS

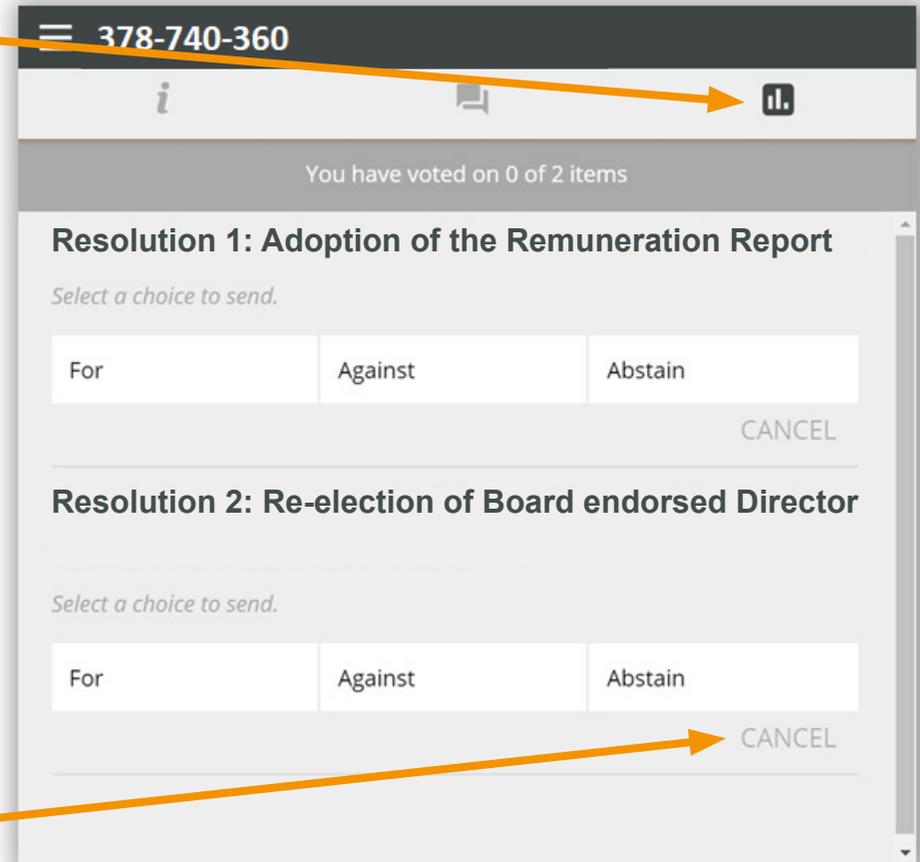
When the poll is open, the vote will be accessible by selecting the voting icon at the top of the screen



To vote simply select the direction in which you would like to cast your vote. The selected option will change colour

For	Against	Abstain
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There is no submit or send button, your selection is automatically recorded. You can change your mind or cancel your vote any time before the poll is closed



HOW TO SUBMIT QUESTIONS

ONLINE ATTENDEES - QUESTION PROCESS

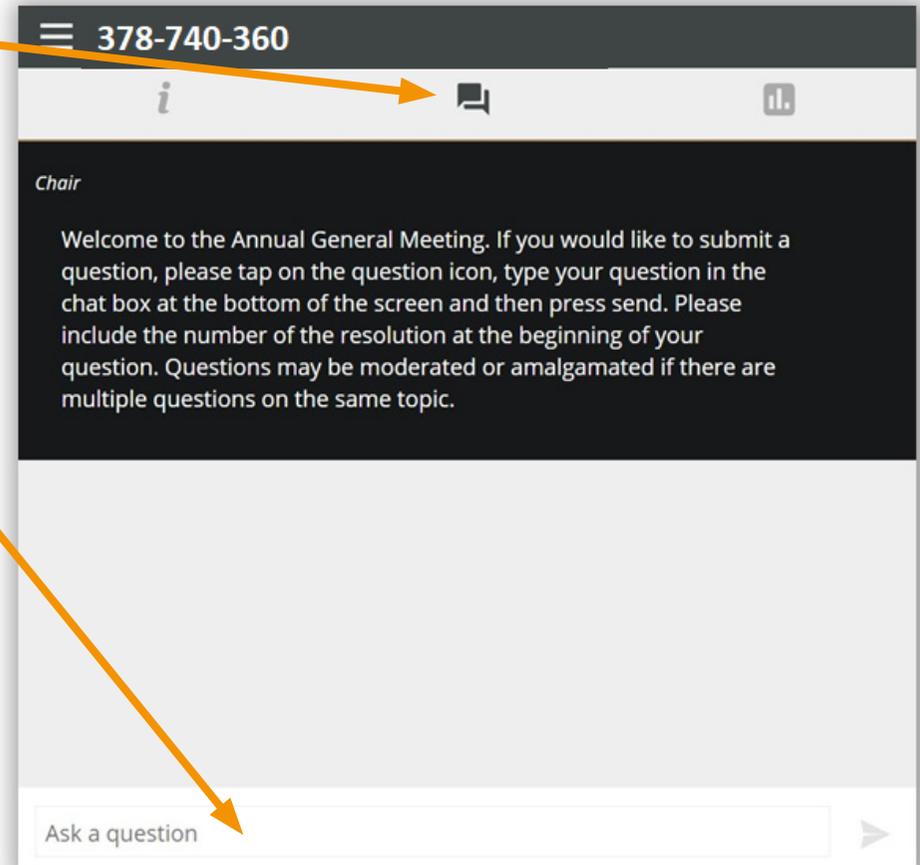
When the Question function is available, the Q&A icon will appear at the top of the app



