

**Form 605**Corporations Act 2001  
Section 671B**Notice of ceasing to be a substantial holder**

To Company Name/Scheme KOGAN.COM LTD

ACN/ARSN 612 447 293

**1. Details of substantial holder(1)**Name BlackRock Group (BlackRock Inc. and subsidiaries named in Annexures  
ACN/ARSN (if applicable) to this form)The holder ceased to be a substantial holder on 01 /11 /2021  
The previous notice was given to the company on 31 /08 /2021  
The previous notice was dated 27 /08 /2021**2. Changes in relevant interests**

Particulars of each change in, or change in the nature of, a relevant interest (2) of the substantial holder or an associate (3) 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 (4)	Consideration given in relation to change(5)	Class (6) and number of securities affected	Person's votes affected
	Annexure A				

**3. Changes in association**

The persons who have become associates (3) of, ceased to be associates of, or have changed the nature of their association (7) 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

**4. Addresses**

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

Name	Address
Annexure B	

**Signature**

print name Maria Tricarico

capacity \*Authorised Signatory

sign here

date 03 / 11 /2021

\* At a meeting of the Board on 22 November 2013, the Directors resolved to approve the delegation of the preparation and lodgement of substantial shareholder notices on behalf of BlackRock Investment Management (Australia) Limited.

**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 4 of the form.
- (2) See the definition of "relevant interest" in sections 608 and 671B(7) of the Corporations Act 2001.
- (3) See the definition of "associate" in section 9 of the Corporations Act 2001.
- (4) 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.
- (5) 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.
- (6) The voting shares of a company constitute one class unless divided into separate classes.
- (7) Give details, if appropriate, of the present association and any change in that association since the last substantial holding notice.

This is Annexure A of 3 pages referred to in form 605 Notice of ceasing to be a substantial shareholder

03-Nov-21

Maria Tricarico,  
Authorised Signatory

Date

## 2. Changes in relevant interests

KOGAN.COM LTD (KGN)							
Date of Change	Person whose relevant interest changed	Nature of change (4) / Consideration given in relation to change (5)		CCY	Class (6) and number of securities affected		Person's votes affected
30-Aug-21	BlackRock Investment Management (Australia) Limited	on mkt buy	10.97	AUD	ORD	37,558	37,558
30-Aug-21	BlackRock Investment Management (Australia) Limited	on mkt buy	10.97	AUD	ORD	4,426	4,426
30-Aug-21	BlackRock Investment Management (Australia) Limited	on mkt buy	10.97	AUD	ORD	60,456	60,456
30-Aug-21	BlackRock Investment Management (Australia) Limited	on mkt buy	10.97	AUD	ORD	2,833	2,833
30-Aug-21	BlackRock Investment Management (Australia) Limited	on mkt buy	11.05	AUD	ORD	536	536
30-Aug-21	BlackRock Fund Advisors	in specie	n/a	AUD	ORD	5,148	5,148
31-Aug-21	BlackRock Fund Advisors	in specie	n/a	AUD	ORD	360	360
31-Aug-21	BlackRock Investment Management (Australia) Limited	on mkt buy	11.20	AUD	ORD	1,334	1,334
31-Aug-21	BlackRock Investment Management (Australia) Limited	on mkt buy	11.20	AUD	ORD	157	157
31-Aug-21	BlackRock Investment Management (Australia) Limited	on mkt buy	11.20	AUD	ORD	2,147	2,147
31-Aug-21	BlackRock Investment Management (Australia) Limited	on mkt buy	11.20	AUD	ORD	100	100
31-Aug-21	BlackRock Investment Management (Australia) Limited	on mkt buy	11.39	AUD	ORD	536	536
31-Aug-21	BlackRock Investment Management (Australia) Limited	on mkt buy	11.39	AUD	ORD	536	536
31-Aug-21	BlackRock Investment Management (Australia) Limited	on mkt buy	11.39	AUD	ORD	276	276
01-Sep-21	BlackRock Investment Management (Australia) Limited	on mkt buy	11.15	AUD	ORD	19,339	19,339
01-Sep-21	BlackRock Investment Management (Australia) Limited	on mkt buy	11.15	AUD	ORD	2,279	2,279
01-Sep-21	BlackRock Investment Management (Australia) Limited	on mkt buy	11.15	AUD	ORD	31,131	31,131
01-Sep-21	BlackRock Investment Management (Australia) Limited	on mkt buy	11.15	AUD	ORD	1,459	1,459
02-Sep-21	BlackRock Investment Management (Australia) Limited	on mkt buy	11.02	AUD	ORD	16,986	16,986
02-Sep-21	BlackRock Investment Management (Australia) Limited	on mkt buy	11.02	AUD	ORD	2,002	2,002
02-Sep-21	BlackRock Investment Management (Australia) Limited	on mkt buy	11.02	AUD	ORD	27,344	27,344
02-Sep-21	BlackRock Investment Management (Australia) Limited	on mkt buy	11.02	AUD	ORD	1,281	1,281
02-Sep-21	BlackRock Fund Advisors	in specie	n/a	AUD	ORD	856	856
02-Sep-21	BlackRock Fund Advisors	in specie	n/a	AUD	ORD	672	672
03-Sep-21	BlackRock Fund Advisors	in specie	n/a	AUD	ORD	858	858
03-Sep-21	BlackRock Fund Advisors	in specie	n/a	AUD	ORD	4,290	4,290
06-Sep-21	BlackRock Investment Management (Australia) Limited	on mkt sell	11.01	AUD	ORD	-43,772	-43,772
06-Sep-21	BlackRock Investment Management (Australia) Limited	on mkt buy	11.05	AUD	ORD	1,104	1,104
06-Sep-21	BlackRock Investment Management (Australia) Limited	on mkt buy	11.05	AUD	ORD	8,280	8,280
07-Sep-21	BlackRock Investment Management (Australia) Limited	on mkt buy	10.90	AUD	ORD	5,888	5,888
08-Sep-21	BlackRock Investment Management (UK) Limited	on mkt buy	10.74	AUD	ORD	574	574
08-Sep-21	BlackRock Investment Management (Australia) Limited	on mkt sell	10.60	AUD	ORD	-28,190	-28,190
08-Sep-21	BlackRock Investment Management (Australia) Limited	on mkt buy	10.68	AUD	ORD	1,012	1,012
09-Sep-21	BlackRock Investment Management (Australia) Limited	on mkt buy	10.50	AUD	ORD	8,188	8,188
10-Sep-21	BlackRock Investment Management (Australia) Limited	on mkt sell	10.54	AUD	ORD	-49,606	-49,606
10-Sep-21	BlackRock Investment Management (Australia) Limited	on mkt buy	10.55	AUD	ORD	1,288	1,288
10-Sep-21	BlackRock Investment Management (Australia) Limited	on mkt sell	10.55	AUD	ORD	-13,156	-13,156

