

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

29 July 2021

The previous notice was given to the company on

29 July 2021

The previous notice was dated

29 July 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	7,443,006	6.98%	5,669,094	5.32%

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
07/28/2021	FMR	SELL	10.5550 AUD	7,200	7,200
07/28/2021	FMR	SELL	10.5550 AUD	8,900	8,900
07/28/2021	FMR	SELL	10.5550 AUD	21,300	21,300
07/28/2021	FMR	SELL	10.5550 AUD	29,598	29,598
07/28/2021	FMR	SELL	10.6950 AUD	14,538	14,538
07/28/2021	FMR	SELL	10.6950 AUD	17,900	17,900
07/28/2021	FMR	SELL	10.6950 AUD	42,900	42,900
07/28/2021	FMR	SELL	10.6950 AUD	59,500	59,500
07/29/2021	FMR	SELL	10.5000 AUD	137,816	137,816
07/29/2021	FMR	SELL	10.5000 AUD	169,917	169,917
07/29/2021	FMR	SELL	10.5000 AUD	407,062	407,062

07/29/2021	FMR	SELL	10.5000 AUD	564,317	564,317
07/29/2021	FMR	SELL	10.5450 AUD	4,300	4,300
07/29/2021	FMR	SELL	10.5450 AUD	5,300	5,300
07/29/2021	FMR	SELL	10.5450 AUD	12,700	12,700
07/29/2021	FMR	SELL	10.5450 AUD	17,700	17,700
07/29/2021	FMR	SELL	10.5586 AUD	2,300	2,300
07/29/2021	FMR	SELL	10.5586 AUD	2,800	2,800
07/29/2021	FMR	SELL	10.5586 AUD	6,700	6,700
07/29/2021	FMR	SELL	10.5586 AUD	9,343	9,343
07/29/2021	FMR	SELL	10.5900 AUD	10,800	10,800
07/29/2021	FMR	SELL	10.5900 AUD	13,300	13,300
07/29/2021	FMR	SELL	10.5900 AUD	31,800	31,800
07/29/2021	FMR	SELL	10.5900 AUD	44,100	44,100
07/29/2021	FMR	SELL	10.5950 AUD	14,200	14,200
07/29/2021	FMR	SELL	10.5950 AUD	17,500	17,500
07/29/2021	FMR	SELL	10.5950 AUD	41,921	41,921
07/29/2021	FMR	SELL	10.5950 AUD	58,200	58,200
			Total Sells	(1,773,912)	(1,773,912)

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

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:

Refer to Annexure A



Sign Here _____

Dated: 02 August 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)		2,343,201
Grand Total				5,669,094