To submit a question, click in the 'Ask a question' box, type your question and press the send arrow



Your question will be sent immediately for review



CHAIRMAN'S ADDRESS



Greg Ridder, Independent Non-Executive Chairman

FY20 RESULTS

\$768.9m
Gross Sales¹

▲ 39.3% on FY19

\$49.7m
Adjusted EBITDA²

▲ 57.6% on FY19

\$26.8m
NPAT

▲ 55.9% on FY19

21.0 cps
Total Dividends

▲ 46.9% on FY19

\$0.29
Earnings Per Share

▲ 61.1% on FY19

1138%
Total Shareholder Return³

▲ from IPO to Sept-20

1. The Company believes Gross Sales is a key metric of the Business, given that transaction values of Kogan Marketplace, Kogan Mobile, and other New Verticals are not reflected in Revenue.

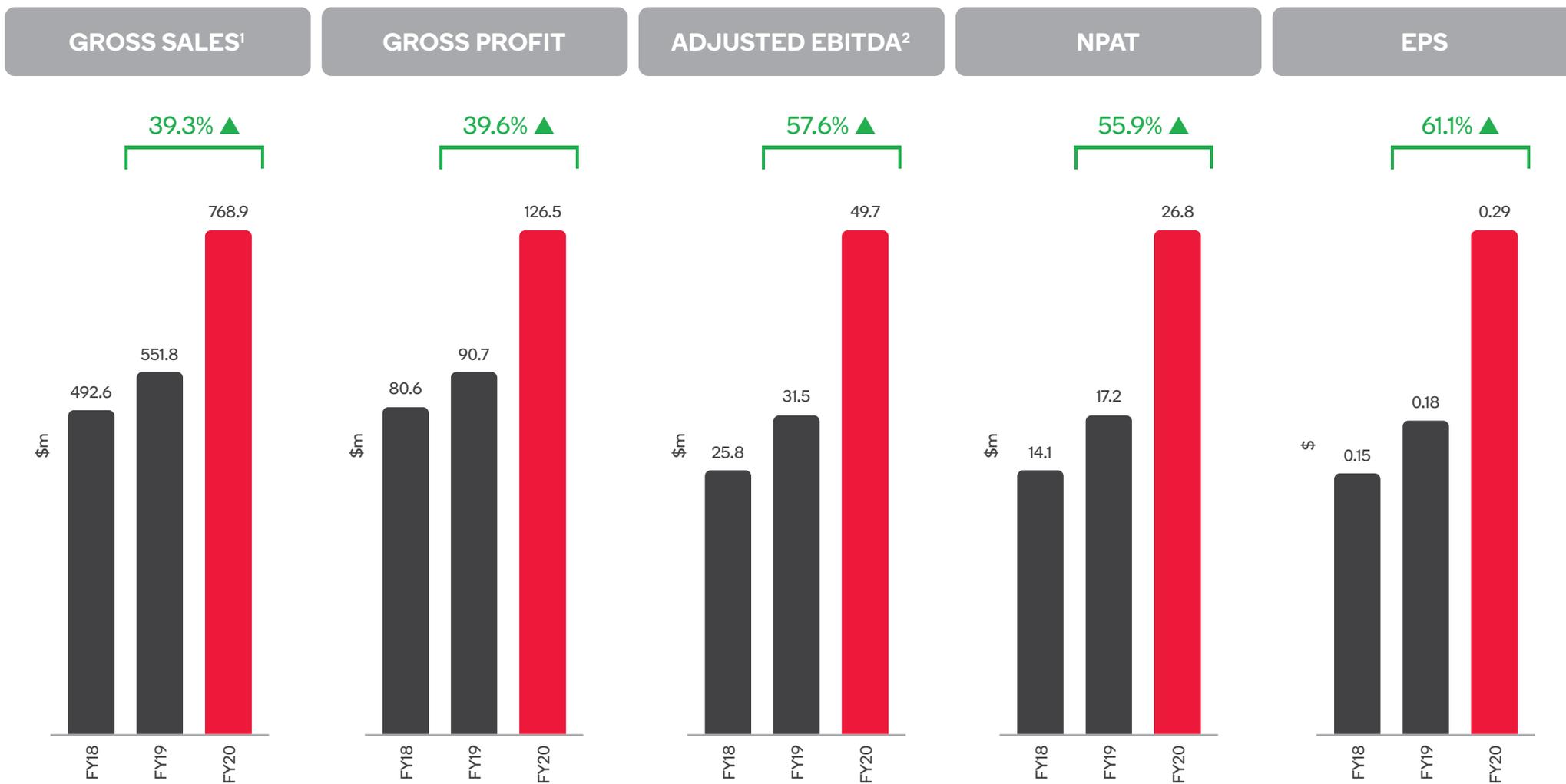
2. Adjusted EBITDA is a measure of the underlying performance of the Business, it removes non-cash items including the unrealised FX gain/ (loss), equity-based compensation and one-off non-recurring items.

