



SHAREHOLDER COMMUNICATION POLICY



kogan.com

Kogan.com Limited ACN 612 447 293



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1 Communication policy

- 1.1 Kogan.com Limited (“**Company**”) is committed to ensuring that holders of the Company’s shares (“**Shareholders**”), regulators and the wider investment community are informed of all major developments affecting the Company in a timely and effective manner.
- 1.2 Information is communicated in a number of ways, including:
- (a) annual, half-yearly reports and, where applicable, quarterly reports;
 - (b) ASX market disclosures in accordance with the Company’s continuous disclosure policy;
 - (c) updates on operations and developments;
 - (d) announcements on the Company’s website;
 - (e) market briefings; and
 - (f) presentations at general meetings.

2 Meetings and participation

- 2.1 Shareholders are encouraged to attend and participate at general meetings. To facilitate this, meetings will be held during normal business hours and at a place convenient for the greatest possible number of Shareholders to attend.
- 2.2 The full text of notices and accompanying materials will appear on the Company’s ASX announcements market platform and on the Company’s website. Information, including in relation to:
- (a) the nature of the business of the meeting;
 - (b) conflicts of interest;
 - (c) voting restrictions; and
 - (d) directors’ recommendations,

will be presented in a clear and concise manner designed to provide Shareholders and the market with full and accurate information. Proxy forms will be provided in order to enable Shareholders unable to attend the meeting to vote on the resolutions.

- 2.3 Shareholders who are not able to attend a general meeting and exercise their right to ask questions about, or make comments on, the management of the Company, will be provided the opportunity to provide questions or comments prior to the general meeting. Where appropriate, these questions will be answered at the meeting, either by being read out and then responded to at the meeting or by providing a transcript of the question and a written answer at the meeting.

3 Electronic materials

- 3.1 The “Corporate Governance” section on the Company’s website, www.kogancorporate.com, contains the following information for the benefit of Shareholders:

- (a) information about the Company and its governance, including:
 - (i) the names, photographs and brief biographical information for each of its directors and senior executives;
 - (ii) its constitution, and copies or summaries of its board charter and the charters of each of its board committees;
 - (iii) this shareholder communication policy, its code of conduct and its security trading policy;
 - (iv) a description of the Company's dividend policy and information about the Company's dividend history;
 - (b) copies of media releases the Company makes;
 - (c) copies of its announcements to ASX;
 - (d) copies of its recent annual reports and financial statements;
 - (e) copies of any recent notices of meetings of Shareholders and any accompanying documents;
 - (f) copies of any documents tabled or otherwise made available at meetings of Shareholders;
 - (g) copies of investor and analyst presentations and any materials distributed at such presentations.
- 3.2 The "Corporate Governance" section on the Company's website also contains a link enabling Shareholders to register to receive communications and shareholder materials from the Company and its security registry electronically. Where permissible, Shareholders will be given the option to send communications to the Company and its security registry electronically.
- 3.3 The Company's website also contains contact details for enquiries from Shareholders, analysts and the media.