

ASX ANNOUNCEMENT

8 April 2024

Mighty Ape CEO Appointment

Daniel Balasoglou, Mighty Ape's former Chief Financial Officer, has been appointed as the new Chief Executive Office

Kogan.com Ltd (Kogan.com) is pleased to announce the appointment of Daniel Balasoglou as Chief Executive Officer (CEO) of Mighty Ape.

Mighty Ape's incoming CEO, Daniel Balasoglou, said:

"I am honoured and excited to be appointed as the CEO of Mighty Ape, one of New Zealand's most loved and trusted brands. I look forward to continuing to deliver fantastic value and experiences for our customers, all while also delivering growth and new opportunities for Mighty Ape."

Kogan.com's Founder and CEO, Ruslan Kogan said:

"Kogan.com would like to congratulate Daniel on his promotion to CEO of Mighty Ape. Daniel has demonstrated strong leadership skills and strategic insights, qualities that we expect will drive strong results under his stewardship."

"We'd also like to take this opportunity to acknowledge and thank Gracie MacKinlay, who has overseen the business during the period following Founder, Simon Barton's, departure. We wish her all the very best in her future endeavours".

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

ENDS

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