

16 April 2020

The Manager
Company Announcements Office
ASX Limited
20 Bridge Street
SYDNEY NSW 2000

By electronic lodgement

Dear Sir/Madam

Re: Notice of change of interests of substantial holder – Kogan.com Limited (KGN)

We enclose notice of change of interests of substantial holder in Kogan.com Limited. This notice is given by Greencape Capital Pty Ltd.

Yours faithfully



Andrew Brown
Company Secretary

Form 604Corporations Act 2001
Section 671B**Notice of change of interests of substantial holder**To Company Name/Scheme **Kogan.com Limited**ACN/ARSN **612 447 293****1. Details of substantial holder(1)**Name **Greencape Capital Pty Ltd**ACN/ARSN (if applicable) **120 328 529**There was a change in the interests of the substantial holder on **14/04/2020**The previous notice was given to the company on **03/03/2020**The previous notice was dated **03/03/2020****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:

Classof securities (4)	Previous notice		Present notice	
	Person's votes	Voting power (5)	Person's votes	Voting power (5)
Ordinary Fully Paid	7,242,229	7.65%	6,092,691	6.43%

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
Refer Annexure 1	Greencape Capital Pty Ltd	Refer Annexure 1	Refer Annexure 1	Refer Annexure 1	Refer Annexure 1

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
Greencape Capital Pty Ltd	Citicorp Nominees Pty Limited	Citicorp Nominees Pty Limited	Ordinary Fully Paid securities purchased and sold on market by Greencape Capital Pty Ltd	1,205,382 (Ordinary Fully Paid)	1,205,382
Greencape Capital Pty Ltd	J P Morgan Nominees Australia Limited	J P Morgan Nominees Australia Limited	As above	1,404,699 (Ordinary Fully Paid)	1,404,699
Greencape Capital Pty Ltd	National Nominees Limited	National Nominees Limited	As above	654,033 (Ordinary Fully Paid)	654,033
Greencape Capital Pty Ltd	RBC Investor Services Australia Nominees Pty Limited	RBC Investor Services Australia Nominees Pty Limited	As above	117,857 (Ordinary Fully Paid)	117,857

Greencape Capital Pty Ltd	HSBC Custody Nominees (Australia) Limited	HSBC Custody Nominees (Australia) Limited	As above	2,710,720 (Ordinary Fully Paid)	2,710,720
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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	N/A

6. Addresses

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

Name	Address
Greencape Capital Pty Ltd	Level 2, 5 Martin Place, Sydney NSW 2000

Signature

print name **Andrew Brown** Capacity **Company Secretary**



sign here date **16/04/2020**

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.



Andrew Brown
Company Secretary of Greenscape Capital Pty Ltd

Transactions:

Company

Name/Scheme: Kogan.com Limited (KGN)

As at: 14/04/2020

Class of security: Ordinary Fully Paid

Date of Change	Holder of relevant interest	Nature of Change	Consideration	Number of Securities	Person's Votes Affected
04/03/2020	Greenscape Capital Pty Ltd	Buy	747.98	170	170
04/03/2020	as above	Buy	44,056.20	10,013	10,013
04/03/2020	as above	Buy	12,693.71	2,885	2,885
04/03/2020	as above	Buy	84,381.28	19,178	19,178
04/03/2020	as above	Buy	16,803.22	3,819	3,819
04/03/2020	as above	Buy	112,386.65	25,543	25,543
04/03/2020	as above	Buy	83,637.70	19,009	19,009
05/03/2020	as above	Buy	100,568.76	22,368	22,368
05/03/2020	as above	Buy	180,923.06	40,240	40,240
05/03/2020	as above	Buy	209,073.15	46,501	46,501
05/03/2020	as above	Buy	11,514.51	2,561	2,561
05/03/2020	as above	Buy	32,754.09	7,285	7,285
05/03/2020	as above	Buy	7,423.06	1,651	1,651
05/03/2020	as above	Buy	345,988.38	76,953	76,953
05/03/2020	as above	Buy	3,583.39	797	797
06/03/2020	as above	Buy	73,170.09	16,425	16,425
06/03/2020	as above	Buy	131,625.98	29,547	29,547
06/03/2020	as above	Buy	152,104.69	34,144	34,144
06/03/2020	as above	Buy	8,379.48	1,881	1,881
06/03/2020	as above	Buy	23,833.18	5,350	5,350
06/03/2020	as above	Buy	5,399.22	1,212	1,212
06/03/2020	as above	Buy	251,696.20	56,500	56,500
06/03/2020	as above	Buy	2,606.06	585	585
30/03/2020	as above	Buy	31,167.00	6,000	6,000
06/04/2020	as above	Sell	425,954.28	-73,627	73,627
06/04/2020	as above	Sell	4,553.03	-787	787
06/04/2020	as above	Sell	40,624.38	-7,022	7,022
06/04/2020	as above	Sell	9,493.68	-1,641	1,641
06/04/2020	as above	Sell	123,764.92	-21,393	21,393
06/04/2020	as above	Sell	256,635.91	-44,360	44,360
06/04/2020	as above	Sell	222,091.88	-38,389	38,389
06/04/2020	as above	Sell	11,391.26	-1,969	1,969
07/04/2020	as above	Sell	27,170.70	-4,607	4,607
07/04/2020	as above	Sell	97,901.82	-16,600	16,600
07/04/2020	as above	Sell	622,089.40	-105,480	105,480
07/04/2020	as above	Sell	11,241.02	-1,906	1,906
07/04/2020	as above	Sell	538,707.71	-91,342	91,342
07/04/2020	as above	Sell	22,487.93	-3,813	3,813
07/04/2020	as above	Sell	1,031,041.81	-174,821	174,821
07/04/2020	as above	Sell	299,331.87	-50,754	50,754
08/04/2020	as above	Sell	10,358.17	-1,718	1,718
08/04/2020	as above	Sell	112,498.84	-18,659	18,659
08/04/2020	as above	Sell	36,711.80	-6,089	6,089
08/04/2020	as above	Sell	233,902.81	-38,795	38,795
08/04/2020	as above	Sell	387,297.72	-64,237	64,237
08/04/2020	as above	Sell	202,828.32	-33,641	33,641
09/04/2020	as above	Sell	45,718.63	-7,584	7,584
09/04/2020	as above	Sell	291,492.42	-48,354	48,354
09/04/2020	as above	Sell	480,178.21	-79,654	79,654
09/04/2020	as above	Sell	253,273.00	-42,014	42,014
09/04/2020	as above	Sell	14,027.85	-2,327	2,327
09/04/2020	as above	Sell	140,302.65	-23,274	23,274
14/04/2020	as above	Sell	17,314.70	-2,734	2,734
14/04/2020	as above	Sell	407,864.31	-64,402	64,402

Date of Change	Holder of relevant interest	Nature of Change	Consideration	Number of Securities	Person's Votes Affected
14/04/2020	as above	Sell	36,915.64	-5,829	5,829
14/04/2020	as above	Sell	134,432.71	-21,227	21,227
14/04/2020	as above	Sell	852,637.92	-134,632	134,632
14/04/2020	as above	Sell	31,899.82	-5,037	5,037
14/04/2020	as above	Sell	1,426,378.78	-225,226	225,226
14/04/2020	as above	Sell	735,975.88	-116,211	116,211

Total Number of Securities

-1,149,538