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ASX ANNOUNCEMENT

22 October 2026

Notice of Annual General Meeting and Proxy Form

Kogan.com Ltd (the Company; Kogan.com; ASX:KGN) advises that an Annual General meeting of Shareholders will be held at 10:00am (AEDT) on Monday, 23 November 2026 as a physical meeting at the offices of Arnold Bloch Leibler, Level 21, 333 Collins Street, Melbourne VIC 3000.

In accordance with ASX Listing Rule 3.17, **attached** are the following documents:

- Letter to Shareholders;
- Notice of Annual General Meeting; and
- Proxy Form.

Authorised for release by the Board of Kogan.com Ltd.

ENDS.

For investor relations please contact:
relations@kogancorporate.com

Subscribe to Kogan.com Investor Relations Updates:
https://www.kogancorporate.com/subscribe/

About Kogan.com:
Kogan.com is a portfolio of retail and services businesses including Kogan Retail, Marketplaces, Loyalty Programs, Verticals, Dick Smith, Matt Blatt, Brosa, and Mighty Ape. The Group generates revenue across Australia and New Zealand through Exclusive Brands, Third-Party Brands, premium membership subscriptions, and platform-based services. Renowned for price leadership through digital efficiency, the Company remains focused on helping customers live their best lives by delivering remarkable value.

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22 October 2026

Annual General Meeting of Kogan.com Limited
to be held on Monday 23 November 2026 at 10:00am (AEDT)

Dear Shareholder

Kogan.com Limited ("**KGN**", "**Kogan**" or the "**Company**") advises that its Annual General Meeting of Shareholders will be held at 10:00am (AEDT) on Monday 23 November 2026 as a physical meeting at the offices of Arnold Bloch Leibler, Level 21, 333 Collins Street, Melbourne VIC 3000.

In accordance with sections 110C–110K of the *Corporations Act 2001* (Cth) (as inserted by the *Treasury Laws Amendment (2021 Measures No.1) Act 2021* (Cth)), the Company will only be dispatching physical copies of the Notice of Meeting (**Notice**) to Shareholders who have elected to receive the Notice in physical form. For further information on your right to elect to receive documents from the Company electronically or physically, please refer to the Company's website at: https://www.kogancorporate.com/.

The Notice is being made available to Shareholders electronically and can be viewed and downloaded online at the following link: https://www.kogancorporate.com/. Alternatively, the Notice will also be available on the Company's ASX market announcements page (ASX: KGN).

This Notice is given based on circumstances as at the date of the Notice. Should circumstances change, the Company will make an announcement on the ASX market announcements platform and on the Company's website at https://www.kogancorporate.com/ in accordance with its legal requirements. Shareholders are urged to monitor the ASX announcements platform and the Company's website.

Your vote is important.

The business of the Meeting affects your shareholding and your vote is important.

All resolutions will be decided on a poll. The poll will be conducted based on votes submitted by proxy and at the Meeting.

Any Shareholder entitled to attend and vote at this Meeting is entitled to appoint a proxy to attend and vote instead of that Shareholder. The proxy does not need to be a Shareholder of the Company. Shareholders who are unable to attend are strongly encouraged to complete and submit their vote by proxy by using one of the following methods:

Online
scan the QR code below using your smartphone

Lodge the proxy form available alongside the Notice (Proxy Form) online at https://portal.automic.com.au/investor/home or scan the QR code using your smartphone.

Login & Click on 'Meetings'. Use the Holder Number as shown at the top of the Proxy Form.

By Hand	Completing the Proxy Form and delivering it by hand to: Automic, Level 5, 126 Phillip Street, Sydney NSW 2000
By Post	Completing the Proxy Form and posting it to: Automic, GPO Box 5193, Sydney NSW 2001
By Email	Completing the Proxy Form and emailing it to: meetings@automicgroup.com.au
By Facsimile	Completing the Proxy Form and faxing it to: +61 2 8583 3040

For further information on the online proxy lodgment process, please contact the Company's Share Registry, Automic Registry Services, at hello@automicgroup.com.au or via phone on 1300 288 664 (within Australia) or +61 2 9698 5414 (overseas).