Date of Change	Person whose relevant interest changed	Nature of change (4) / Consideration given in relation to change (5)		CCY	Class (6) and number of securities affected		Person's votes affected
10-Sep-21	BlackRock Investment Management (Australia) Limited	on mkt sell	10.55	AUD	ORD	-92	-92
10-Sep-21	BlackRock Investment Management (Australia) Limited	on mkt buy	10.55	AUD	ORD	284	284
17-Sep-21	BlackRock Investment Management (Australia) Limited	on mkt sell	9.93	AUD	ORD	-3,157	-3,157
20-Sep-21	BlackRock Investment Management (Australia) Limited	on mkt buy	9.46	AUD	ORD	284	284
20-Sep-21	BlackRock Fund Advisors	in specie	n/a	AUD	ORD	990	990
22-Sep-21	BlackRock Fund Advisors	in specie	n/a	AUD	ORD	1,732	1,732
23-Sep-21	BlackRock Fund Advisors	in specie	n/a	AUD	ORD	860	860
24-Sep-21	BlackRock Investment Management (Australia) Limited	on mkt buy	10.63	AUD	ORD	499	499
28-Sep-21	BLACKROCK FINANCIAL MANAGEMENT, INC.	on mkt buy	10.84	AUD	ORD	63	63
30-Sep-21	BlackRock Fund Advisors	in specie	n/a	AUD	ORD	1,296	1,296
30-Sep-21	BlackRock Investment Management (Australia) Limited	on mkt sell	10.95	AUD	ORD	-58,389	-58,389
30-Sep-21	BlackRock Institutional Trust Company, National Association	on mkt sell	10.95	AUD	ORD	-2,249	-2,249
01-Oct-21	BlackRock Investment Management (Australia) Limited	on mkt buy	10.54	AUD	ORD	920	920
04-Oct-21	BlackRock Advisors (UK) Limited	on mkt sell	10.20	AUD	ORD	-330	-330
04-Oct-21	BlackRock Fund Advisors	in specie	n/a	AUD	ORD	1,088	1,088
04-Oct-21	BlackRock Fund Advisors	in specie	n/a	AUD	ORD	1,904	1,904
05-Oct-21	BlackRock Fund Advisors	in specie	n/a	AUD	ORD	816	816
05-Oct-21	BlackRock Fund Advisors	in specie	n/a	AUD	ORD	1,496	1,496
05-Oct-21	BlackRock Fund Advisors	in specie	n/a	AUD	ORD	1,020	1,020
06-Oct-21	BlackRock Investment Management (Australia) Limited	on mkt buy	9.32	AUD	ORD	736	736
07-Oct-21	BlackRock Investment Management (Australia) Limited	in specie	n/a	AUD	ORD	-7,761	-7,761
07-Oct-21	BlackRock Fund Advisors	in specie	n/a	AUD	ORD	810	810
07-Oct-21	BlackRock Fund Advisors	in specie	n/a	AUD	ORD	1,620	1,620
08-Oct-21	BlackRock Investment Management (Australia) Limited	on mkt buy	10.02	AUD	ORD	828	828
12-Oct-21	BlackRock Investment Management (Australia) Limited	on mkt sell	9.92	AUD	ORD	-60,093	-60,093
12-Oct-21	BlackRock Investment Management (Australia) Limited	on mkt buy	9.92	AUD	ORD	1,748	1,748
13-Oct-21	BlackRock Investment Management (Australia) Limited	on mkt buy	10.50	AUD	ORD	736	736
14-Oct-21	BlackRock Investment Management (Australia) Limited	on mkt sell	10.78	AUD	ORD	-2,040	-2,040
14-Oct-21	BlackRock Investment Management (Australia) Limited	on mkt sell	10.74	AUD	ORD	-9,972	-9,972
18-Oct-21	BlackRock Advisors (UK) Limited	on mkt buy	10.69	AUD	ORD	115	115
19-Oct-21	BlackRock Fund Advisors	in specie	n/a	AUD	ORD	1,863	1,863
20-Oct-21	BlackRock Advisors (UK) Limited	on mkt buy	11.66	AUD	ORD	115	115
21-Oct-21	BlackRock Fund Advisors	in specie	n/a	AUD	ORD	748	748
21-Oct-21	BlackRock Investment Management (Australia) Limited	on mkt sell	11.68	AUD	ORD	-32,338	-32,338
21-Oct-21	BlackRock Fund Advisors	in specie	n/a	AUD	ORD	3,392	3,392
22-Oct-21	BlackRock Investment Management (Australia) Limited	on mkt buy	11.11	AUD	ORD	17,908	17,908
25-Oct-21	BlackRock Investment Management (Australia) Limited	on mkt sell	10.86	AUD	ORD	-22,516	-22,516
25-Oct-21	BlackRock Advisors (UK) Limited	on mkt sell	10.55	AUD	ORD	-668	-668
26-Oct-21	BlackRock Investment Management (Australia) Limited	on mkt buy	10.23	AUD	ORD	499	499
26-Oct-21	BlackRock Fund Advisors	in specie	n/a	AUD	ORD	828	828
27-Oct-21	BlackRock Fund Advisors	in specie	n/a	AUD	ORD	900	900
27-Oct-21	BlackRock Investment Management (Australia) Limited	on mkt buy	10.07	AUD	ORD	182	182
29-Oct-21	BlackRock Investment Management (Australia) Limited	on mkt buy	9.94	AUD	ORD	1,183	1,183
29-Oct-21	BlackRock Investment Management (Australia) Limited	on mkt buy	9.95	AUD	ORD	51,072	51,072
29-Oct-21	BlackRock Investment Management (Australia) Limited	on mkt buy	9.94	AUD	ORD	364	364
29-Oct-21	BlackRock Institutional Trust Company, National Association	on mkt buy	9.94	AUD	ORD	1,573	1,573
01-Nov-21	BlackRock Investment Management (Australia) Limited	on mkt sell	9.93	AUD	ORD	-42,006	-42,006
01-Nov-21	BlackRock Investment Management (Australia) Limited	on mkt sell	9.93	AUD	ORD	-2,474	-2,474
01-Nov-21	BlackRock Investment Management (Australia) Limited	on mkt sell	9.93	AUD	ORD	-69,903	-69,903
01-Nov-21	BlackRock Investment Management (Australia) Limited	on mkt sell	9.93	AUD	ORD	-2,236	-2,236

