

**Form 604**Corporations Act 2001  
Section 671B**Notice of change of interests of substantial holder**To Company Name/Scheme Kogan.com LtdACN/ARSN CAN 152 570 351**1. Details of substantial holder (1)**Name Hosking Partners LLP ("HP LLP") (acting as Investment Manager for discretionary client portfolios)ACN/ARSN (if applicable) N/AThere was a change in the interests of the substantial holder on 03/September/2021The previous notice was given to the company on 03/September/2021The previous notice was dated 23/July/2021**2. Previous and present voting power**

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in when last required, and when now required, to give a substantial holding notice to the company or scheme, are as follows:

Class of securities (4)	Previous notice		Present notice	
	Person's votes	Voting power (5)	Person's votes	Voting power (5)
<b>Common Stock</b>	6,392,876	5.99%	6,509,894	6.09%

**3. Changes in relevant interests**

Particulars of each change in, or change in the nature of, a relevant interest of the substantial holder or an associate in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

Date of change	Person whose relevant interest changed	Nature of change (6)	Consideration given in relation to change (7)	Class and number of securities affected	Person's votes affected
<b>Refer to Annex A</b>					

**4. Present relevant interests**

Particulars of each relevant interest of the substantial holder in voting securities after the change are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Nature of relevant interest (6)	Class and number of securities	Person's votes
<b>Refer to Annex B</b>					

### 5. Changes in association

The persons who have become associates (2) of, ceased to be associates of, or have changed the nature of their association (9) with, the substantial holder in relation to voting interests in the company or scheme are as follows:

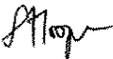
Name and ACN/ARSN (if applicable)	Nature of association
N/A	

### 6. Addresses

The addresses of persons named in this form are as follows:

Name	Address
Refer to Annex B	

### Signature

print name	Simon Hooper	capacity	Managing Partner
sign here		date	06/September/2021

### DIRECTIONS

- (1) If there are a number of substantial holders with similar or related relevant interests (eg. a corporation and its related corporations, or the manager and trustee of an equity trust), the names could be included in an annexure to the form. If the relevant interests of a group of persons are essentially similar, they may be referred to throughout the form as a specifically named group if the membership of each group, with the names and addresses of members is clearly set out in paragraph 6 of the form.
- (2) See the definition of "associate" in section 9 of the Corporations Act 2001.
- (3) See the definition of "relevant interest" in sections 608 and 671B(7) of the Corporations Act 2001.
- (4) The voting shares of a company constitute one class unless divided into separate classes.
- (5) The person's votes divided by the total votes in the body corporate or scheme multiplied by 100.
- (6) Include details of:
  - (a) any relevant agreement or other circumstances because of which the change in relevant interest occurred. If subsection 671B(4) applies, a copy of any document setting out the terms of any relevant agreement, and a statement by the person giving full and accurate details of any contract, scheme or arrangement, must accompany this form, together with a written statement certifying this contract, scheme or arrangement; and
  - (b) any qualification of the power of a person to exercise, control the exercise of, or influence the exercise of, the voting powers or disposal of the securities to which the relevant interest relates (indicating clearly the particular securities to which the qualification applies).

See the definition of "relevant agreement" in section 9 of the Corporations Act 2001.
- (7) Details of the consideration must include any and all benefits, money and other, that any person from whom a relevant interest was acquired has, or may, become entitled to receive in relation to that acquisition. Details must be included even if the benefit is conditional on the happening or not of a contingency. Details must be included of any benefit paid on behalf of the substantial holder or its associate in relation to the acquisitions, even if they are not paid directly to the person from whom the relevant interest was acquired.
- (8) If the substantial holder is unable to determine the identity of the person (eg. if the relevant interest arises because of an option) write "unknown".
- (9) Give details, if appropriate, of the present association and any change in that association since the last substantial holding notice.

## Annex A

Date of Acquisition or Sale	Holder of relevant interest	Consideration, AUD	Class and number of securities
			Common Stock
06 August 2021	Hosking Partners LLP	11.0619	4,884 - sell
31 August 2021		11.3743	28,379 - sell
03 September 2021		11.0009	315,553 - buy
06 September 2021		11.0016	239,057 - buy
20 September 2021		9.4855	48,871 - buy
21 September 2021		9.4349	132,731 - buy
30 September 2021		10.990	146,757 - sell
29 October 2021		9.940	39,448 - sell
30 November 2021		8.0326	116,163 - sell
07 December 2021		7.250	392 - sell
08 December 2021		7.760	4,453 - buy
22 December 2021		8.28325	47,703 - sell
31 December 2021		8.8551	22,799 - sell
19 January 2022		7.3503	20,800 - buy
31 January 2022		6.190	24,976 - buy
04 February 2022		6.350	174,998 - buy
16 February 2022		6.380	18,338 - buy
31 March 2022		5.6998	14,760 - sell

## Annex B

Investment Manager	Address	Custodian	Nature of Relevant Interest	Sum of shares held
Hosking Partners LLP	2001 8th Avenue, Suite 2700, Seattle, Washington, 98121	Bank of New York Mellon	Investment discretion / voting power	60,613
	Ground Floor, Tower 1, 201 Sussex Street, Sydney NSW 2000	Citibank	Investment discretion / voting power	345,324
	Cnr Kenneth David Kaunda & Goethe Street, Windhoek	J.P. Morgan	Investment discretion / voting power	491,556
	Level 1, 575 Bourke Street, Melbourne, Victoria 3000	Northern Trust	Investment discretion / voting power	123,737
	33 Sir John Rogerson's Quay, Dublin 2	Northern Trust	Investment discretion / voting power	1,575,193
	Level 9, 114 William Street, Melbourne, Victoria, 3000	Citibank	Investment discretion / no voting power	1,395,526
	12 Gill Street, Suit 2600, Wolburn, MA 01801	State Street	Investment discretion / voting power	102,037
	2711 Centerville Road, Suite 400, Wilmington, Delaware, 19808	Northern Trust	Investment discretion / voting power	91,134
	105-153 Miller Street, North Sydney, NSW 2060	National Australia Bank	Investment discretion / no voting power	474,170
	11-3 Hamamatsucho, 2-chome, Minato-ku, Tokyo, 105-8579	J.P. Morgan	Investment discretion / no voting power	354,799
	Level 5, 321 Kent Street, Sydney, NSW, 2000	State Street	Investment discretion / voting power	1,580,141
	Standard Bank House, 47-49 La Motte Street, St Helier, JE2 4SZ	Bank of New York Mellon	Investment discretion / voting power	239,762
	30 Little Crib Street, Milton, Queensland, 4064	State Street	Investment discretion / voting power	1,656,358
	Level 13, 101 Collins Street, Melbourne, Victoria, 3000	State Street	Investment discretion / no voting power	657,324
	Level 13, 101 Collins Street, Melbourne, Victoria, 3000	State Street	Investment discretion / no voting power	800,776
33 Sir John Rogerson's Quay, Dublin 2	Northern Trust	Investment discretion / voting power	142,882	