Your Proxy instructions must be received by no later than 10:00am (AEDT) on Saturday 21 November 2026, being 48 hours before the commencement of the Meeting. **Proxy Forms received later than this time will be invalid**.

The Chair intends to vote undirected proxies in FAVOUR of all Resolutions in which the Chair is entitled to vote.

On behalf of the Board, thank you for your continued support as a Shareholder. We look forward to welcoming you to our AGM.

Yours faithfully,

Belinda Cleminson
Company Secretary

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Notice of
Annual General Meeting

Explanatory Statement | Proxy Form

Kogan.com Limited
ACN 612 447 293

Notice is given that the Annual General Meeting (**AGM** or **the Meeting**) of Shareholders of Kogan.com Limited (ASX: KGN) (**Kogan, Kogan.com** or **the Company**) will be held as follows:

Date	Monday, 23 November 2026
Time	10:00am AEDT
Venue Location	Arnold Bloch Leibler, Level 21, 333 Collins Street, Melbourne VIC 3000

This Notice of Meeting should be read in its entirety. If Shareholders are uncertain about how to vote, they are encouraged to consult their professional advisors before casting their vote.

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The accompanying Explanatory Statement provides further details regarding the matters to be addressed at the Meeting. This Notice of Meeting comprises the Explanatory Statement and the Proxy Form.

In accordance with Regulation 7.11.37 of the Corporations Regulations 2001 (Cth), the Directors have determined that those eligible to vote at the Annual General Meeting will be Shareholders registered as of 10:00am AEDT *on Saturday, 21 November 2026.*

Definitions of terms and abbreviations used in this Notice of Meeting and the Explanatory Statement can be found in the Glossary.

Meeting Information

Important Information for Shareholders about the Company's 2026 AGM

This Notice of Meeting (**Notice**) is given based on circumstances as at 22 October 2026. Should circumstances change, the Company will make an announcement on the ASX market announcements platform and on the Company's website at www.kogancorporate.com. Shareholders are urged to monitor each for any changes leading up to the AGM date.

Venue and Voting Information

The Annual General Meeting of Shareholders to which this Notice of Meeting relates will be held at 10:00am AEDT on Monday, 23 November 2026 at Arnold Bloch Leibler, Level 21, 333 Collins Street, Melbourne VIC 3000.

Your vote is important

The business of the Meeting affects your shareholding and your vote is important.

Each Resolution considered at the Meeting will be decided on a poll.

Voting in person

To vote in person, attend the Meeting on the date and at the location set out above.

Voting by proxy

A Shareholder entitled to attend and vote at the Meeting has a right to appoint a proxy. A proxy need not be a Shareholder and may be an individual or a body corporate. A Shareholder entitled to cast two or more votes may appoint two proxies and may specify the proportion or number of votes each proxy is appointed to exercise. If the appointment does not specify the proportion or number of votes, each proxy may exercise half of the Shareholder's votes (disregarding fractions).

To vote by proxy, please use one of the methods outlined in the table below.

With respect to Resolution 1, if a Shareholder appoints the Chair as proxy and does not direct the Chair how to vote on that resolution, the Shareholder authorises the Chair to vote in accordance with the Chair's voting intention as stated in this Notice, even if the resolution is connected directly or indirectly with the remuneration of a KMP.

The Chair intends to vote undirected proxies IN FAVOUR of Resolution 1 on which the Chair is entitled to vote and is entitled to direct such votes in favour of that Resolution, in accordance with the Corporations Act and the ASX Listing Rules.

Shareholders will need their holder number (Securityholder Reference Number (SRN) or Holder Identification Number (HIN)) as shown on the front of the Proxy Form.

Your proxy instruction must be received by no later than 10:00am AEDT on Saturday, 21 November 2026 (being 48 hours before the commencement of the Meeting). Proxy Forms received later than this time will be invalid.