Date of Change	Person whose relevant interest changed	Nature of change (4) / Consideration given in relation to change (5)		CCY	Class (6) and number of securities affected		Person's votes affected
01-Nov-21	BlackRock Investment Management (Australia) Limited	on mkt sell	9.93	AUD	ORD	-3,421	-3,421

This is Annexure B of 1 pages referred to in form 605 Notice of ceasing to be a substantial shareholder

Maria Tricarico,  
Authorised Signatory

03-Nov-21  
Date

7. Addresses

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

Name	Address
<b>BlackRock Group</b>	
BlackRock Inc.	55 East 52nd Street New York NY 10055 USA
BlackRock Advisors (UK) Limited	12 Throgmorton Avenue. London, EC2N 2DL, United Kingdom
BlackRock Financial Management, Inc.	251 Little Falls Dr Wilmington, DE 19808-1674
BlackRock Fund Advisors	400 Howard Street San Francisco, CA, 94105 United States
BlackRock Institutional Trust Company, National Association	1225 17th Street, Suite 300, Denver, CO 80202 (Colorado, USA)
BlackRock Investment Management (Australia) Limited	Level 37 Chifley Tower, 2 Chifley Square, Sydney NSW 2000 Australia
BlackRock Investment Management (UK) Limited	12 Throgmorton Avenue London EC2N 2DL United Kingdom