

Appendix 3X

Initial Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity: Kogan.com Limited
ACN: 612 447 293

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Ruslan Kogan
Date of appointment	19/05/2016

Part 1 - Director's relevant interests in securities of which the director is the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Number & class of securities
None.

+ See chapter 19 for defined terms.

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Part 2 – Director's relevant interests in securities of which the director is not the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Name of holder & nature of interest Note: Provide details of the circumstances giving rise to the relevant interest.	Number & class of Securities
Kogan Management Pty Ltd ATF the Ruslan Tech Trust Ruslan Kogan has a relevant interest in the Shares held by the above body by virtue of 608(1) of the Corporations Act.	47,095,205 fully paid ordinary shares (Shares)
Kogan Management Pty Ltd ATF the Ruslan Tech Trust and Shafer Corporation Pty Ltd ATF the Shafer Family Trust By virtue of Section 608(3)(a), Kogan Management Pty Ltd (of which Ruslan Kogan is a controller) has a relevant interest in Shares in which Kogan.com Ltd has a relevant interest, being all of the Shares the subject of voluntary escrow arrangements.	64,897,910 Shares

Part 3 – Director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	None.
Nature of interest	
Name of registered holder (if issued securities)	
No. and class of securities to which interest relates	

+ See chapter 19 for defined terms.