

## Appendix 3Y

### Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/09/01 Amended 01/01/11

<b>Name of entity: Kogan.com Ltd</b>
<b>ACN: 612 447 293</b>

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

<b>Name of Director</b>	<b>Mr Ruslan Kogan</b>
<b>Date of last notice</b>	<b>15 July 2020</b>

#### Part 1 - Change of director's relevant interests in securities

*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

<b>Direct or indirect interest</b>	Indirect
<b>Nature of indirect interest (including registered holder)</b> Note: Provide details of the circumstances giving rise to the relevant interest.	Walsh St Management Pty Ltd ATF Walsh St Trust  Kogan Management Pty Ltd ATF the Ruslan Tech Trust
<b>Date of change</b>	19 August 2020
<b>No. of securities held prior to change</b>	337,620 fully paid ordinary shares in the name of Walsh St Management Pty Ltd ATF Walsh St Trust  20,800,142 fully paid ordinary shares in name of Kogan Management Pty Ltd ATF the Ruslan Tech Trust
<b>Class</b>	Ordinary Shares
<b>Number acquired</b>	Nil
<b>Number disposed</b>	5,284,441
<b>Value/Consideration</b> Note: If consideration is non-cash, provide details and estimated valuation	\$21.60 per share

+ See chapter 19 for defined terms.

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<b>No. of securities held after change</b>	337,620 fully paid ordinary shares in the name of Walsh St Management Pty Ltd ATF Walsh St Trust  15,515,701 fully paid ordinary shares in name of Kogan Management Pty Ltd ATF the Ruslan Tech Trust
<b>Nature of change</b> Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	Off-market share trade

**Part 2 – Change of director's interests in contracts**

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

<b>Detail of contract</b>	N/A
<b>Nature of interest</b>	
<b>Name of registered holder (if issued securities)</b>	
<b>Date of change</b>	
<b>No. and class of securities to which interest related prior to change</b> Note: Details are only required for a contract in relation to which the interest has changed	
<b>Interest acquired</b>	
<b>Interest disposed</b>	
<b>Value/Consideration</b> Note: If consideration is non-cash, provide details and an estimated valuation	
<b>Interest after change</b>	

**Part 3 – +Closed period**

<b>Were the interests in the securities or contracts detailed above traded during a +closed period where prior written clearance was required?</b>	No
<b>If so, was prior written clearance provided to allow the trade to proceed during this period?</b>	N/A
<b>If prior written clearance was provided, on what date was this provided?</b>	N/A

+ See chapter 19 for defined terms.