

ASX ANNOUNCEMENT

14 December 2021

Domain sale and advertising agreement with Bitbuy

Kogan.com Limited (the Company; Kogan.com; Kogan; ASX: KGN) and Bitbuy, one of Canada's largest crypto trading platforms, have entered into agreements whereby the parent company of Bitbuy will acquire the domain name bitbuy.com from Kogan. In addition, Kogan and Bitbuy have also entered into an advertising arrangement whereby Kogan.com will provide marketing support to Bitbuy's future launch into the Australian market.

Kogan owns and manages a portfolio of domain names, and is pleased to announce that it has sold the domain name bitbuy.com to First Ledger Corp, an Ontario, Canada Corporation ("**First Ledger**"), the parent company of Bitbuy Technologies Inc. ("**Bitbuy**"). Bitbuy is one of Canada's most secure and trusted platforms for Crypto trading, recently becoming the first approved marketplace and dealer as granted by their local security regulators.

In announcing the agreements, Kogan.com Executive Director David Shafer, said:

"The domain sale not only delivers returns for Kogan shareholders but also provides an opportunity to benefit from Bitbuy's future success in the crypto business abroad and potentially in the Australian market."

Commenting on the agreements, Chief Operating Officer at Bitbuy Jordan Anderson said:

"With a Kogan.com partnership in place, we are confident of a successful expansion of Bitbuy into Australia."

Relevant details of the agreement are as follows:

- Kogan will transfer to First Ledger the domain: bitbuy.com ("**Domain**")
- Kogan will provide advertising services to Bitbuy in connection with their future launch in Australia
- Upon transfer of the Domain, Kogan will receive:
 - USD\$1.5m in cash; and

- a warrant entitling Kogan to approximately CAD\$2.8m in either equity in First Ledger or cash upon exercise of the warrant which will occur within one year after the transfer of the Domain.

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

ENDS

For further information please contact:

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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 Travel, Kogan Money, Kogan Cars, Kogan Energy, Dick Smith, Matt Blatt and Mighty Ape. Kogan.com is a leading Australian consumer brand renowned for price leadership through digital efficiency. The Company is focused on making in-demand products and services more affordable and accessible.

About Bitbuy:

Bitbuy is a Canadian owned and operated crypto trading platform regulated as a marketplace and licensed as a restricted dealer in Canada. Bitbuy's mission is to provide its Clients the best global prices, the deepest liquidity, and the widest variety of regulated products, through a convenient, dependable, and secure platform. Bitbuy is also registered with FINTRAC as a Money Services Business in the Virtual Asset Service Provider category. Bitbuy was founded in 2016 and is currently one of Canada's largest crypto trading platforms by trading volume. Bitbuy offers crypto trading services to beginners, advanced traders, and corporations making it *The crypto destination of investors.*TM