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## ASX Announcement

11 June 2020

### Kogan.com successfully completes A\$100m Placement

#### Key Highlights:

- Kogan.com has received firm commitments to raise A\$100m.
- The Placement was oversubscribed with strong investor demand from domestic and international institutions.
- Share Purchase Plan to be launched shortly to raise up to an additional A\$15m.

#### Background:

Kogan.com is pleased to announce the successful completion of its underwritten A\$100 million institutional placement (**Placement**) at an offer price of A\$11.45 per new share (**Placement Price**). The Placement was well supported by existing shareholders and new investors.

Proceeds from the Placement will be used to provide the financial flexibility to act quickly on future value accretive opportunities. Kogan.com has a disciplined approach to capital deployment and a proven track record of delivering operating leverage.

The Placement Price represents a 7.5% discount to Kogan.com's closing price of A\$12.38 per share on Tuesday, 9 May 2020. The Placement was conducted within Kogan.com's existing placement capacity under ASX Listing Rule 7.1 and accordingly, shareholder approval was not required. Settlement of the New Shares issued under the Placement is expected to occur on 16 June 2020, with allotment of the New Shares issued under the Placement scheduled for 17 June 2020.

Kogan.com Chairman, Greg Ridder said:

*"We would like to thank our existing shareholders for their strong support for this capital raising, and also recognise the overwhelming interest from new investors. We recognise the significant trust placed in our management team to deliver a strong return on your capital, and we have every confidence the team will rise to the challenge. To all our shareholders, your company has gone from strength to strength since listing and, with the capital we have raised this week, your company is now stronger than ever."*

#### Share Purchase Plan:

As announced on Wednesday, 10 June 2020, Kogan.com will conduct an offer of new Shares under a non-underwritten share purchase plan up to a total of A\$15 million (**SPP Offer**) to existing shareholders of the Company at 7.00pm (Melbourne time) on Tuesday, 9 June 2020 (Record Date) with an address on the Register in Australia or New Zealand.

The SPP Offer will provide each eligible shareholder with the opportunity to apply for up to A\$30,000 worth of New Shares at the same issue price for the shares being issued under the Placement (being A\$11.45).

Kogan.com reserves the right to increase the size of the SPP Offer at the discretion of the Company. The SPP Offer may also be subject to a scale back of application at the absolute discretion of the Company.

The SPP offer document (SPP Booklet) containing further details of the SPP Offer will be released on the ASX separately and is expected to be mailed to all eligible Shareholders in Australia and New Zealand on or about Thursday, 18 June 2020, being the date which the SPP Offer will open.

For further information regarding the SPP Offer Shareholders can contact the Company's share registry.

Kogan.com will seek quotation of the New Shares issued under the Placement and the SPP Offer on the ASX.

**Authorised for release by the Board of Kogan.com Limited.**

ENDS

**For further information please contact:**

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**About Kogan.com**

Kogan.com is a portfolio of retail and services businesses that includes Kogan Retail, Kogan Marketplace, Kogan Mobile, Kogan Internet, Kogan Insurance, Kogan Travel, Kogan Money, Kogan Cars, Kogan Energy, Dick Smith and Matt Blatt. 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.

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