

ASX ANNOUNCEMENT

26 February 2021

Cleansing notice under Section 708A of the Corporations Act (Cth)

Kogan.com Ltd (the Company; Kogan.com; ASX: KGN) issued 682,454 fully paid Ordinary Shares (Shares) in the capital of the Company (Shares) on 26 February 2021. 682,148 of the Shares issued were as a result of the vesting of Performance Rights issued under the Company's Equity Incentive Plan (EIP), 306 were issued Shares under the Company's EIP. The Company also applied for quotation of the Shares on the ASX as at that date.

52,517 of the underlying Performance Rights of those Shares were issued in accordance with the relief provided under ASIC Class Order [CO 14/1000]. 629,631 of the Underlying Performance Rights of those Shares were issued without disclosure to investors and before the Company was eligible for relief under ASIC Class Order [CO 14/1000].

Accordingly, in relation to the 629,937 Shares, 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.

Appendix 2A's with respect to the Share issues has been lodged with ASX on 26 February 2021.

Authorised for release by the Board of Kogan.com Limited.

ENDS

For further information please contact:

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About Kogan.com

Kogan.com is a portfolio of retail and services businesses that includes Kogan Retail, Kogan Marketplace, Kogan Mobile, Kogan Internet, Kogan Insurance, Kogan Travel, Kogan Money, Kogan Cars, Kogan Energy, Dick Smith, Matt Blatt and Mighty Ape. Kogan.com is a leading Australian consumer brand renowned for price leadership through digital efficiency. The Company is focused on making in-demand products and services more affordable and accessible.