

Kakaku.com, Inc.
November 2013
Report on Site Access Status

kakaku.com

Kakaku.com, Inc.

Summary of major sites' monthly status (traffic)

Nov. 2013	Users per Month (YoY)	Total pages views (YoY)
Kakaku.com	45.50mn (+16.1%*)	971.39mn (-2.6%*)
	(Breakdown) PC 30.32mn Smart phone 14.50mn Feature phone 0.69mn	
tabelog	51.64mn (+26.2%*)	1,183.12mn (+30.8%*)
	(Breakdown) PC 25.48mn Smart phone 24.48mn Feature phone 1.68mn	
4travel	5.27mn (-10.2%*)	34.78mn (-12.4%*)
	(Breakdown) PC 3.43mn Smart phone 1.76mn Feature phone 0.07mn	
eiga.com	6.56mn (+38.7%*)	41.28mn (+53.3%*)
	(Breakdown) PC 4.69mn Smart phone 1.57mn Feature phone 0.30mn	
Sumaity	1.12mn (+28.7%*)	10.62mn (+20.8%*)
	(Breakdown) PC 0.82mn Smart phone 0.29mn Feature phone 0.01mn	

As of December 2, 2013, 25,578 restaurants had applied for paid tabelog memberships.

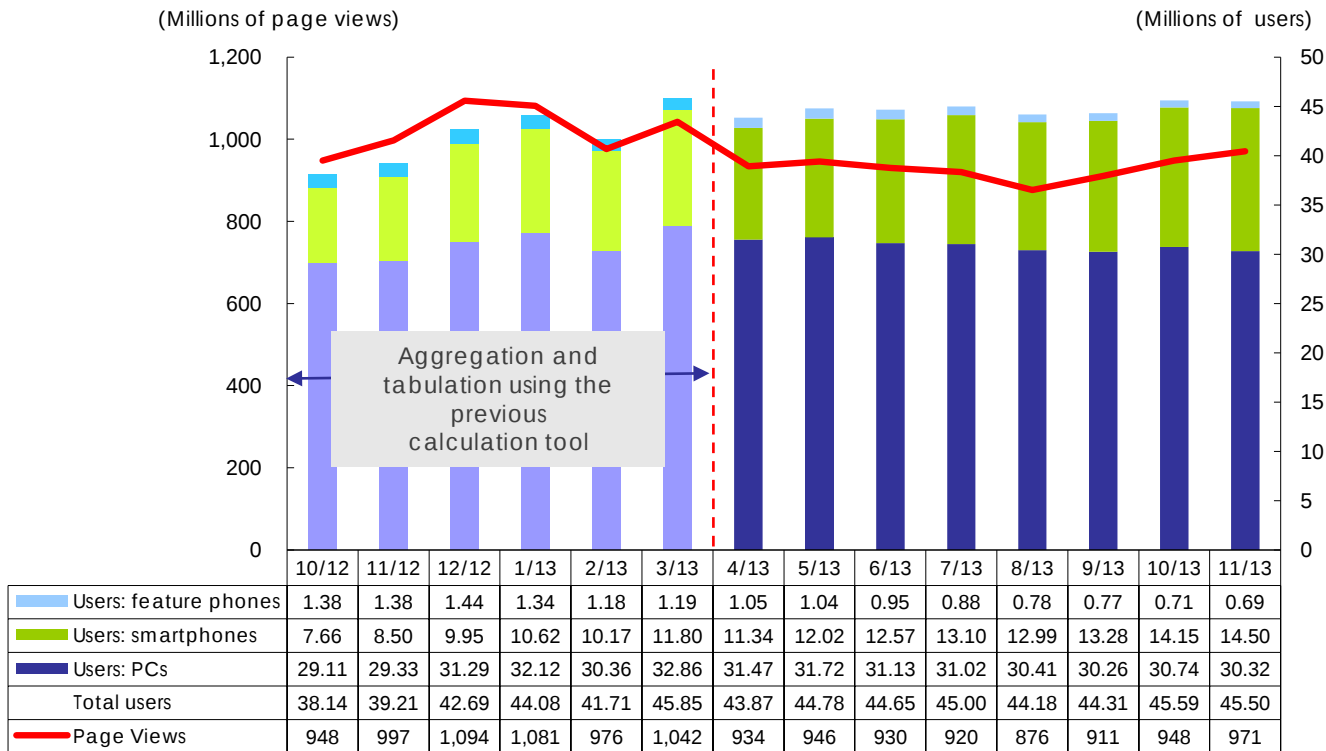
【Method of counting monthly users (unique users)】

