

ASX ANNOUNCEMENT

4 April 2024

Exercise of Options

Kogan.com Ltd (Kogan.com or the Company) today announces the exercise, by the CEO and CFO, of all the Executive Retention Options announced in May 2020 and granted at the 2020 AGM.

Given the Company's strong Balance Sheet, ongoing on-market buyback and desire to avoid further dilution for Shareholders, the Board (excluding the Executive Directors) has exercised its discretion under the Company's Equity Incentive Plan (Plan) to make a payment to the CEO and CFO in lieu of allocation of Shares upon exercise of the Options. The payment will be calculated in accordance with the Plan, based on the Current Market Price, less the Exercise Price that would otherwise have been payable in respect of the Exercise of the Options.

Kogan.com's Chairman Greg Ridder said:

"Kogan.com would like to congratulate Ruslan and David on crystallising value in their options, and thank them both for stewarding the Company over the past 4 years, as they delivered incredible value for consumers and shareholders alike. The Business has evolved since 2020 through the growth of the Kogan Marketplace and advertising platform, the scaling of the Kogan FIRST loyalty program, the acquisition and integration of Mighty Ape, Matt Blatt and Brosa, and the refocusing on higher quality, recurring platform-based revenue. The Business today has a strong Balance Sheet, and a strong and growing competitive moat in the form of its loyal membership base. The Board looks to the future with confidence."

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

ENDS

For further information please contact:

relations@kogancorporate.com

Subscribe to Kogan.com Investor Relations updates:

<https://www.kogancorporate.com/subscribe/>

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, Dick Smith, Matt Blatt, Mighty Ape 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.

For personal use only