

## Kogan.com (KGN: \$A4.69)

Kogan.com falls 2.1% on weak volume Thursday May 15, 2025  
16:00 AEST

Kogan.com Ltd's (ASX: KGN \$A4.69) stock price fell 10.0c (2.1%) from its previous trading session to close at \$A4.69.

Compared with the All Ordinaries Index which rose 9.6 points (0.1%) in the day, the relative price change was -2.2%.

There were 240,280 shares worth \$A1.1 million traded today; the volume was 0.5 times the average daily trading volume of 525,395 shares.

### Figure 1: Stock Identifiers

<b>ISIN</b>	AU000000KGN2
<b>PermID</b>	5051391915

### Fig 2: Stock Summary

<b>52-Week Range</b>	\$A3.83-\$A6.28
<b>Market Cap</b>	\$A466.2 million
<b>Shares Outstanding</b>	99,392,501
<b>Relative Strength (3 mo)</b>	68

### Fig 3: Technical Indicators

Name	Value	Comment
RSI	58.9	Neutral
William % R	-46.5	Neutral
MFI	72.4	Neutral

### Fig 4: Moving Averages

Name	Value	Comment
P/MAP10	0.98	Price/MAP10 below 1 and falling
P/MAP200	0.98	Price/MAP200 below 1 and falling

### Fig 5: Financials Summary

Year ended Jun 30	FY2024	FY2023	FY2022
Sales (\$ M)	296.3	315.5	463.1
Pretax (\$ M)	13.7	(24.5)	(27.5)
Net (\$)	53,499	(16.7M)	(23.4M)
EPS (AUD)	-	(0.24)	(0.33)

Sales were down 6.1% from \$315.5 million in FY2023 to \$296.3 million in FY2024. There was a turnaround in Net profit from -\$16.7 million in FY2023 to \$53,499 in FY2024.

## Bearish Signals

### Downtrend

#### Price/Moving Average Price:

- The price to 200-day MAP ratio is 0.98. In the past 200 days this ratio has been under 0.98 127 times suggesting downside. The 50-day MAP of \$A4.56 is lower than the 200-day MAP of \$A4.81, another bearish indicator.

#### Slipping Relative Strength (1mo, 3 mo):

- In the Australian market of 1,433 stocks traded today, the stock has a 6-month relative strength of 52 which means it has outperformed 52% of the market.

- Also, the relative strength percentile is slipping at 68 for 3 months and 56 for 1 month.

### Overvaluation [compared with sector average]

#### Dividend Yield:

- The relative yield of KGN, defined by its yield of 3.1%, divided by average yield of dividend yielding stocks in the All Ordinaries Index of 3.4% is 89.8%. This suggests Kogan.com stock is overvalued in dividend yield terms.