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By Hand	Automic, Level 5, 126 Phillip Street, Sydney NSW 2000
By Post	Automic, GPO Box 5193, Sydney NSW 2001
By Email	Completing the enclosed Proxy Form and emailing it to: meetings@automicgroup.com.au
By Fax	Completing the enclosed Proxy Form and faxing it to +61 2 8583 3040

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Questions to the Board and Management

Shareholders will have a reasonable opportunity at the Annual General Meeting to ask questions relating to the management of the Company and any items of business set out in this Notice of Meeting.

To assist with the efficient conduct of the AGM, Shareholders are also invited to submit written questions in advance of the Meeting. These may be directed to the Board, the Company's management, or relate to any agenda items.

Please send written questions to the Company Secretary at: meetings@confidantpartners.com.au

Written questions to the auditor must be received by 16 November 2026 to ensure they can be addressed at the Meeting. Similar questions may be grouped and answered together.

Power of Attorney

If the Proxy Form is signed under a power of attorney on behalf of a Shareholder, then the attorney must make sure that either the original power of attorney or a certified copy is sent with the Proxy Form, unless the power of attorney has already been provided to the Share Registry.

Corporate Representatives

If a representative of a corporate shareholder or a corporate proxy will be attending the Meeting, the representative should bring to the Meeting adequate evidence of their appointment, unless this has previously been provided to the Share Registry.

BUSINESS OF THE MEETING

Financial Statements and Reports

"To receive and to consider the Annual Financial Report of the Company for the financial year ended 30 June 2026 together with the declaration of the Directors, the Directors' Report, the Remuneration Report and the Auditor's Report for that financial year."

Note: This item of ordinary business is **for discussion only and is not a resolution**.

Pursuant to the Corporations Act, Shareholders will be given a reasonable opportunity at the Meeting to ask questions about, or make comments in relation to, each of the reports during consideration of these items.

Resolution 1 - Adoption of Remuneration Report

To consider and, if thought fit, to pass the following resolution as an **Ordinary Resolution**:

"That, for the purpose of Section 250R(2) of the Corporations Act and for all other purposes, approval is given for the adoption of the Remuneration Report as contained in the Company's Annual Financial Report for the financial year ended 30 June 2026."

Note: The vote on this Resolution is advisory only and does not bind the Directors or the Company.

Resolution 2 - Re-election of David Shafer as Director

To consider and, if thought fit, to pass the following resolution as an **Ordinary Resolution**:

"That, for the purposes of Listing Rule 14.5, clause 23.10(a) of the Constitution and for all other purposes, David Shafer, who retires in accordance with clause 23.10 of the Constitution, and being eligible, is re-elected as a Director of the Company."

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Voting Exclusion and Prohibition Statements

Resolution(s) Affected	Voting Exclusion and/or Prohibition Statement
Resolution 1 - Adoption of Remuneration Report	**Voting Prohibition Statement** In accordance with section 250R of the Corporations Act, no vote may be cast in any capacity, and the Company will disregard any votes cast on Resolution 1 by or on behalf of: (a) a member of the Company's KMP whose remuneration details are included in the Remuneration Report; or (b) any of that person's Closely Related Parties (such as close family members and any controlled companies of those persons), (each, a **Restricted Voter**). However, the Company need not disregard a vote by a Restricted Voter as a proxy, if it is not cast on behalf of another Restricted Voter and: (a) the Restricted Voter is appointed as a proxy in writing that specifies how the proxy is to vote on Resolution 1; or (b) the Restricted Voter is the person chairing the Meeting (**Chair**), and the appointment of the Chair as a proxy does not specify the way the proxy is to vote on this Resolution and expressly authorises the Chair to exercise the proxy even if this Resolution is connected directly or indirectly with the remuneration of the KMP. In accordance with section 250BD of the Corporations Act, a person appointed as proxy must not vote in respect of Resolution 1 for a Shareholder entitled to vote, if the Proxy Form does not specify the way in which the proxy is to vote and where that proxy is a member of the Company's KMP or any of that person's Closely Related Parties (such as close family members and any controlled companies of those persons), unless: (a) the proxy is the Chair of the Meeting acting as a proxy; and (b) the appointment expressly authorises the Chair to exercise the proxy even if the resolution is directly or indirectly connected with the remuneration of a KMP.