3. Source: IRESS market data. Note: This assumes (in KGNs case) that all Dividends are reinvested



Ruslan Kogan, Founder, CEO and Executive Director

FINANCIAL HIGHLIGHTS FY20



1. The Company believes Gross Sales is a key metric of the Business, given that gross transaction values of Kogan Marketplace, Kogan Mobile, and other New Verticals are not reflected in Revenue.
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WHO WE ARE

kogan.com

kogan.com

kogan
FIRST ✓

kogan
retail

kogan
travel

kogan
mobile

kogan
mobilenz

kogan
internet

kogan
insurance

kogan
life insurance

kogan
pet insurance

kogan
health

kogan
cars

kogan
marketplace

kogan
energy

kogan
money

kogan
super

kogan
credit cards

kogan
travel:hotels

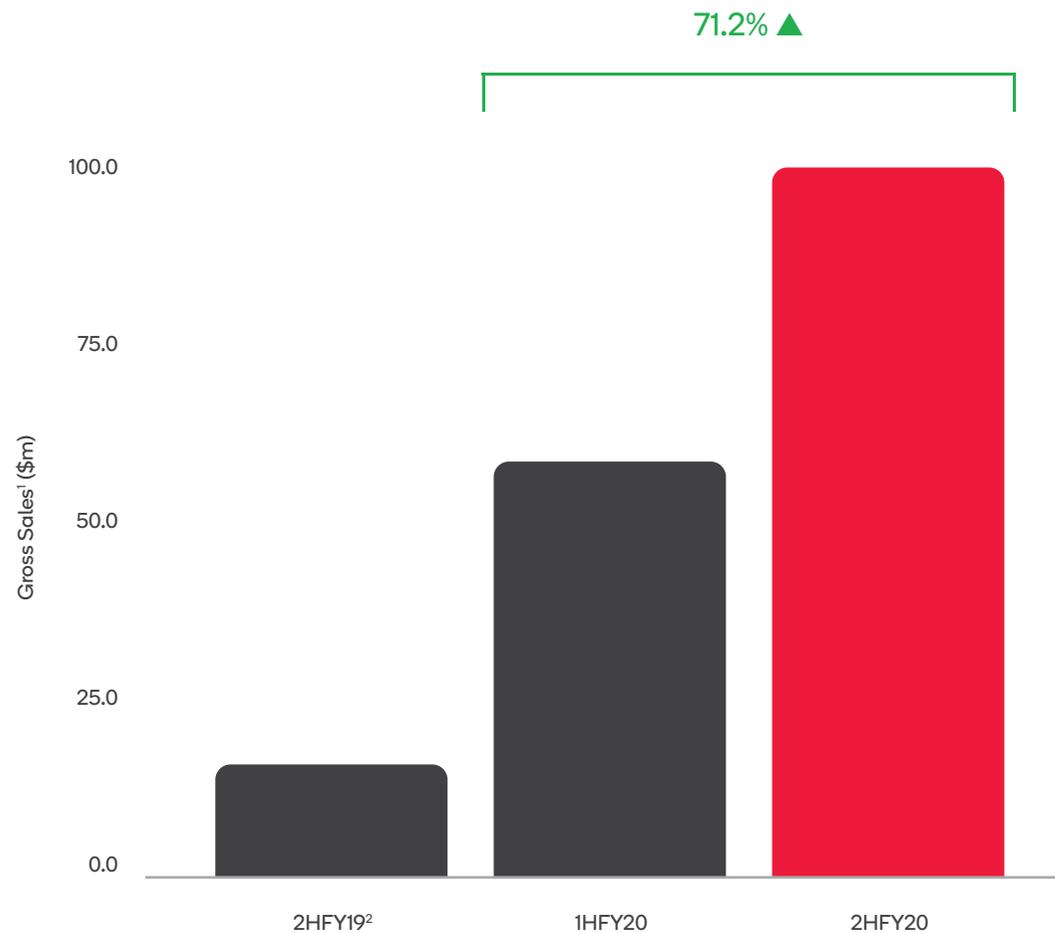
kogan
home loans

dick smith
.com.au

dick smith
.co.nz

MATT BLATT

KOGAN MARKETPLACE GROSS SALES¹ ACHIEVED SIGNIFICANT GROWTH HALF-ON-HALF

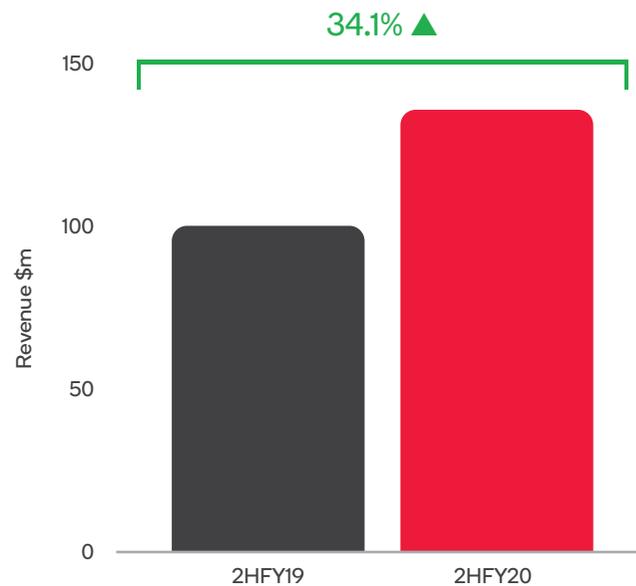


