



ASX ANNOUNCEMENT

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Kogan.com Limited partners with Citi Signs agreement with Citi to launch a Kogan Money Credit Card

Kogan.com Limited (Kogan.com, Kogan; ASX:KGN) and Citigroup Pty Ltd (Citi; NYSE:C) have entered into a multi-year agreement to launch a Kogan Money Credit Card.

Key details of the Kogan Money Credit Card agreement are:

- The Kogan Money Credit Card will be competitively priced, and offer unique and compelling loyalty incentives for consumers to shop on Kogan.com and elsewhere.
- Citi will issue the card, provide system infrastructure, servicing, back office processing, regulatory and compliance oversight, and branded digital platforms.
- Kogan.com will market and distribute the Kogan Money Credit Cards and provide loyalty fulfilment.
- The parties will share in the ongoing economics. Further details will be provided when the Kogan Money Credit Card is made available to consumers, which is expected to be in 2019.

The Kogan brand is synonymous with price leadership achieved through leveraging digital efficiency, and has demonstrated success in its portfolio of businesses.

David Shafer, Executive Director of Kogan.com, said Kogan.com was proud to be partnering with Citi to offer a Kogan Money Credit Card:

"Kogan.com is proud to be partnering with Citi, the world's largest credit card issuer, to deliver Aussie consumers a Kogan Money Credit Card which will provide outstanding value when shopping on Kogan.com and elsewhere. We chose to partner with Citi because of their forward thinking and ability to leverage digital efficiency to deliver compelling value to Kogan customers. This partnership will be a clear-win for our customers and Citi customers."

Head of Citi Australia's Consumer Bank, Alan Machet, said Citi is looking forward to commencing a deep and long-term partnership with Kogan.com:

"Citi is excited to partner with Kogan.com to launch the Kogan Money Credit Card. With well over a million active customers, and having been voted by the public for the second consecutive year as 'Australia's favourite online retailer' at the Online Retail Industry Awards, Kogan.com clearly offers Australian consumers excellent value.

"The Kogan Money Credit Card will be unique in the market, providing strong value to Australian consumers."

About Kogan.com

Kogan.com is a portfolio of retail and services businesses that includes Kogan Retail, Kogan Marketplace, Kogan Mobile, Kogan Internet, Kogan Money, 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 Citi

Citi, a leading global bank, and world's largest card issuer, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management.