

ASX Announcement

25 June 2019

Kogan.com responds to report with incorrect traffic data

The Company is aware of a research report that has recently been released which refers to traffic data for the Kogan.com website, and suggests visits to Kogan.com were down year-on-year in Feb 2019 and significantly down ~20% in May 2019. The Company believes that the traffic data in the report is inaccurate. According to Google Analytics, which the Company uses to monitor its website traffic, Sessions, Page Views and Users have each grown year-on-year in every month of FY19.

ENDS

For further information please contact:

relations@kogancorporate.com

Subscribe to Kogan.com Investor Relations Updates:

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