

ASX Announcement

25 August 2025

Kogan.com Ltd Board renewal

Kogan.com Ltd (the Company; Kogan.com; ASX:KGN) is pleased to announce the following in support of its Board renewal:

- the appointment of Francine Ereira, Ronn Bechler and Gary Levin to serve as Independent Non-Executive Directors from 26 August 2025.
- the intention to retain Greg Ridder in the role of Chairman for at least one year following the November 2025 AGM (at which Shareholders will be asked to re-elect Mr Ridder to the Board), in order to enable an orderly transition to a new Chair at around the 2026 AGM.
- that both Harry Debney and Greg Ridder have expressed their intentions to retire at around the 2026 AGM, following more than 10 years as directors of the Company, since the 2016 IPO.

In announcing the new appointments, Kogan.com Chairman, Greg Ridder, said:

"The Board is pleased to welcome Francine, Ronn and Gary, exceptional directors with proven experience in scaling and overseeing high growth businesses. Francine brings deep expertise in retail and fintech, Ronn adds significant strength in capital markets and investor relations, and Gary offers decades of leadership in retail and digital transformation. Their experience aligns strongly with Kogan.com's strategy, governance and growth ambitions."

Ms Ereira is a strategic business leader and non-executive director with over 20 years' experience scaling founder-led and high-growth businesses across retail, fintech and digital innovation. She has held senior leadership roles at Klarna, Zip Co, The Walt Disney Company and Sheridan, with a strong focus on e-commerce, digital strategy and customer experience. Ms Ereira currently serves as a Non-Executive Director of Baby Bunting, Hammerstone and Shippit.

In commenting on her appointment, Ms Ereira said:

"I'm thrilled to be joining the Board of Kogan.com at such a pivotal stage in its growth journey. The Company's relentless focus on innovation, customer value, and technology-led retail continues to set it apart in a competitive market. I've spent much of my career working closely with visionary founders to help scale high-growth, disruptive businesses, and Kogan.com is a standout example. Ruslan, David, the Board, and the entire Kogan.com team have built something truly exceptional, and I'm excited to support them on the next stage of their journey as a leading digital-first retailer delivering long-term value for customers and shareholders."

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Mr Bechler brings close to 30 years' experience advising boards and executive teams of ASX-listed companies, with deep expertise in capital markets and investor relations. He was the founder of Market Eye, a leading corporate communications and investor relations firm, that was successfully acquired in 2022, and has a strong track record of supporting company growth and ASX index inclusion. A qualified Chartered Accountant with a background in investment banking, Mr Bechler offers valuable insight and alignment to founder-led businesses.

In commenting on his appointment, Mr Bechler said:

"I am honoured to be joining the Board of Kogan.com, a company that has established itself as an eCommerce leader in Australia and New Zealand. Kogan.com's track record of innovation and strong capital position attractively underpins the business as it moves into its next phase of growth. I look forward to partnering with Ruslan, David, and the entire Kogan.com Board and team to support the Company's strategic direction and mission to help customers live their best lives by delivering remarkable value, while also growing long-term shareholder value."

Mr Levin brings over 40 years of executive and board experience across public and private companies, with a strong focus on retail and eCommerce. He has founded and scaled successful retail businesses and played a key role in the growth of several digital and retail enterprises. His board experience includes current roles as Non-Executive Director of Baby Bunting and Chair of Cheap as Chips, and past roles with JB Hi-Fi, Catch Group and Rabbit Photo.

In commenting on his appointment, Mr Levin said:

"I have watched Kogan.com evolve from its legendary humble beginnings, first as a competitor, then as an investor and customer, into the dynamic and successful business it is today. I am humbled and excited to now join Ruslan, David, and the Kogan.com team as a Non-Executive Director. I have a strong affinity with e-commerce and the unique range of products and services that Kogan.com offers, and the customer-centric approach that defines Kogan.com. Their ability to continually evolve, disrupt, and scale through a deep understanding of their customers' needs is something I've long admired. I look forward to contributing to the next phase of strategic growth and supporting the business on this journey."

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

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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 Money, Kogan Energy, Kogan Travel, Dick Smith, Matt Blatt, Mighty Ape, Mighty Ape Mobile, Mighty Ape Marketplace and Brosa. Kogan.com is a leading consumer brand renowned for price leadership through digital efficiency. The Company is focused on helping customers live their best lives by delivering remarkable value.

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