The growth of Kogan Marketplace demonstrates the scalability of the platform and the strong customer and seller engagement achieved to date, while also indicating the size of the opportunity as the Kogan Marketplace expands its offering, makes it easier for sellers to list products on Kogan.com, and launches in New Zealand.

1. The Company believes Gross Sales is a key metric of the Business, given that transaction values of Kogan Marketplace, Kogan Mobile, and other New Verticals are not reflected in Revenue.
2. Kogan Marketplace launched in 3QFY19, the prior period (2HFY19) does not reflect a full half of trading.

EXCLUSIVE BRANDS STRATEGY

YoY GROWTH IN EXCLUSIVE BRANDS REVENUE ACCELERATED IN 2HFY20



Exclusive Brands growth rate increased YoY and benefits from:

- Full control of the end-to-end supply chain
- Strong competitive advantage
- Building trusted brands renowned for value
- Compelling consumer offering
- Ever expanding range of in-demand products
- 14+ years' experience

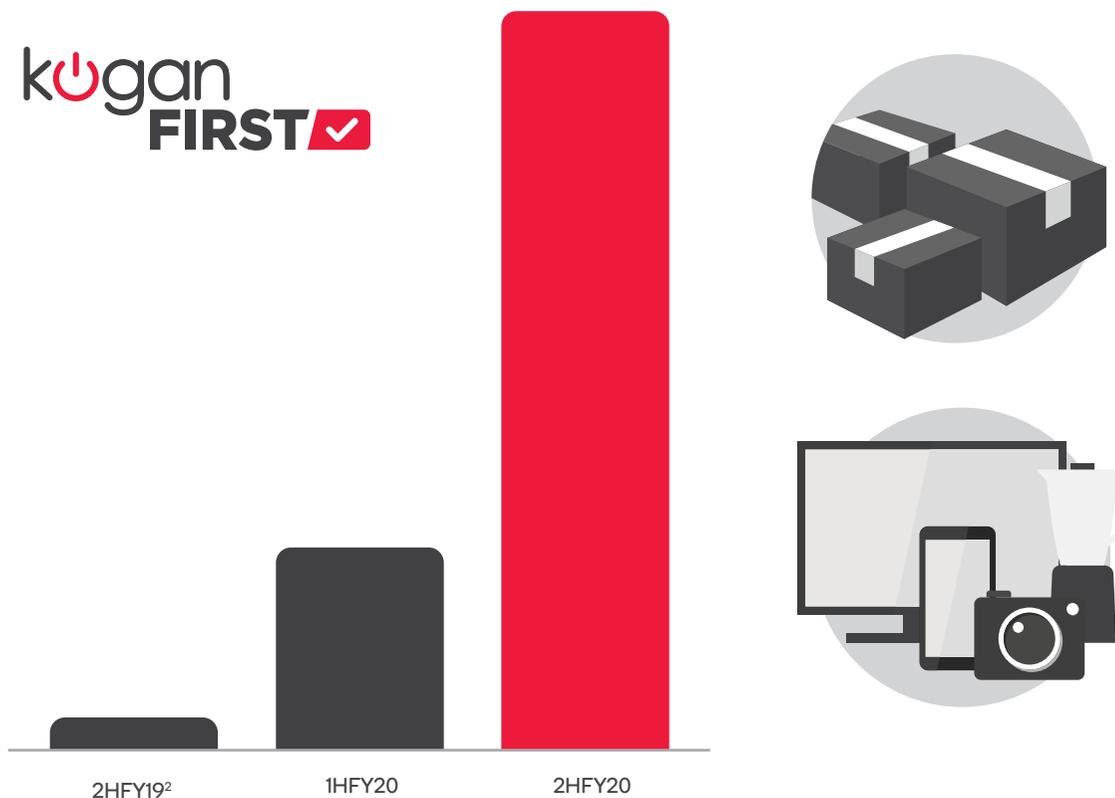
kogan KOMODO bubbli CERTA ovela Scharfen nutrivance