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BY ORDER OF THE BOARD

Belinda Ann Cleminson
Company Secretary
22 October 2026

Explanatory Statement

This Explanatory Statement has been prepared for the information of the Shareholders in connection with the business to be conducted at the Annual General Meeting to be held on Monday 23 November 2026 at 10:00am AEDT at Arnold Bloch Leibler, Level 21, 333 Collins Street, Melbourne VIC 3000.

The purpose of this Explanatory Statement is to provide information which the Directors believe to be material to Shareholders in deciding whether or not to pass the Resolutions in the Notice of Meeting.

If you are in any doubt about what to do in relation to the Resolutions contemplated in the Notice of Meeting and this Explanatory Statement, it is recommended that you seek advice from an accountant, solicitor or other professional advisor.

Financial Statements and Reports

In accordance with the Constitution and the Corporations Act, the business of the Annual General Meeting will include receipt and consideration of the Annual Financial Report of the Company for the financial year ended 30 June 2026 together with the declaration of the Directors, the Directors' Report, the Remuneration Report and the Auditor's Report.

In accordance with the amendments to the Corporations Act, the Company is no longer required to provide a hard copy of the Company's Annual Financial Report to Shareholders unless a Shareholder has specifically elected to receive a printed copy.

Whilst the Company will not provide a hard copy of the Company's Annual Financial Report unless specifically requested to do so, Shareholders may view the Company's Annual Financial Report on its website at www.kogancorporate.com.

No resolution is required for this item, but Shareholders will be given the opportunity to ask questions and to make comments on the management and performance of the Company, and on the Remuneration Report.

The Company's auditor will be present at the Meeting. During the discussion of this item, the auditor will be available to answer questions on the:

- Conduct of the audit;
- Preparation and content of the Auditor's Report;
- Accounting policies adopted by the Company in relation to the preparation of the financial statements; and
- Independence of the auditor in relation to the conduct of the audit.

Written Questions to the Auditor

If you would like to submit a written question about the content of the Auditor's Report or the conduct of the audit of the Annual Financial Report, please send your question to the Company Secretary. A list of qualifying questions will be made available at the Meeting.

In the event the Company's auditor has prepared a written answer to any such written question submitted, the Chair of the AGM may permit the auditor to table the written answer to the written question. In such cases, the Company will then make the auditor's written answer available to the Shareholders as soon as practicable after the Meeting.

Please note that all written questions to the auditor must be received at least five Business Days before the Meeting, which is by Monday 16 November 2026.

Resolution 1 - Adoption of Remuneration Report

In accordance with section 250R(2) of the Corporations Act, a listed company is required to put to the vote of its Shareholders at its annual general meeting a resolution that the Remuneration Report, as disclosed in the Company's Annual Financial Report, be adopted.

The vote on the Resolution is advisory only and does not bind the Directors or the Company. The Remuneration Report is set out in the Company's Annual Financial Report and is also available on the Company's website at www.kogancorporate.com.

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The Remuneration Report outlines the Board's policies in relation to the nature and level of remuneration paid to KMPs (including Directors) and sets out remuneration details, service agreements and details of any share-based compensation.

At the Company's 2025 Annual General Meeting, less than 25% of the votes cast were cast against the adoption of the 2025 Remuneration Report (that is, the Company did not receive a "first strike").

However, if at least 25% of the votes cast are against the adoption of the Remuneration Report at the Meeting, and then again at the 2027 Annual General Meeting (**2027 AGM**), the Company will be required to put to the vote a resolution (**Spill Resolution**) at the 2027 AGM to approve the calling of a further meeting (**Spill Meeting**).

If more than 50% of the votes cast are in favour of the Spill Resolution, the Company must convene the Spill Meeting within 90 days of the 2027 AGM. All of the Directors who were in office when the Directors' Report considered at the 2027 AGM was approved, other than the Managing Director, will cease to hold office immediately before the end of the Spill Meeting unless re-elected at that meeting.

Voting Exclusion

A voting exclusion statement can be found earlier in this Notice of Meeting.

