

March 16, 2022

For Immediate Release

(English translation of the original Japanese document)

Company Name: Kakaku.com, Inc.

Representative: Shonosuke Hata, President and Representative Director

(Stock code: 2371; First Section of the Tokyo Stock Exchange)

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### **Notice of Organizational and Personnel Changes**

Kakaku.com, Inc. (the Company) hereby announces that its Board of Directors approved on March 16, 2022 the following organizational and personnel changes.

#### **1. Organizational changes (effective April 1, 2022)**

The Company will implement the following organizational changes for more efficient intra-departmental coordination.

- ① In order to further grow the media capabilities of services in the New Media Business by sharing know-how and technology gained through media production in the Kakaku.com Business, media production functions of Kakaku.com and services in the New Media Business, excluding Tabelog, Kyujin Box and those services operated by affiliate companies, will be consolidated into the newly established “Shopping Media Division” and “Service Media Division”.
- ② With the aim to maximize revenue from generating traffic for Kakaku.com’s client companies, sales functions of Kakaku.com’s Shopping Business and Kakaku.com’s Service Business will be consolidated into the newly established “Kakaku.com Business Division”.
- ③ The Company will establish a “Travel Business Division”, which will manage and operate travel related businesses, including 4travel and icotto, with the aim of expanding Kakaku.com group’s travel business.
- ④ The “Corporate Strategy Division” will be renamed into “Corporate Planning Division” and will consist of the “Planning Department”, which will consolidate corporate planning functions previously handled by multiple departments, and the “Communication Design Office”, responsible for enhancing the value of the corporate brand.
- ⑤ For the purpose of consolidating support and management of affiliate companies as well as the Company’s investments in Japan and overseas, the Affiliate Company Management Division (previously Affiliate Administration Division) will be reorganized into two departments, the newly established Domestic Management Department and the Global Management Department (formerly part of the Corporate Strategy Division).

## 2. Personnel changes (Effective April 1, 2022)

### (1) Executive Officers

#### ① Newly Appointed

New position	Name	Current position
<ul style="list-style-type: none"> <li>- Executive Officer</li> <li>- General Manager, Travel Business Div.</li> </ul>	Yuzo Takamatsu	<ul style="list-style-type: none"> <li>- Founder CEO, Time Design Co., Ltd.</li> </ul>
<ul style="list-style-type: none"> <li>- Executive Officer</li> <li>- Representative Director, LCL, Inc.</li> </ul>	Tatsuya Matsui	<ul style="list-style-type: none"> <li>- General Manager, Marketing Div.</li> <li>- Manager, Business Marketing Dept., Marketing Div.</li> <li>- Manager, Data Business Planning Office</li> </ul>

#### ② Personnel Change

New position	Name	Current position
<ul style="list-style-type: none"> <li>- Director and Executive Officer</li> </ul>	Kanako Miyazaki	<ul style="list-style-type: none"> <li>- Director and Executive Officer</li> <li>- General Manager, Shopping Business Div</li> </ul>
<ul style="list-style-type: none"> <li>- Executive Officer and CTO</li> </ul>	Norihiko Fukuda	<ul style="list-style-type: none"> <li>- Executive Officer and CTO</li> <li>- General Manager, Platform Technology Div.</li> </ul>
<ul style="list-style-type: none"> <li>- Executive Officer</li> <li>- General Manager, Shopping Media Div.</li> </ul>	Kimihiro Murakami	<ul style="list-style-type: none"> <li>- Executive Officer</li> <li>- Representative Director, LCL, Inc.</li> </ul>
<ul style="list-style-type: none"> <li>- Executive Officer</li> <li>- Assistant General Manager, Shopping Media Div.</li> </ul>	Takeshi Kamada	<ul style="list-style-type: none"> <li>- Executive Officer</li> <li>- Assistant General Manager, Shopping Business Div.</li> <li>- Manager, Media Creative Dept., Shopping Business Div.</li> </ul>
<ul style="list-style-type: none"> <li>- Executive Officer</li> <li>- General Manager, Kakaku.com Business Div.</li> </ul>	Ryu Shibaki	<ul style="list-style-type: none"> <li>- Executive Officer</li> <li>- General Manager, Tabelog Sales Div.</li> </ul>
<ul style="list-style-type: none"> <li>- Executive Officer</li> <li>- General Manager, Corporate Planning Div.</li> </ul>	Yusuke Aizawa	<ul style="list-style-type: none"> <li>- Executive Officer</li> <li>- Manager, President's Office</li> </ul>
<ul style="list-style-type: none"> <li>- Executive Officer</li> <li>- General Manager, Human Resources &amp; General Affairs Div.</li> </ul>	Mitsuhiro Sakusabe	<ul style="list-style-type: none"> <li>- Executive Officer</li> <li>- General Manager, Human Resources &amp; General Affairs Div.</li> <li>- Manager, Human Resources Dept., Human Resources &amp; General Affairs Div.</li> </ul>
<ul style="list-style-type: none"> <li>- Executive Officer</li> <li>- General Manager, Kyujin Box Div.</li> </ul>	Kota Shiratani	<ul style="list-style-type: none"> <li>- Executive Officer</li> <li>- General Manager, Kyujin Box Div.</li> <li>- Manager, Sales Dept., Kyujin Box Div.</li> </ul>

New position	Name	Current position
- Executive Officer	Tomoyuki Watabe	- Executive Officer - General Manager, Business Development Div. - Manager, Kinarino/icotto Dept., Business Development Div.