COOKMASTER Trafalgar FORTIS VOSTOK SHANGRI-LA BELLA VITA

Pestill ERGOLUX orbis ESTELLE KROMO Pawever Pets UGG OUTBACK CLOTHING CO.

Kogan First provides members with a suite of consumer benefits, creating a large and growing community of loyal customers who access free shipping and a range of exclusive benefits.

KOGAN FIRST MEMBERS¹



Kogan First members purchase on average much more often than non-members, demonstrating loyalty to the platform, and also demonstrating the significant savings available through the loyalty program.

1. Kogan First Members excludes Kogan First customers who are in a trial period or have received complimentary Kogan First Membership, and includes only those members who have paid membership fees.
2. Kogan First launched in 4QFY19, the prior period (2HFY19) does not reflect a full half of trading.

IMPROVING OPERATING LEVERAGE

	FY17	FY18	FY19	FY20
Revenue	100.0%	100.0%	100.0%	100.0%
Gross Margin	17.9%	19.5%	20.7%	25.4%
Delivered Margin (after all logistics costs)	14.2%	16.1%	16.5%	21.4%
Marketing costs	3.7%	4.8%	4.3%	5.6%
Contribution Margin	10.6%	11.3%	12.3%	15.8%
Fixed costs	6.3%	5.0%	5.4%	6.2%
EBITDA Margin	4.3%	6.3%	6.9%	9.3%
Adjusted EBITDA¹ Margin	5.2%	6.3%	7.2%	10.0%

Over the past four years, we have delivered growth in Gross Margin, Contribution Margin, EBITDA Margin and Adjusted EBITDA Margin. We continue to deliver significant projects to grow our products and services offering, while heavily investing in our platform.

1. Adjusted EBITDA is a measure of the underlying performance of the Business, it removes non-cash items including the unrealised FX gain/ (loss), equity-based compensation and one-off non-recurring items.