Directors' Recommendation

Noting that each Director has a personal interest in their own remuneration from the Company as described in the Remuneration Report, the Directors unanimously recommend that Shareholders vote in favour of this Resolution.

Chair's Intention

The Chair intends to vote all available undirected proxies in favour of this Resolution. If the Chair is appointed as your proxy (or becomes your proxy by default) and you do not direct the Chair how to vote on Resolution 1, by completing and returning the Proxy Form you will be expressly authorising the Chair to exercise the proxy even though Resolution 1 is connected directly or indirectly with the remuneration of a member of the KMP.

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Resolution 2 - Re-election of David Shafer as Director

Clause 23.10(b) of the Constitution and Listing Rule 14.4 provide that a director (other than the Managing Director) may not hold office for more than three years or beyond the third annual general meeting following their appointment (whichever is longer) without submitting for re-election.

Mr Harry Debney was last re-elected at the 2023 annual general meeting, and pursuant to clause 23.10(b) of the Constitution and Listing Rule 14.4, will retire at the conclusion of the Meeting. Mr Debney is not seeking re-election.

Notwithstanding that Mr Debney is not seeking re-election, Listing Rule 14.5 and clause 23.10(a) of the Constitution require an election of Directors to be held each year at the annual general meeting.

Mr David Shafer has agreed to retire and seek re-election in accordance with clause 23.10 of the Constitution at the Meeting, in order to satisfy Listing Rule 14.5 and clause 23.10(a) of the Constitution.

Mr Shafer was appointed a Director of the Company on 19 May 2016 and, being eligible as a retiring Director pursuant to clauses 23.7 and 23.10(c) of the Constitution, seeks re-election as a Director at the Meeting.

As previously announced, Mr Debney will retire in accordance with clause 23.10(b) of the Constitution, and Mr Greg Ridder will resign as Director at the conclusion of the Meeting, each following more than 10 years of service since the Company's IPO in 2016. The Board thanks them both for their valuable contribution and long-standing service to the Company.

Biography of David Shafer

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

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

Mr Shafer holds a Bachelor of Laws (Honours) and Bachelor of Commerce from The University of Melbourne and is a Chartered Financial Analyst.

Mr Shafer is an Executive Director and is not considered by the Board to be independent.

Directors' Recommendation

David Shafer has an interest in this Resolution and therefore does not make a recommendation. The other Directors recommend that Shareholders vote in favour of this Resolution.

Chair's Intention

The Chair intends to vote all undirected proxies in favour of this Resolution.

Enquiries

Shareholders are asked to contact the Company Secretary on meetings@confidantpartners.com.au if they have any queries in respect of the matters set out in these documents.

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Glossary

AEDT means Australian Eastern Daylight Time as observed in Sydney, New South Wales.

Annual Financial Report means the 2026 annual report to Shareholders for the period ended 30 June 2026 as lodged by the Company with ASX.

Annual General Meeting or **AGM** or **Meeting** means an Annual General Meeting of the Company and, unless otherwise indicated, means the meeting of the Company's members convened by this Notice of Meeting.

ASX means ASX Limited ACN 008 624 691 or the financial market operated by it, as the context requires, of 20 Bridge Street, Sydney, NSW 2000.

ASX Listing Rules or **Listing Rules** means the official ASX Listing Rules of the ASX and any other rules of the ASX which are applicable while the Company is admitted to the official list of the ASX, as amended or replaced from time to time, except to the extent of any express written waiver by the ASX.

Auditor's Report means the auditor's report of Ernst & Young Australia as included in the Annual Financial Report.

Board means the current board of Directors of the Company.

Business Day means a day that is not a Saturday, a Sunday or a public holiday or bank holiday in Melbourne, Victoria.

Chair means the person chairing the Meeting.

Closely Related Party of a member of the KMP has the meaning given to that term in section 9 of the Corporations Act, and includes:

(a) a spouse or child of the member;

(b) a child of the member's spouse;

(c) a dependant of the member or of the member's spouse;

(d) anyone else who is one of the member's family and may be expected to influence the member, or be influenced by the member, in the member's dealings with the Company;

(e) a company the member controls; or

(f) a person prescribed by the *Corporations Regulations 2001* (Cth).

