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# 2024 Annual General Meeting

22 November 2024

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# Your Board.



**Greg Ridder**

Independent Non-Executive Chair



**Janine Allis**

Independent Non-Executive Director



**David Shafer**

CFO, COO & Executive Director



**Harry Debney**

Independent Non-Executive Director



**James Spenceley**

Independent Non-Executive Director



**Ruslan Kogan**

Founder, CEO & Executive Director

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# Chair's address.

**Greg Ridder**

Independent Non-Executive Chair



# FY24 marked the return to a strong and profitable business.

-  Growth of Platform-based Sales<sup>1</sup>, delivering high margin, recurring revenue.
-  Kogan FIRST Subscribers<sup>2</sup> grew by over 25%.
-  A record year for our Verticals, reaching \$20 million in Revenue.
-  Strong profitability, delivering \$40 million in Adjusted EBITDA<sup>3</sup>.
-  Responsible governance and management, delivering a strong Balance Sheet and Dividends.

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1. Refers to sales generated by Kogan Marketplace, Kogan FIRST, Kogan Verticals, and Advertising & Other Income. It excludes the Products Division and Mighty Ape.  
2. Refers to Subscribers of Kogan FIRST, excluding those who are in a trial period, and includes only non-trial Subscribers.  
3. Adjusted EBITDA excludes non-cash items including unrealised gains/(losses) and equity-based compensation.

# CEO's address.

**Ruslan Kogan**

Founder, CEO and Executive Director



# High quality earnings and effective inventory management delivered strong profitability.

## Kogan FIRST and Mighty Ape PRIMATE

Both grew substantially, continuing to build a loyal community of shoppers.

## Platform-based Sales<sup>1</sup>

Contributed 62% of Kogan.com<sup>2</sup> Gross Sales.

## Product Division Recovery

39% increase in Gross Profit YoY, and returned to Revenue growth in the final quarter.

## Inventory reduction and efficiency gain

Average inventory held was reduced by 40%, improving capital management and operational efficiency.

## \$40.0m Adjusted EBITDA<sup>3</sup>

A large improvement YoY (FY23: \$6.8m).

## Reintroduction of Dividends

15 cents-per-share, fully franked, in conjunction with a share buy-back program.

1. Refers to sales generated by Kogan Marketplace, Kogan FIRST, Kogan Verticals, and Advertising & Other Income. It excludes the Products Division and Mighty Ape.

2. Excluding Mighty Ape.

3. Adjusted EBITDA excludes non-cash items including unrealised gains/(losses) and equity-based compensation.

# Kogan Group trading - November 2024 updated.

**Substantial growth in profitability was achieved through topline growth coupled with strong operating leverage.**

## Key financial items:

Unaudited Accounts	YTD FY25 (Jul - Oct 2024)	
	Result	YoY Growth
Gross Sales (\$m)	258.9	0.4% <sup>1</sup>
Revenue (\$m)	152.1	7.8%
Gross Profit (\$m)	59.2	15.3%
Gross Margin (%)	38.9%	2.5pp
Adjusted EBITDA (\$m)	14.7	55.2%
Adjusted EBIT (\$m)	10.6	95.8%

## Key highlights:

- Gross Sales and Revenue growth was achieved through strong contributions from the Products Division, Kogan FIRST, Kogan Mobile, Kogan Internet and Advertising.
- Improved margins for the Products Division was a key driver for the improved Gross Margin on the PCP, reflecting healthy inventory and product ranging.
- Adjusted EBITDA and Adjusted EBIT growth reflect well controlled operating costs and strong operating leverage.
- The Group replatformed the Mighty Ape website in October 2024, unlocking the potential for enhanced interaction with our customers through the introduction new features, including the Mighty Ape Marketplace and superior offers for Mighty Ape PRIMATE Subscribers. A Mighty Ape Mobile App is planned to be launched within the coming months.
- YoY Gross Sales growth has accelerated during the first 20 days of November 2024.

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1. Due to reporting restrictions from some Partners associated with Kogan Insurance and Kogan Money, historical reporting of Kogan Insurance and Kogan Money Gross Sales were not complete. Following improvements in reporting to Kogan.com, Kogan Insurance Gross Sales for the period July - October 2023 have now been restated to disclose the entire value of Gross Sales achieved. With respect to Kogan Money, relevant Gross Sales reporting remains unavailable and so the commission value of Kogan Money has been included in its place.



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