



ASX ANNOUNCEMENT

7 April 2022

Kogan.com to provide Kogan Insurance under new agreement with QBE

Kogan Group's over 3 million Australian customers to get access to great insurance

Kogan.com Limited (the Company; Kogan.com; ASX:KGN) is pleased to announce that it has entered into a long-term agreement with QBE Insurance (Australia) Limited (QBE) through its subsidiary Kogan Australia Pty Limited. QBE will issue home, motor and CTP insurance products under the Kogan Insurance online brand.

Through this agreement, Kogan Insurance will offer home (including landlord) and motor insurance products to customers. These insurance products will be issued and underwritten by QBE, and Kogan.com will earn commissions on sales of all Kogan Insurance policies.

The new relationship with QBE replaces a prior agreement with another insurance company. It positions Kogan Insurance to deliver on the next stage in its growth plans.

Ron Gelberg, Kogan.com's Director of Partner Care, said:

"Kogan.com has built a strong reputation for providing consumers with the products they want, at the price they want, when they want it. Together with QBE, Kogan Insurance is able to simplify the insurance buying process and provide an excellent experience for our customers".

Eleanor DeBelle, Managing Director, Consumer, at QBE Australia Pacific, said:

"Now more than ever, we recognise the importance of online platforms and digital tools in customers' day-to-day dealings, which is why we're so pleased to be partnering with Kogan."

"We are confident that partnering with Kogan and its over 3 million Australian customers will enable us to deliver a best-practice digital sales experience for customers."

Kogan Insurance is expecting to launch its new insurance offerings in conjunction with QBE during the 2022 calendar year.

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

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For further information please contact:

relations@kogancorporate.com

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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, Matt Blatt and Mighty Ape. Kogan is a leading consumer brand renowned for price leadership through digital efficiency. The company is focused on making in-demand products and services more affordable and accessible.

About QBE:

QBE is a general insurance and reinsurance company listed on the Australian Securities Exchange (ASX) and headquartered in Sydney. Across its operations, it offers commercial, personal and specialty products and risk management solutions to its customers. QBE employs more than 11,700 people in over 27 countries.