Company or **Kogan.com Limited** means Kogan.com Limited ACN 612 447 293.

Constitution means the Company's constitution.

Corporations Act means the *Corporations Act 2001* (Cth) as amended or replaced from time to time.

Director means a current director of the Company.

Directors' Report means the report of Directors as included in the Annual Financial Report.

Explanatory Statement means the explanatory statement accompanying this Notice of Meeting.

KMP means key management personnel of the Company (including the Directors).

Notice of Meeting, Notice or **Notice of Annual General Meeting** means this notice of Annual General Meeting including the Explanatory Statement.

Ordinary Resolution means a resolution that can only be passed if more than 50% of the total votes cast by Shareholders entitled to vote on the resolution are voted in its favour at the Meeting.

Proxy Form means the proxy form attached to this Notice of Meeting.

Remuneration Report means the remuneration report as set out in the Annual Financial Report.

Resolutions means the resolutions set out in this Notice of Meeting, or any one of them, as the context requires.

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Restricted Voter means a member of the Company's KMP whose remuneration details are included in the Remuneration Report and any Closely Related Parties of those members.

Share means a fully paid ordinary share in the capital of the Company.

Shareholder means a holder of a Share.

Share Registry means Automic Group.

Spill Meeting means the meeting that will be convened within 90 days of the 2027 AGM if the Spill Resolution is passed at the 2027 AGM.

Spill Resolution means the resolution required to be put to Shareholders at the 2027 AGM if at least 25% of the votes cast on Resolution 1 are cast against the adoption of the Remuneration Report for the financial year ended 30 June 2026 at the Meeting and at least 25% of the votes cast on the resolution to adopt the remuneration report for the financial year ending 30 June 2027 are cast against its adoption at the 2027 AGM.

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Proxy Voting Form

If you are attending the Meeting in person, please bring this with you for Securityholder registration.

Kogan.com Limited | ABN 96 612 447 293

SAMPLE

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Your proxy voting instruction must be received by **10:00am (AEDT) on Saturday, 21 November 2026**, being **not later than 48 hours** before the commencement of the Meeting. Any Proxy Voting instructions received after that time will not be valid for the scheduled Meeting.

SUBMIT YOUR PROXY

Complete the form overleaf in accordance with the instructions set out below.

YOUR NAME AND ADDRESS
The name and address shown above is as it appears on the Company's share register. If this information is incorrect, and you have an Issuer Sponsored holding, you can update your address through the investor portal: **https://investor.automic.com.au/#/home** Shareholders sponsored by a broker should advise their broker of any changes.

STEP 1 - APPOINT A PROXY
If you wish to appoint someone other than the Chair of the Meeting as your proxy, please write the name of that Individual or body corporate. A proxy need not be a Shareholder of the Company. Otherwise if you leave this box blank, the Chair of the Meeting will be appointed as your proxy by default.

DEFAULT TO THE CHAIR OF THE MEETING
Any directed proxies that are not voted on a poll at the Meeting will default to the Chair of the Meeting, who is required to vote these proxies as directed. Any undirected proxies that default to the Chair of the Meeting will be voted according to the instructions set out in this Proxy Voting Form, including where the Resolutions are connected directly or indirectly with the remuneration of Key Management Personnel.

STEP 2 - VOTES ON ITEMS OF BUSINESS
You may direct your proxy how to vote by marking one of the boxes opposite each item of business. All your shares will be voted in accordance with such a direction unless you indicate only a portion of voting rights are to be voted on any item by inserting the percentage or number of shares you wish to vote in the appropriate box or boxes. If you do not mark any of the boxes on the items of business, your proxy may vote as he or she chooses. If you mark more than one box on an item your vote on that item will be invalid.

APPOINTMENT OF SECOND PROXY
You may appoint up to two proxies. If you appoint two proxies, you should complete two separate Proxy Voting Forms and specify the percentage or number each proxy may exercise. If you do not specify a percentage or number, each proxy may exercise half the votes. You must return both Proxy Voting Forms together. If you require an additional Proxy Voting Form, contact Automic Registry Services.

