

ASX ANNOUNCEMENT

27 July 2017

Kogan.com bolsters portfolio strategy with Kogan Insurance Signs three year partnership with Hollard Insurance Company

Kogan.com Limited (Kogan.com; ASX KGN) has entered into an agreement with The Hollard Insurance Company Pty Ltd (Hollard) allowing Kogan.com to market a range of insurance offerings under a new brand: Kogan Insurance.

The agreement is for an initial period of three years. Kogan Insurance will initially offer home, contents, landlord, car and travel insurance with a focus on value for money. The underwriting of the insurance products will be provided by Hollard, and Kogan.com will earn commissions on sales of all insurance policies.

Kogan.com's brand is synonymous with value for money and the company has demonstrated success in its portfolio of businesses, including Kogan Mobile and Kogan Travel. Kogan.com also recently announced the planned launch of a competitive NBN offering in partnership with Vodafone in 2018.

David Shafer, executive director of Kogan.com, said the alliance with Hollard was another opportunity to delight Kogan's large and growing customer-base by offering more competition on services used by almost all Aussie households.

"The Kogan Community continues to grow, with one in every six Australians subscribing to our offers. We're excited about bringing great value insurance offerings to our loyal members. We will continue to look for opportunities to deliver more value to our customers in our existing portfolio of businesses, and in new businesses", Mr Shafer said.

"We understand that buying insurance may not be exciting or glamorous - it's simply about ensuring that you're covered when something unfortunate happens. We know that Aussies want a way to get premium insurance coverage on a budget, so they can sleep well at night knowing that they're protected without paying more than they must. That's why we've partnered with a trusted global insurance leader to bring Aussie consumers premium protection without the premium price tag.

"We are excited to partner with Hollard to launch Kogan Insurance. Hollard operates at the cutting edge of insurance services - insuring close to \$100bn of assets with over one million policy holders, and is part of a global financial services group that operates across 20 countries."

Richard Enthoven, Hollard CEO, said that *“Kogan and Hollard share values of innovation and entrepreneurship – the launch of Kogan Insurance represents a great opportunity to deliver more value to Kogan customers.”*

Kogan Insurance is expecting to launch its insurance offering to the Kogan.com Community in 2017.

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About Kogan.com

Kogan.com is a leading Australian consumer brand. It is a portfolio of retail and services businesses that includes Kogan Retail, Kogan Marketplace, Kogan Mobile, Kogan Broadband, Kogan Insurance and Kogan Travel. The Kogan brand is renowned for price leadership through digital efficiency. The company is focused on making in-demand products and services more affordable and accessible.

About Hollard Insurance Company

Hollard is a leading A- rated Australian Insurer, with over one million policy holders. Hollard offers home, landlord, car, travel, mobile phone, pet and commercial insurance solutions through partner and proprietary retail brands, and is part of a global financial services group operating across 20 countries and protecting over 7 million policy holders worldwide.