

## **ASX ANNOUNCEMENT**

05 June 2020

### **Business Update**

Kogan.com Limited (the Company; Kogan.com; ASX:KGN) provides the following business update in light of the current dynamic trading environment. Where applicable, the update is based on unaudited management accounts as at May 2020. Unless otherwise stated, the update compares the fourth quarter-to-date, April and May 2020 (4QTDFY20), to the equivalent prior period, April and May 2019 (4QTDFY19):

- Kogan.com grew Active Customers to 2,074,000 as at 31 May 2020, with an incremental 126,000 Active Customers in the month of May 2020
- Gross Sales grew by more than 100% across 4QTDFY20
- Gross Profit grew by more than 130% across 4QTDFY20
- Adjusted EBITDA<sup>1</sup> grew by more than 200% across 4QTDFY20
- Financial year-to-date Adjusted EBITDA<sup>1</sup> to the end of May 2020 grew by more than 50%
- Average run-rate of Adjusted EBITDA<sup>1</sup> across 4QTDFY20 was \$7.0m per month
- Cash was \$58.6m at 31 May 2020, with the debt facility drawn to \$26.0m

**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 services 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 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.

<sup>1</sup> Earnings before interest, tax, depreciation, amortisation, unrealised FX gain or loss and equity-based compensation.