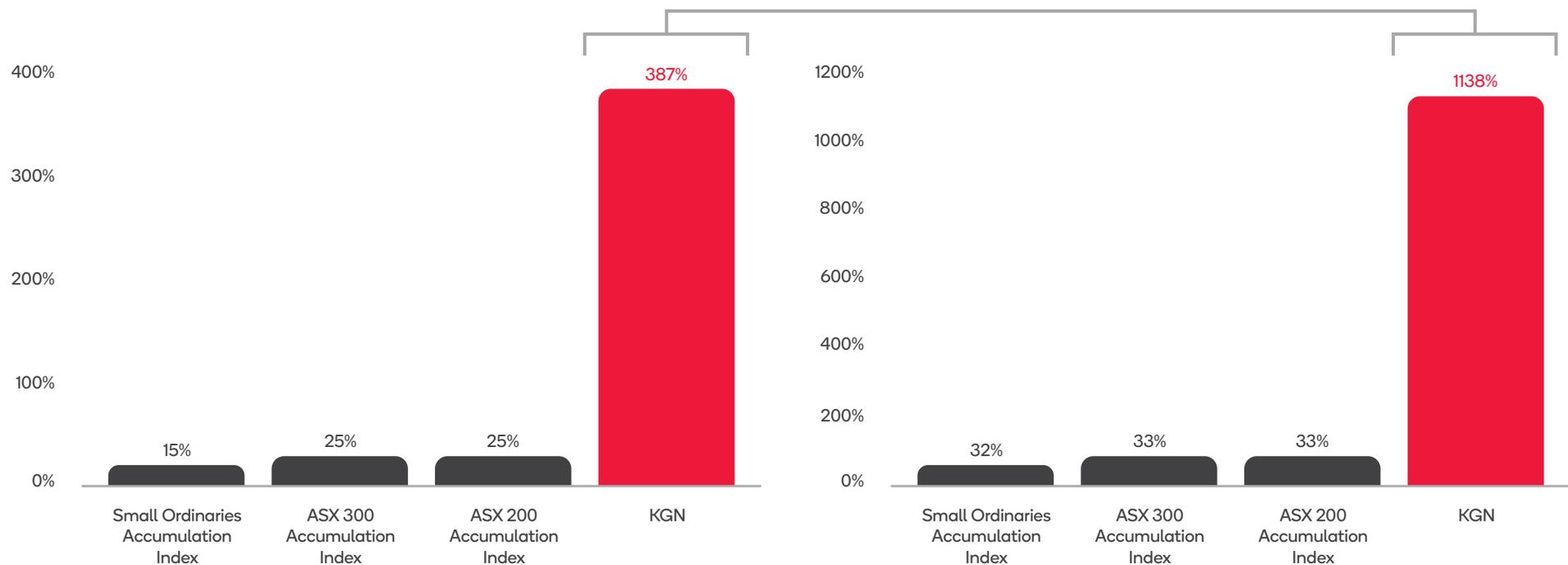
SHAREHOLDER VALUE

Kogan.com has continued to outperform the market providing Shareholder returns of 1138% from the IPO in July 2016 to September 2020

TOTAL SHAREHOLDER RETURN
6/7/2016 IPO TO 30/4/2020

TOTAL SHAREHOLDER RETURN
6/7/2016 IPO TO 30/9/2020

Significant increase in Shareholder return over last ~5 months



Source: IRESS market data
Note: This assumes (in KGNs case) that all Dividends are reinvested

PORTFOLIO BUSINESS - MARKET

Portfolio Business	Partner	Launch date	Market size	Achieved greater than 1% market share?
Kogan Retail	n/a	FY06	\$29.4 billion ¹	✓
Kogan Marketplace	n/a	Launched FY19	\$29.4 billion ¹	-
Kogan Internet	Vodafone	Launched 4QFY18	11.6 million premises ²	-
Kogan Insurance	Hollard	Launched 1QFY18	\$51.0 billion ³	-
Kogan Health	Medibank	Launched 3QFY18	\$25.4 billion ⁴	-
Kogan Life	Greenstone	Launched 4QFY18	\$46.5 billion ⁵	-
Kogan Pet	PetSure	Launched 4QFY18	\$490 million ⁶	-
Kogan Mobile	Vodafone	Launched 2QFY16	32.89 million mobile phone connections ⁷	✓
Kogan Mobile NZ	Vodafone	Launched 1HFY20	3.8 million users ⁸	-
Kogan Money Home Loans	Pepper & Adelaide Bank	Launched 2QFY19	\$85.6 billion ⁹	-
Kogan Money Super	Mercer	Launched 1HFY20	15.6 million account holders ¹⁰	-
Kogan Money Credit Card	Citi	Launched 1HFY20	16.0 million cards ¹¹	-
Kogan Cars	Firstmac	Launched 4QFY19	1.1 million cars ¹²	-
Kogan Energy	Powershop (part of Meridian Energy)	Launched 1HFY20	\$40.8 billion ¹³	-

1. Source: <https://www.ibisworld.com.au/industry-trends/market-research-reports/thematic-reports/online-shopping.html>

2. Number of households connected or ready to connect to the NBN at Jun 2019. Source: <https://www2.nbnco.com.au/content/dam/nbnco2/2020/documents/how-we-are-tracking/nbn-may-2020-monthly-progress-report.pdf>

3. Source: https://www.apra.gov.au/sites/default/files/2020-05/Quarterly%20general%20insurance%20performance%20statistics%20highlights%20March%202020_0.pdf

4. Source: <https://www.ibisworld.com.au/market-size/health-insurance/>

5. Source: <https://www.ibisworld.com/au/industry/life-insurance/522/>

6. Source: Canstar - www.canstar.com.au/pet-insurance/how-much-do-we-spend-on-our-pets/

7. Source: <https://www.statista.com/statistics/680482/australia-number-of-mobile-subscriptions/>

8. Source: http://archive.stats.govt.nz/browse_for_stats/industry_sectors/information_technology_and_communications/isp-2017-mobile-connections-story.aspx

9. Source: <https://www.ibisworld.com/au/industry/mortgages/1909/>

10. Source: <https://www.ato.gov.au/About-ATO/Research-and-statistics/In-detail/Super-statistics/Super-accounts-data/Multiple-super-accounts-data/>

