



ASX Announcement

17 July 2020

ACCC Update - Federal Court Judgement

Kogan.com Limited (the Company; Kogan.com; ASX: KGN) advises the Federal Court today upheld allegations made by the ACCC that Kogan Australia Pty Ltd breached the *Australian Consumer Law* in respect of a four day promotion conducted in June 2018 where Kogan advertised a coupon code by which consumers could achieve a 10% price reduction at checkout. The profit derived by the Company from the promotion was immaterial and the ruling will not have any adverse impact on the Company's promotional activities, as the Company updated its promotional activities in 2018.

The promotion was not intended to mislead any shoppers, and was implemented in order to allow customers access to lower prices than the prices that applied without the coupon or promotion. At all times, the Company has been focussed on making the most in-demand products and services more affordable and accessible for all Australians.

Following today's decision, a further hearing will be held concerning penalty.

The Company is currently reviewing the ruling of the Federal Court and may provide a further update once its review is complete.

The Company expects to provide a Business Update prior to the end of July 2020.

Authorised for release by the Board of Kogan.com Limited.

ENDS

For further information please contact:

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About Kogan.com

Kogan.com is a portfolio of retail and service businesses that includes Kogan Retail, Kogan Marketplace, Kogan Mobile, Kogan Internet, Kogan Insurance, Kogan Travel, Kogan Money, Kogan Cars, Kogan Energy, Dick Smith and Matt Blatt. Kogan.com is a leading Australian consumer brand renowned for price leadership through digital efficiency. The Company is focused on making in-demand products and services more affordable and accessible.