

ASX ANNOUNCEMENT

18 December 2017

Kogan.com to launch Pet Insurance

Signs partnership with PetSure

Kogan.com Limited (Kogan.com, Kogan; ASX:KGN) has entered into an agreement with PetSure (Australia) Pty Ltd (PetSure), a wholly owned subsidiary of The Hollard Insurance Company Pty Ltd (Hollard):

- Kogan's agreement with PetSure allows it to distribute and promote pet insurance policies under a new brand "Kogan Pet Insurance"
- Kogan Pet Insurance will focus on offering a range of affordable pet insurance products
- Kogan will earn commission on each pet insurance policy issued
- Kogan Pet Insurance will be underwritten by Hollard and administered by PetSure

David Shafer, Executive Director of Kogan.com, said the partnership with PetSure was a natural extension to Kogan's existing insurance offerings, and another opportunity to delight Kogan's large and growing community by offering a range of affordable pet health insurance products to Aussies.

"We are excited to partner with PetSure, the clear leader in the Australian pet insurance market, to offer an affordable range of pet insurance products to our growing community of smart shoppers."

"Pet insurance is a growing insurance category in Australia, and we are very happy to have reached another win-win-win partnership, enabling us to deliver great value and a variety of pet insurance products to our community."

Kogan is expecting to launch its pet insurance offering to the Kogan community in the second half of this financial year.

About Kogan.com

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

About PetSure

PetSure is Australia's leading Pet Insurance Underwriting Management Agency and has been administering pet insurance products in Australia since 2002. PetSure develops pet insurance products and underwrites and administers policies on behalf of Hollard.