11. Source: <https://qsuper.qld.gov.au/news-hub/articles/2018/03/13/04/46/credit-cards-the-stats>

12. Source: <https://www.caradvice.com.au/817278/vfacts-2019-new-car-sales-results/>

13. Source: <https://www.ibisworld.com/au/industry/electricity-retailing/2147/>

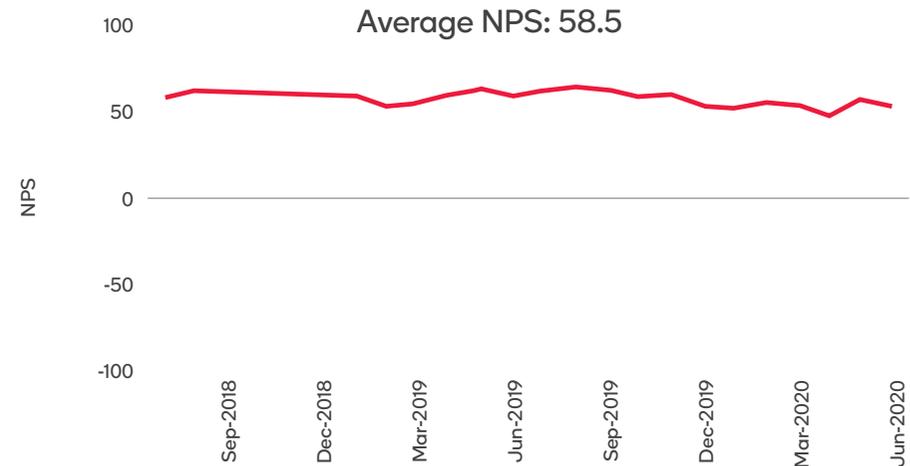
DEDICATED TO SERVE OUR CUSTOMERS

We continue to deliver a high level of customer satisfaction across a wide range of products and services.

THREE-PPEAT! THIRD YEAR RUNNING, WINNER OF THE PEOPLE'S CHOICE AWARD AT THE AUSTRALIA POST ONLINE RETAIL INDUSTRY AWARDS 2019 (ORIAS)



NET PROMOTER SCORE¹



MOZO EXPERTS CHOICE AWARDS FOR KOGAN INTERNET, KOGAN LIFE INSURANCE & KOGAN ENERGY



MOZO PEOPLE'S CHOICE AWARDS FOR KOGAN MOBILE



RATE CITY GOLD AWARDS VARIABLE HOME LOAN, 3-YEAR FIXED HOME LOAN, INVESTOR VARIABLE HOME LOAN, INVESTOR 3-YEAR FIXED HOME LOAN



FINDER BEST NBN 100 PLAN



How do we continue to delight our customers?

- Offer a wide range of in-demand products & services at the best prices
- Execute fast & efficient delivery with excellent customer service
- Always strive to exceed customer expectations

1. Net Promoter Score (NPS) is calculated based on answers to the question, "How likely is it that you would recommend Kogan.com to a friend or colleague?". Kogan.com measures its NPS as the percentage of customers who are "promoters" rating its products and services 9 or 10 out of a possible 10, less the percentage of "detractors", rating its products and services 0 to 6 out of a possible 10. The maximum possible NPS is 100, and the minimum possible NPS is -100.

CURRENT TRADING - NOVEMBER UPDATE

YoY UNAUDITED GROSS SALES¹, GROSS PROFIT AND ADJUSTED EBITDA² GROWTH DURING YTD FY21 (JULY-OCTOBER 2020)

YTD FY21 (Jul-Oct 2020)

Gross Sales ^{1,3}	99.8% ▲
Gross Profit ³	131.7% ▲
Adjusted EBITDA ^{2,3}	268.8% ▲