SIGNING INSTRUCTIONS
Individual: Where the holding is in one name, the Shareholder must sign.
Joint holding: Where the holding is in more than one name, all Shareholders should sign.
Power of attorney: If you have not already lodged the power of attorney with the registry, please attach a certified photocopy of the power of attorney to this Proxy Voting Form when you return it.
Companies: To be signed in accordance with your Constitution. Please sign in the appropriate box which indicates the office held by you.
Email Address: Please provide your email address in the space provided.
By providing your email address, you elect to receive all communications despatched by the Company electronically (where legally permissible) such as a Notice of Meeting, Proxy Voting Form and Annual Report via email.

CORPORATE REPRESENTATIVES
If a representative of the corporation is to attend the Meeting the appropriate 'Appointment of Corporate Representative' should be produced prior to admission. A form may be obtained from the Company's share registry online at https://automicgroup.com.au.

Lodging your Proxy Voting Form:

Online
Use your computer or smartphone to appoint a proxy at https://portal.automic.com.au/investor/home or scan the QR code below using your smartphone
Login & Click on 'Meetings'. Use the Holder Number as shown at the top of this Proxy Voting Form.

BY MAIL:
Automic
GPO Box 5193
Sydney NSW 2001

IN PERSON:
Automic
Level 5, 126 Phillip Street
Sydney NSW 2000

BY EMAIL:
meetings@automicgroup.com.au

BY FACSIMILE:
+61 2 8583 3040

All enquiries to Automic:
WEBSITE:
https://automicgroup.com.au

PHONE:
1300 288 664 (Within Australia)
+61 2 9698 5414 (Overseas)

STEP 1 - How to vote

APPOINT A PROXY:

I/We being a Shareholder entitled to attend and vote at the Annual General Meeting of Kogan.com Limited, to be held at **10:00am (AEDT) on Monday, 23 November 2026 at Arnold Bloch Leibler, Level 21, 333 Collins Street, Melbourne VIC 3000** hereby:

Appoint the Chair of the Meeting (Chair) to vote in accordance with the following directions (or if no directions have been given, and subject to the relevant laws, as the Chair sees fit) at this meeting and at any adjournment thereof.

Please note: If you are not appointing the Chair of the Meeting as your proxy, please write in the box provided below the name of the person or body corporate you are appointing as your proxy. If the person so named is absent from the meeting, or if no person is named, the Chair will act on your behalf.

The Chair intends to vote undirected proxies in favour of all Resolutions in which the Chair is entitled to vote.
Unless indicated otherwise by marking the "for", "against" or "abstain" box you will be authorising the Chair to vote in accordance with the Chair's voting intention.

AUTHORITY FOR CHAIR TO VOTE UNDIRECTED PROXIES ON REMUNERATION RELATED RESOLUTIONS
Where I/we have appointed the Chair as my/our proxy (or where the Chair becomes my/our proxy by default), I/we expressly authorise the Chair to exercise my/our proxy on Resolution 1 (except where I/we have indicated a different voting intention below) even though Resolution 1 is connected directly or indirectly with the remuneration of a member of the Key Management Personnel, which includes the Chair.

STEP 2 - Your voting direction

Resolutions		For	Against	Abstain
1	Adoption of Remuneration Report	☐	☐	☐
2	Re-election of David Shafer as Director	☐	☐	☐

Please note: If you mark the abstain box for a particular Resolution, you are directing your proxy not to vote on that Resolution and your votes will not be counted in computing the required majority on a poll.

STEP 3 – Signatures and contact details

Individual or Securityholder 1	Securityholder 2	Securityholder 3
Sole Director and Sole Company Secretary	Director	Director / Company Secretary

Contact Name:

Email Address:

Contact Daytime Telephone

Date (DD/MM/YY) / /

By providing your email address, you elect to receive all communications despatched by the Company electronically (where legally permissible).

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SAMPLE

AUTOMIC
KGN