

**Form 604
Corporations Act 2001
Section 671B**

Notice of Change of Interests of Substantial Holder

To: **KOGAN.COM LTD**
ACN/ARSN:

1. Details of substantial holder (1)

Name: FMR LLC and the entities listed in Annexure A ("FMR")
ACN/ARSN (if applicable)

| | |
|--|--------------|
| There was a change in the interests of the substantial holder on | 14 July 2021 |
| The previous notice was given to the company on | 06 May 2021 |
| The previous notice was dated | 06 May 2021 |

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:

| Class of Securities (4) | Previous Notice Person's votes | Previous Notice Voting Power (5) | Present Notice Person's votes | Present Notice Voting Power (5) |
|-------------------------|--------------------------------|----------------------------------|-------------------------------|---------------------------------|
| COMMON STOCK | 9,888,652 | 9.29% | 8,577,097 | 8.05% |

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 |
|----------------|--|----------------------|---|---|-------------------------|
| | | | | COMMON STOCK | COMMON STOCK |
| 5/5/2021 | FMR | BUY | 11.3300 AUD | 168,761 | 168,761 |
| 5/6/2021 | FMR | BUY | 10.5899 AUD | 186,709 | 186,709 |
| 5/6/2021 | FMR | BUY | 10.8964 AUD | 1,778 | 1,778 |
| 5/6/2021 | FMR | BUY | 10.8964 AUD | 201,239 | 201,239 |
| 5/10/2021 | FMR | BUY | 10.4550 AUD | 100,000 | 100,000 |
| 5/11/2021 | FMR | BUY | 10.4696 AUD | 53,930 | 53,930 |
| 5/11/2021 | FMR | BUY | 10.4888 AUD | 27,390 | 27,390 |
| 5/25/2021 | FMR | SELL | 10.4627 AUD | 231,907 | 231,907 |
| 5/27/2021 | FMR | SELL | 10.0514 AUD | 500 | 500 |
| 5/27/2021 | FMR | SELL | 10.0514 AUD | 500 | 500 |
| 5/27/2021 | FMR | SELL | 10.0514 AUD | 100,000 | 100,000 |

| | | | | | |
|-----------|-----|------|------------------------|--------------------|--------------------|
| 5/27/2021 | FMR | SELL | 10.0514 AUD | 250,000 | 250,000 |
| 5/28/2021 | FMR | SELL | 10.2345 AUD | 300 | 300 |
| 5/28/2021 | FMR | SELL | 10.2345 AUD | 300 | 300 |
| 5/28/2021 | FMR | SELL | 10.2345 AUD | 45,500 | 45,500 |
| 5/28/2021 | FMR | SELL | 10.2345 AUD | 109,715 | 109,715 |
| 5/31/2021 | FMR | SELL | 10.1578 AUD | 29,500 | 29,500 |
| 5/31/2021 | FMR | SELL | 10.1578 AUD | 90,285 | 90,285 |
| 6/8/2021 | FMR | BUY | 10.3264 AUD | 14,103 | 14,103 |
| 6/8/2021 | FMR | BUY | 10.4450 AUD | 44,744 | 44,744 |
| 6/8/2021 | FMR | BUY | 10.4450 AUD | 100,000 | 100,000 |
| 6/8/2021 | FMR | SELL | 10.2680 AUD | 5,256 | 5,256 |
| 6/8/2021 | FMR | SELL | 10.4450 AUD | 44,744 | 44,744 |
| 6/8/2021 | FMR | SELL | 10.4450 AUD | 100,000 | 100,000 |
| 6/9/2021 | FMR | BUY | 10.5000 AUD | 430 | 430 |
| 7/7/2021 | FMR | SELL | 11.1400 AUD | 500 | 500 |
| 7/7/2021 | FMR | SELL | 11.1400 AUD | 500 | 500 |
| 7/7/2021 | FMR | SELL | 11.1400 AUD | 100,000 | 100,000 |
| 7/7/2021 | FMR | SELL | 11.1400 AUD | 250,000 | 250,000 |
| 7/8/2021 | FMR | BUY | 11.2500 AUD | 1,868 | 1,868 |
| 7/8/2021 | FMR | SELL | 11.2500 AUD | 1,868 | 1,868 |
| 7/8/2021 | FMR | SELL | 11.4558 AUD | 98,132 | 98,132 |
| 7/9/2021 | FMR | SELL | 11.1824 AUD | 700 | 700 |
| 7/9/2021 | FMR | SELL | 11.1824 AUD | 700 | 700 |
| 7/9/2021 | FMR | SELL | 11.1824 AUD | 43,500 | 43,500 |
| 7/9/2021 | FMR | SELL | 11.1824 AUD | 98,813 | 98,813 |
| 7/12/2021 | FMR | SELL | 11.3540 AUD | 600 | 600 |
| 7/12/2021 | FMR | SELL | 11.3540 AUD | 600 | 600 |
| 7/12/2021 | FMR | SELL | 11.3540 AUD | 25,197 | 25,197 |
| 7/12/2021 | FMR | SELL | 11.3540 AUD | 57,300 | 57,300 |
| 7/13/2021 | FMR | SELL | 11.2325 AUD | 200 | 200 |
| 7/13/2021 | FMR | SELL | 11.2325 AUD | 200 | 200 |
| 7/13/2021 | FMR | SELL | 11.2325 AUD | 38,800 | 38,800 |
| 7/13/2021 | FMR | SELL | 11.2325 AUD | 88,282 | 88,282 |
| 7/14/2021 | FMR | SELL | 11.1800 AUD | 128,403 | 128,403 |
| 7/14/2021 | FMR | SELL | 11.1800 AUD | 223,547 | 223,547 |
| 7/14/2021 | FMR | SELL | 11.2043 AUD | 14,100 | 14,100 |
| 7/14/2021 | FMR | SELL | 11.2043 AUD | 32,058 | 32,058 |
| | | | Total Buys | 900,952 | 900,952 |
| | | | Total Sells | (2,212,507) | (2,212,507) |
| | | | Total Net Sells | (1,311,555) | (1,311,555) |

4. Present Relevant Interest

Particulars of each relevant interest of the substantial holder in voting securities after the change are as follows:

| |
|---------------------|
| Refer to Annexure A |
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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 | |

6. Addresses

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

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|---------------------|
| Refer to Annexure A |
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Sign Here _____

Dated: 16 July 2021

Jen Li

Head of Regulatory Reporting, Asia Pacific

Duly authorized under Powers of Attorney by and on behalf of FMR LLC

Annexure A

| Investment Manager | Address | Custodian | Nature of Relevant Interest | Sum of Numerator Shares |
|--|---|-----------------------------------|---|-------------------------|
| FIAM LLC | 900 Salem Street, Smithfield, RI 02917 United States | JPMORGAN CHASE BANK | Investment Discretion / Voting Power | 9,787 |
| FMR Investment Management (UK) Limited | 1 St. Martin's Le Grand, London, EC1A 4AS | JPMORGAN CHASE BANK | | 495 |
| Fidelity Management & Research Company LLC | Corporation Trust Center, 1200 Orange Street, Wilmington, New Castle County, Delaware 19801, United States | BANK OF NEW YORK MELLON | | 186,525 |
| | | BROWN BROTHERS HARRIMAN AND CO | | 3,129,086 |
| | | NORTHERN TRUST CO (C) | | 4,272,607 |
| | | STATE STREET BANK AND TR CO | | 978,597 |
| Grand Total | | | | |