Announcement Summary

Entity name

KOGAN.COM LTD

Date of this announcement

Tuesday October 27, 2026

The +securities the subject of this notification are:
+Other securities issued under an +employee incentive scheme that are not intended to be quoted on ASX

Total number of +securities to be issued/transferred

ASX +security code	Security description	Total number of +securities to be issued/transferred	Issue date
KGNAA	PERFORMANCE RIGHTS	6,740,331	26/10/2026

Refer to next page for full details of the announcement

Part 1 - Entity and announcement details

1.1 Name of entity

KOGAN.COM LTD

We (the entity named above) give notice of the issue, conversion or payment up of the following unquoted +securities.

1.2 Registered number type

ACN

Registration number

612447293

1.3 ASX issuer code

KGN

1.4 The announcement is

New announcement

1.5 Date of this announcement

27/10/2026

Part 2 - Issue details

2.1 The +securities the subject of this notification are:
+Other securities issued under an +employee incentive scheme that are not intended to be quoted on ASX

2.2a This notification is given in relation to an issue of +securities in a class which is not quoted on ASX and which:
has an existing ASX security code ("existing class")

Part 3B - number and type of +securities the subject of this notification (existing class) where issue has not previously been notified to ASX in an Appendix 3B

ASX +security code and description

KGNAA : PERFORMANCE RIGHTS

Date the +securities the subject of this notification were issued

26/10/2026

Will these +securities rank equally in all respects from their issue date with the existing issued +securities in that class

Yes

Were any of the +securities issued to +key management personnel (KMP) or an +associate?

Yes

Provide details of the KMP or +associates being issued +securities.

Name of KMP	Name of registered holder	Number of +securities
Ruslan Kogan	Ruslan Kogan	6,740,331

Please provide a URL link for a document lodged with ASX detailing the terms of the +employee incentive scheme or a summary of the terms

A copy of the Equity Incentive Plan Rules is provided as Annexure A in the Notice of 2026 Extraordinary General Meeting.
URL: https://asx.api.cmfyapp.com/asx-research/1.0/file/2924-03137049-3A702064&v=undefined

Any other information the entity wishes to provide about the +securities the subject of this notification

Issue of Performance Rights to Ruslan Kogan as approved by shareholders at the 2026 Extraordinary General Meeting.

Issue details

Number of +securities

6,740,331

Part 4 - +Securities on issue

Following the issue, conversion or payment up of the +securities the subject of this notification, the +securities of the entity will comprise:

The figures in parts 4.1 and 4.2 below are automatically generated and may not reflect the entity's current issued capital if other Appendix 2A, Appendix 3G or Appendix 3H forms are currently with ASX for processing.

4.1 Quoted +securities (Total number of each +class of +securities issued and quoted on ASX)

ASX +security code and description	Total number of +securities on issue
KGN : ORDINARY FULLY PAID	95,536,528

4.2 Unquoted +securities (Total number of each +class of +securities issued but not quoted on ASX)

ASX +security code and description	Total number of +securities on issue
KGNAA : PERFORMANCE RIGHTS	9,689,940
KGNAJ : OPTION EXPIRING 31-DEC-2026 EX $3.68	72,233
KGNAL : OPTION EXPIRING 30-JUN-2027 EX $4.35	16,635
KGNAF : OPTION EXPIRING 28-FEB-2027 EX $3.78	15,000
KGNAG : OPTION EXPIRING 28-FEB-2028 EX $3.78	15,000
KGNAH : OPTION EXPIRING 27-FEB-2029 EX $3.78	15,000

Part 5 - Other Listing Rule requirements

5.1 Were the +securities issued under an exception in Listing Rule 7.2 and therefore the issue did not need any security holder approval under Listing Rule 7.1?

Yes

5.1a Select the number of the applicable exception in Listing Rule 7.2

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