ASX ANNOUNCEMENT

8 March 2018

Cleansing notice under Section 708A of the Corporations Act

Kogan.com Ltd ("the Company") issued 7,407 fully paid Ordinary shares in the capital of the Company (**Shares**) on 8 March 2018 as a result of the vesting of 7,407 Performance Rights issued under the Company's Equity Incentive Plan (EIP). The Company also applied for quotation of the Shares on the ASX as at that date.

Accordingly the Company gives notice under section 708A (5)(e) of the Corporations Act 2001 (Cth) (the "Corporations Act") that:

1. the Shares were issued by the Company without disclosure to investors under Part 6D.2 of the Corporations Act;
2. as at the date of this notice the Company has complied with:
   (a) the provisions of Chapter 2M of the Corporations Act as they apply to the Company; and
   (b) section 674 of the Corporations Act; and
3. as at the date of this notice there is no information:
   (a) that has been excluded from a continuous disclosure notice in accordance with the ASX Listing Rules; and
   (b) that investors and their professional advisers would reasonably require for the purpose of making an informed assessment of:
      (i) the assets and liabilities, financial position and performance, profits and losses and prospects of the Company; or
      (ii) the rights and liabilities attaching to the Shares.

ENDS

For further information please contact:

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About Kogan.com

Kogan.com is a leading Australian consumer brand. It is a portfolio of retail and services business units that includes Kogan Retail, Kogan Marketplace, Kogan Mobile, Kogan Internet, Kogan Insurance, Kogan Health and Kogan Travel. The Kogan brand is renowned for price leadership through digital efficiency. The Company is focused on making in-demand products and services more affordable and accessible.