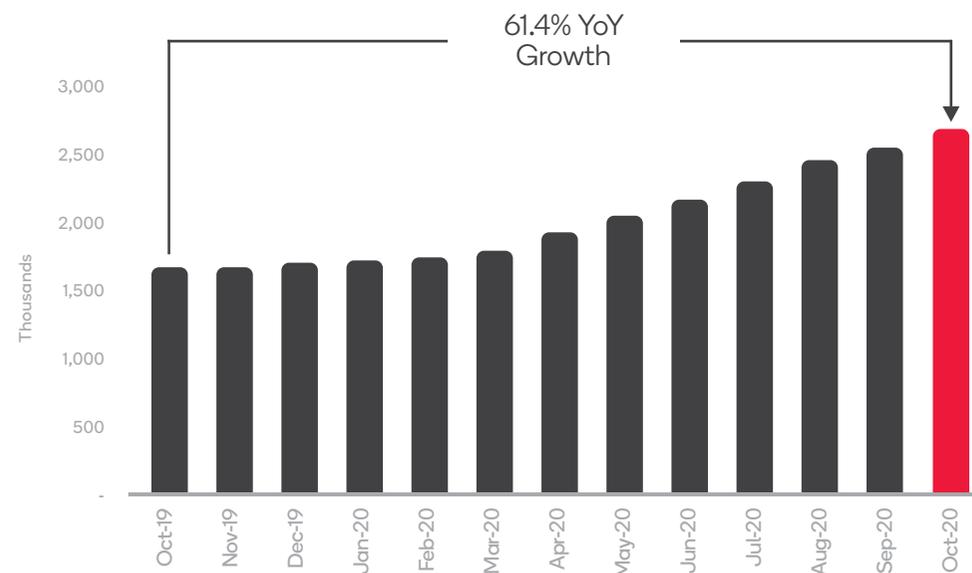
Gross Sales^{1,3}

- In the first four months of the financial year, we have seen strong performance from our Product Divisions and Kogan Marketplace.
- We are now entering the peak Christmas trading period. November and December are typically the most important months of the year for the Business, with strong trading performance in these months throughout prior years.

Gross Profit³

- YoY Gross Profit³ has grown faster than Gross Sales^{1,3}, driven by strong performance from the Product Divisions and Kogan Marketplace, as more customers came to rely on Kogan.com to deliver goods for their homes and businesses during the period.

ACTIVE CUSTOMERS OF 2,682,000 AS AT 31 OCTOBER 2020



Adjusted EBITDA^{2,3}

- There has been an increase in variable and marketing costs as a result of the significant growth of the Business. While delivering a significant YoY increase in Adjusted EBITDA^{2,3}, we have also made a series of the largest ever monthly marketing investments into building the customer base and brand, which we expect will have long term benefits for the Company.

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 3. Gross Sales, Gross Profit and Adjusted EBITDA are based on unaudited management accounts.

VOTING AND MEETING CLOSE

If you haven't voted already please proceed with voting now.

The final results of the meeting will be advised to the ASX and also made available on Kogan.com's investor website after the meeting.

Thank you for your attendance.

HOW TO LODGE YOUR VOTE

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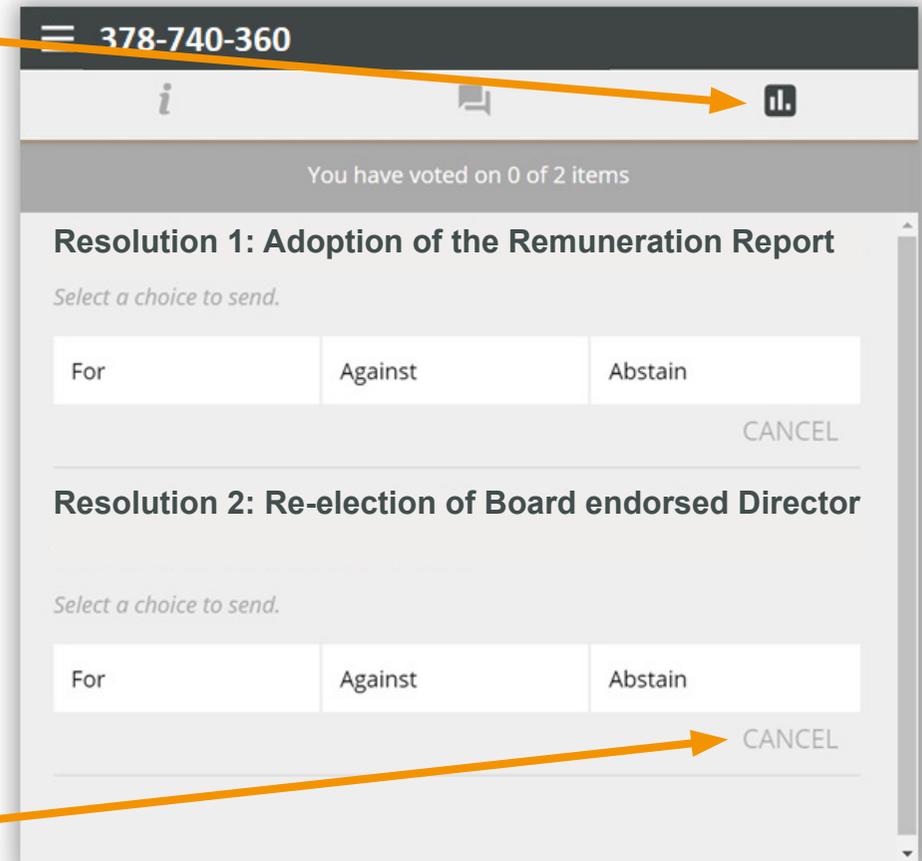
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k^ogan.com