

Form 603Corporations Act 2001
Section 671B**Notice of initial substantial holder**To Company Name/Scheme KOGAN.COM LIMITEDACN/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 became a substantial holder on 01 / 04 / 2019**2. Details of 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 on the date the substantial holder became a substantial holder are as follows:

Class of securities (4)	Number of securities	Person's votes (5)	Voting power (6)
ord	4,711,770	4,711,770	5.02

3. Details of relevant interests

The nature of the relevant interest the substantial holder or an associate had in the following voting securities on the date the substantial holder became a substantial holder are as follows:

Holder of relevant interest	Nature of relevant interest (7)	Class and number of securities
Annexure A		

4. Details of present registered holders

The persons registered as holders of the securities referred to in paragraph 3 above are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Class and number of securities
see Annexure A			

5. Consideration

The consideration paid for each relevant interest referred to in paragraph 3 above, and acquired in the four months prior to the day that the substantial holder became a substantial holder is as follows:

Holder of relevant interest	Date of acquisition	Consideration (9)		Class and number of securities
		Cash	Non-cash	
see Annexure B				

6. Associates

The reasons the persons named in paragraph 3 above are associates of the substantial holder are as follows:

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

7. Addresses

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

Name	Address
see Annexure C	

Signature

print name Maria Tricarico

capacity Authorised Signatory*

sign here

date 03 / 04 / 2019

* 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 7 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 total number of votes attached to all the voting shares in the company or voting interests in the scheme (if any) that the person or an associate has a relevant interest in.
- (6) The person's votes divided by the total votes in the body corporate or scheme multiplied by 100.
- (7) Include details of:
 - (a) any relevant agreement or other circumstances by which the relevant interest was acquired. 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.
- (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) 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.

03-Apr-19
Date
Maria Tricarico,
Authorised Signatory

3. Details of Relevant Interests
4. Details of present registered holders
6. Associates

Holder of Relevant Interests Name and ACN / ARSN (if applicable)	Nature of Relevant Interest	Registered Holder of Securities	Person entitled to be registered as holder	Class and number of Securities	Person's votes	Nature of Association
BlackRock (Netherlands) B.V.	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	SSB-SSB NEW YORK INSTITUTIONAL		ORD 6,073	6,073	subsidiary of BlackRock Inc.
BlackRock Fund Advisors	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	SSB-STATE STREET SACRAMENTO		ORD 7,293	7,293	subsidiary of BlackRock Inc.
BlackRock Institutional Trust Company, National Association	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	JPM-JP MORGAN CHASE - NEW YORK		ORD 471,234	471,234	subsidiary of BlackRock Inc.
BlackRock Institutional Trust Company, National Association	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	SSB-SSB NEW YORK INSTITUTIONAL		ORD 24,142	24,142	subsidiary of BlackRock Inc.
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	HSBC-HSBC SYDNEY		ORD 69,151	69,151	subsidiary of BlackRock Inc.
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	JPM-JPM CHASE - SYDNEY		ORD 3,811,954	3,811,954	subsidiary of BlackRock Inc.
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	NAB-NATIONAL AUSTRALIA BANK LIMITED - MELBOURNE		ORD 20,620	20,620	subsidiary of BlackRock Inc.
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	Northern Trust Singapore		ORD 51,013	51,013	subsidiary of BlackRock Inc.

Holder of Relevant Interests Name and ACN / ARSN (if applicable)	Nature of Relevant Interest	Registered Holder of Securities	Person entitled to be registered as holder	Class and number of Securities	Person's votes	Nature of Association
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	UBS- UBS- ZURICH		ORD 106,450	106,450	subsidiary of BlackRock Inc.
BlackRock Investment Management (UK) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities as investment manager or trustee.	BNYM-BANK OF NY BRUS		ORD 14,953	14,953	subsidiary of BlackRock Inc.
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities held in its capacity as investment manager.	SSB-STATE STREET AUSTRALIA		ORD 20,754	20,754	subsidiary of BlackRock Inc.
BlackRock Investment Management (Australia) Limited	Power to control the exercise of a right to vote attached to securities and/or the power to dispose of securities held in its capacity as responsible entity.	JPM-JPM CHASE - SYDNEY		ORD 108,133	108,133	subsidiary of BlackRock Inc.

