

ASX ANNOUNCEMENT

2 June 2022

Mighty Ape executive transition

- **Gracie MacKinlay, Mighty Ape's current head of sales and marketing, has been appointed CEO**
- **Simon Barton, Mighty Ape's founder and current CEO will continue on as CFO**

Kogan.com Limited (Kogan.com) is pleased to announce the appointment of Gracie MacKinlay as Chief Executive Officer (CEO) of Mighty Ape.

Gracie MacKinlay, who has held progressively more senior roles at Mighty Ape over the past 10 years and is currently the company's Chief Sales and Marketing Officer, will formally commence as CEO on 6 June 2022.

Mighty Ape's founder, Simon Barton, will continue on at the company as Chief Financial Officer (CFO).

Mighty Ape's Founder, Simon Barton, said:

"I am proud to be handing the reins to Gracie who has been a pivotal member of our executive team for over a decade. Having founded Mighty Ape 14 years ago, I have seen the business grow into a leading New Zealand online retailer. In my new role as CFO, I look forward to continuing to work with Gracie, and the incredible teams at both Mighty Ape and Kogan.com, to drive further growth and create new opportunities for the amazing Mighty Ape team."

Mighty Ape's incoming CEO, Gracie MacKinlay, said:

"It is with honour and excitement that I am taking on the role of CEO at Mighty Ape; a company that I am passionate about and which has been like a family to me for over a decade. Simon has been an inspiring mentor and leader, and his achievements and legacy have set us on a great path - one which I look forward to continuing down. I have really enjoyed working with the Kogan.com team over the past year and a half,

and look forward to further driving growth and cost synergies as well as value across the broader Kogan.com business.”

Kogan.com’s COO and CFO, David Shafer, said:

“Kogan.com would like to congratulate Gracie on her appointment as CEO of Mighty Ape. We all look forward to working closely with her, Simon and the Mighty Ape team to deliver Mighty Ape’s customers the products they want, at affordable prices, quickly. We thank Simon for successfully leading the transition of the Mighty Ape business into the Kogan.com group over the past 18 months, and for his ongoing dedication to the inspiring business he and his team have built.”

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

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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 is a leading 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 Mighty Ape

Mighty Ape is a leading online retailer focused on fast delivery and excellent customer service, demonstrated by achieving Kantar's highest rank among retailers in New Zealand for customer service, PriceSpy's 'Shop of the Year' and Canstar Blue's 'Best Online Retailer' award for the past four consecutive years. Mighty Ape operates its own purpose-built 10,000 m2 Distribution Centre in Auckland and last-mile delivery service "Jungle Express" that offers customers same-day delivery within the eligible areas, 7 days per week.