

Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/09/01 Amended 01/01/11

Name of entity: Kogan.com Ltd
ACN: 612 447 293

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Ruslan Kogan
Date of last notice	24 November 2025

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Direct
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	Not applicable
Date of change	8 September 2026
No. of securities held prior to change	1,337,620 fully paid ordinary shares in the name of Walsh St Management Pty Ltd ATF Walsh St Trust 15,515,701 fully paid ordinary shares in name of Kogan Management Pty Ltd ATF the Ruslan Tech Trust 945,082 Performance Rights
Class	Fully Paid Ordinary Shares and Performance Rights
Number acquired	91,052 Fully Paid Ordinary Shares
Number disposed	91,052 Performance Rights converted to Fully Paid Ordinary Shares 60,700 Performance Rights lapsed due to vesting condition not met.

+ See chapter 19 for defined terms.

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Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	Nil consideration
No. of securities held after change	91,052 fully paid ordinary shares 1,337,620 fully paid ordinary shares in the name of Walsh St Management Pty Ltd ATF Walsh St Trust 15,515,701 fully paid ordinary shares in name of Kogan Management Pty Ltd ATF the Ruslan Tech Trust 793,330 Performance Rights
Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	Partial vesting of the FY23 LTI tranche following achievement of the TSR performance condition, as set out in the FY26 Remuneration Report on 24 August 2026.

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	Not applicable
Nature of interest	Not applicable
Name of registered holder (if issued securities)	Not applicable
Date of change	Not applicable
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	Not applicable
Interest acquired	Not applicable
Interest disposed	Not applicable
Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	Not applicable
Interest after change	Not applicable

+ See chapter 19 for defined terms.

Part 3 – ⁺Closed period

Were the interests in the securities or contracts detailed above traded during a ⁺closed period where prior written clearance was required?	No
If so, was prior-written clearance provided to allow the trade to proceed during this period?	Not applicable
If prior written clearance was provided, on what date was this provided?	Not applicable

⁺ See chapter 19 for defined terms.