(2) General Managers

New position	Name	Current position
- General Manager, Service Media Div.	Hideki Ono	- General Manager, Service Business Div. - Manager, Planning Dept., Service Business Div.
- General Manager, Tabelog Sales Div. - Manager, Metropolitan Area Sales Dept. 1, Tabelog Sales Div.	Yuji Ogino	- Manager, Metropolitan Area Sales Dept. 1, Tabelog Sales Div.
- General Manager, System Div.	Kenji Ando	- Assistant General Manager, System Div.
- Assistant General Manager, System Div.	Toru Akasaka	- General Manager, System Div.
- General Manager, Platform Technology Div.	Hiroshi Miyata	- Manager, Advanced Technology Dept., Platform Technology Div.
- General Manager, Marketing Div. - Manager, Data Business Planning Office	Satoru Asakawa	- Manager, Marketing Support Office, Marketing Div.

(3) Managers

New position	Name	Current position
- Manager, Media Planning Dept. 1, Shopping Media Div.	Tomoaki Ryu	- Manager, Planning Dept., Shopping Business Div.
- Manager, Media Planning Dept. 2, Shopping Media Div.	Takuhiro Koyama	- Assistant Manager, Planning and Production Office, Shopping Business Div.
- Manager, Media Creative Dept., Shopping Media Div.	Yasuyuki Endo	- Manager, Planning and Production Office, Shopping Business Div.
- Manager, Data Management Office, Shopping Media Div.	Tomoko Miyake	- Manager, Data Management Office, Shopping Business Div.
- Manager, Media Design Dept. 1, Shopping Media Div. - Manager, Communication Design Office, Corporate Planning Div.	Satoshi Nozomito	- Manager, Media Design Dept., Shopping Business Div.
- Manager, Media Design Dept. 2, Shopping Media Div.	Keiichi Wakabayashi	- Manager, Media Design Dept., Business Development Div.

New position	Name	Current position
- Manager, Media Planning Dept., Service Media Div.	Kohei Iida	- Assistant Manager, Planning Dept., Service Business Div.
- Manager, Sumaito Dept., Service Media Div.	Hidekazu Kando	- Manager, Sumaito Dept., Business Development Div.
- Manager, Commerce Marketing Dept., Kakaku.com Business Div.	Shunsuke Yanagisawa	- Assistant Manager, Commerce Marketing Dept., Shopping Business Div.
- Manager, Service Marketing Dept. 1, Kakaku.com Business Div.	Tomoki Takase	- Assistant Manager, Service Marketing Dept. 1, Service Business Div.
- Manager, Service Marketing Dept. 2, Kakaku.com Business Div.	Yasuyuki Sakurano	- Manager, Service Marketing Dept. 2, Service Business Div.
- Manager, Business Development Dept., Travel Business Div.	Hiromichi Ide	- Manager, Service Marketing Dept. 1, Service Business Div.
- Manager, 4 travel Dept., Travel Business Div.	Katsuhiro Saito	- Manager, 4 travel Dept., Service Business Div.
- Manager, Business Support Dept., Sales Div.	Koichi Tomotsune	- Manager, Customer Service Dept.
- Manager, Sales Dept., Kyujin Box Div.	Tsubasa Ishikawa	- Manager, Commerce Marketing Dept., Shopping Business Div.
- Manager, Media Planning Dept., Kyujin Box Div.	Takeshi Ushiwata	- Manager, Planning Dept., Kyujin Box Div.
- Manager, Advanced Technology Dept., Platform Technology Div.	Mitsuru Tokita	- Assistant Manager, Advanced Technology Dept., Platform Technology Div.
- Manager, Business Marketing Dept., Marketing Div.	Keisuke Ogishima	- Assistant Manager, Business Marketing Dept., Marketing Div.
- Manager, Marketing Promotion Dept., Marketing Div.	Koki Morishita	- Assistant Manager, Marketing Support Office, Marketing Div.
- Manager, Customer Service Dept.	Shinya Bessho	- Manager, Sales Promotion Dept., Sales Div.
- Manager, Domestic Management Dept., Affiliate Company Management Div.	Osamu Terada	- Manager, Affiliate Administration Div.
- Manager, Global Management Dept., Affiliate Company Management Div.	Joi Okada	- Manager, Global Strategy Dept., Corporate Strategy Div.
- Manager, Planning Dept., Corporate Planning Div.	Takao Maruyama	- Manager, Corporate Strategy Dept., Corporate Strategy Div.
- Manager, Human Resources Dept., Human Resources & General Affairs Div.	Takumi Kusumoto	- Manager, Operational Reforms Promotion Office, Human Resources & General Affairs Div.

For Reference: New Organizational Chart (As of April 1, 2022)

