

HOW THE RICH 200 INVEST



Name: Ruslan Kogan

Wealth: \$15 million

BRW Young Rich ranking: 100

● Making his debut in this year's *BRW Young Rich* list, Ruslan Kogan eschews Australia's obsession with property investment, preferring to sink his money into his businesses, Kogan Technologies and Milan Direct, as well as gold.

In better times, however, he wasn't averse to a stockmarket flutter.

"When the stockmarket was going well, I'd just pick codes at random and put some money in them, then pull it out a bit later, and on a few investments I made some very good returns," Kogan says. "But most of the money I make goes straight back into my businesses as well as a couple of businesses that support it."

As the global financial crisis spread, Kogan pulled out of shares and invested any extra cash in buying up what he saw as the safest commodity of all in times of uncertainty – gold.

"We're seeing a lot of world leaders at the moment trying to make economic decisions that are affecting their currencies, but there's only a fixed amount of gold," he says.

"There's always a lot of demand and very short supply. It's not like any government can go out and print gold, so it's safe and stable when there's a lot of uncertainty."

Despite pressure from his family, Kogan has assiduously avoided investing in the property market, which he considers slow to provide returns compared with other financial interests.

In fact, he has thus far even avoided buying his own home.

"Why would I sink my money into buying a house when I've got a business that is growing and making great returns?"

"I have zero property investment and I don't see any reason to change."

Jeanne-Vida Douglas