This is Annexure B of 1 page referred to in form 603 Notice of initial substantial shareholder

Maria Tricarico,
Authorised Signatory

03-Apr-19
Date

5. Consideration

KOGAN.COM LIMITED (KGN)								
Holder of Relevant Interest	Date of Acquisition / Trans on a prescribed fin'l mkt		Consideration			Class and number of securities affected	Person's votes affected	
			Cash	Non-cash	CCY			
BlackRock Investment Management (Australia) Limited	07-Dec-18	yes	3.21	on mkt buy	AUD	ORD 342	342	
BlackRock Fund Advisors	17-Dec-18	no	n/a	in specie	AUD	ORD 810	810	
BlackRock Institutional Trust Company, National Association	08-Jan-19	yes	3.35	on mkt buy	AUD	ORD 2,748	2,748	
BlackRock Institutional Trust Company, National Association	16-Jan-19	no	n/a	in specie	AUD	ORD 6,117	6,117	
BlackRock Investment Management (Australia) Limited	22-Jan-19	yes	4.19	on mkt buy	AUD	ORD 28,965	28,965	
BlackRock Institutional Trust Company, National Association	24-Jan-19	yes	4.09	on mkt buy	AUD	ORD 99,452	99,452	
BlackRock Institutional Trust Company, National Association	25-Jan-19	yes	4.19	on mkt buy	AUD	ORD 50,000	50,000	
BlackRock Investment Management (Australia) Limited	13-Feb-19	yes	4.35	on mkt buy	AUD	ORD 15,708	15,708	
BlackRock Investment Management (Australia) Limited	27-Mar-19	yes	3.47	on mkt buy	AUD	ORD 6,078	6,078	
BlackRock Investment Management (Australia) Limited	27-Mar-19	yes	3.47	on mkt buy	AUD	ORD 79,760	79,760	
BlackRock Investment Management (Australia) Limited	27-Mar-19	yes	3.47	on mkt buy	AUD	ORD 27,492	27,492	
BlackRock Investment Management (Australia) Limited	28-Mar-19	yes	3.50	on mkt buy	AUD	ORD 5,402	5,402	
BlackRock Investment Management (Australia) Limited	28-Mar-19	yes	3.50	on mkt buy	AUD	ORD 70,889	70,889	
BlackRock Investment Management (Australia) Limited	28-Mar-19	yes	3.50	on mkt buy	AUD	ORD 24,433	24,433	
BlackRock Investment Management (Australia) Limited	29-Mar-19	yes	3.55	on mkt buy	AUD	ORD 3,758	3,758	
BlackRock Investment Management (Australia) Limited	29-Mar-19	yes	3.55	on mkt buy	AUD	ORD 49,324	49,324	
BlackRock Investment Management (Australia) Limited	29-Mar-19	yes	3.55	on mkt buy	AUD	ORD 17,001	17,001	
BlackRock Investment Management (Australia) Limited	01-Apr-19	yes	3.76	on mkt buy	AUD	ORD 8,108	8,108	
BlackRock Investment Management (Australia) Limited	01-Apr-19	yes	3.76	on mkt buy	AUD	ORD 106,388	106,388	
BlackRock Investment Management (Australia) Limited	01-Apr-19	yes	3.76	on mkt buy	AUD	ORD 36,669	36,669	
BlackRock Institutional Trust Company, National Association	01-Apr-19	yes	3.82	on mkt buy	AUD	ORD 45,552	45,552	

This is Annexure C of 1 pages referred to in form 603 Notice of initial substantial shareholder

Maria Tricarico,
Authorised Signatory

03-Apr-19
Date

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

Name	Address
BlackRock Group	
BlackRock Inc.	55 East 52nd Street New York NY 10055 USA
BlackRock (Netherlands) B.V.	Rembrandt Tower, 17th floor Amstelplein Amsterdam Netherlands
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 26, 101 Collins Street Melbourne VIC 3000 Australia (Victoria, Australia)
BlackRock Investment Management (UK) Limited	12 Throgmorton Avenue London EC2N 2DL United Kingdom