

ASX ANNOUNCEMENT

26 August 2024

Cleansing notice under Section 708A of the Corporations Act

Kogan.com Ltd (the Company; Kogan.com; ASX:KGN) issued 482,035 fully paid Ordinary Shares (Shares) in the capital of the Company on 26 August 2024 as a result of the vesting of Performance Rights issued under the Company's Equity Incentive Plan (EIP). The Company also applied for quotation of the Shares on the ASX as at that date.

All of the underlying Performance Rights of those Shares were issued in accordance with the relief provided under ASIC Class Order [CO 14/1000].

Accordingly, in relation to the 482,035 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 and Section 674A 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:

- For personal use only
- 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.

Application for the quotation of securities (Appendix 2A) with respect to the Share issue has been lodged with the ASX on 26 August 2024.

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 Money, Kogan Energy, Kogan Travel, Dick Smith, Matt Blatt, Mighty Ape, Mighty Mobile and Brosa. Kogan.com is a leading consumer brand renowned for price leadership through digital efficiency. The Company is focused on helping customers live their best lives by delivering remarkable value.