

BOARD OF DIRECTORS



Greg Ridder

Independent, Non-Executive Chairman

Greg Ridder was appointed to the board of Kogan.com in May 2016 as Independent, Non-Executive Chairman. Greg also serves as chairman of the Remuneration and Nomination Committee.

Formerly Asia Pacific Regional President at NYSE listed Owens-Illinois, Greg led growth and diversification from its traditional Australian base through joint ventures and acquisitions in China and Southeast Asia. Recently he has focused on intensive business improvement, acting as CEO at the Australian Institute of Architects, CEO at Phoenix Australia and as CFO at World Vision Australia. Greg is experienced in leading businesses in multiple countries, cultures, economic circumstances and market conditions.

Greg is also chairman at privately held Tibaldi Smallgoods and is a director at B Lab Australia & New Zealand and Phoenix Australia.

Greg holds a Bachelor of Business in Accounting from RMIT, a Graduate Diploma in Marketing from Monash University, and has completed the Advanced Management Programme at INSEAD in France. Greg is a CPA and graduated member of the Australian Institute of Company Directors.



Ruslan Kogan

Chief Executive Officer and Executive Director

Ruslan Kogan founded Kogan.com in 2006, and has been its CEO since inception, growing the business into Australia's leading Pure Play Online Retailer in under a decade.

Prior to founding Kogan.com, Ruslan held roles in the IT departments of Bosch and GE, and as consultant at Accenture.

Ruslan holds a Bachelor of Business Systems from Monash University.



David Shafer

Chief Financial Officer, Chief Operating Officer and Executive Director

David Shafer has worked with Kogan.com since 2006, moving to a full-time role as Chief Operating Officer and Executive Director in November 2010.

Prior to joining Kogan.com, David was a Senior Associate at Arnold Bloch Leibler.

David holds a Bachelor of Law (Honours) and Bachelor of Commerce from The University of Melbourne. David is a Chartered Financial Analyst.

BOARD OF DIRECTORS

Continued



Harry Debney

Independent, Non-Executive Director

Harry Debney was appointed to the board of Kogan.com in May 2016, as an Independent, Non-Executive Director. Harry also serves as Chairman of the Audit and Risk Management Committee.

Harry was appointed CEO and Managing Director of Costa Group in September 2010. Since then, he has overseen the business' transition from privately-owned company to a member of the S&P/ASX 200 Index.

Prior to joining Costa Group, Harry spent 24 years at Visy Industries, including eight years as CEO. During this time, he substantially grew the Visy business, both organically and through acquisitions.

Harry holds a Bachelor of Applied Science (Honours) from The University of Queensland.