-Our sites' calculation logic for counting PC, smartphone browser and smartphone app users was revised in April 2013 in conjunction with an aggregation tool upgrade. Traffic count data from April onward are consequently no longer directly comparable with year-earlier data, which are included for reference. In addition, we have revised the calculation logic for counting smartphone optimized page traffic for eiga.com on July 2013. With this change, eiga.com's smartphone optimized page will no longer be aggregated as PC traffic but as smartphone traffic. Earnings impact from change of calculation logic is minimal and therefore have not revised previously traffic numbers before July 2013.

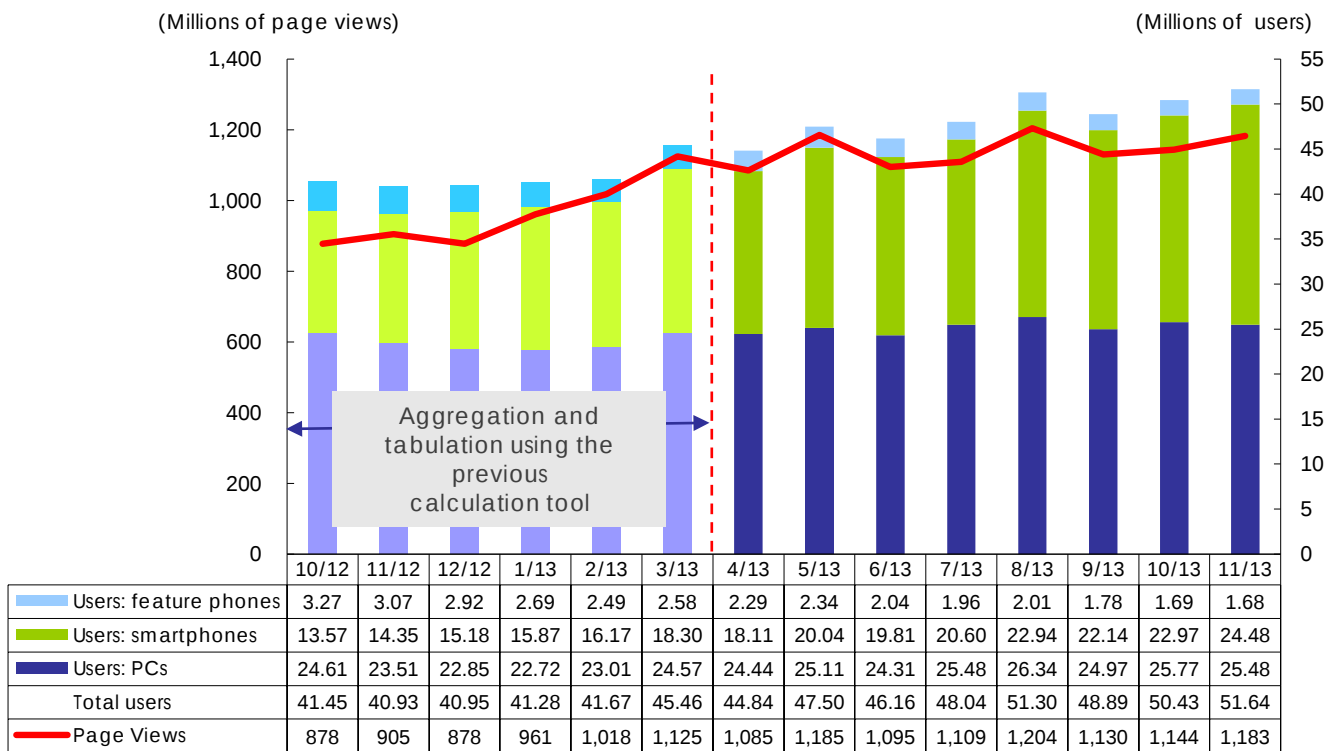
This monthly report is intended to provide data based on information available as of the report's release date. The user and page-view counts reported herein are subject to fluctuations due to various factors, including economic conditions and seasonality. Traffic counts for travel and real estate sites in particular tend to fluctuate substantially due to seasonal factors.

Monthly traffic by site

Kakaku.com

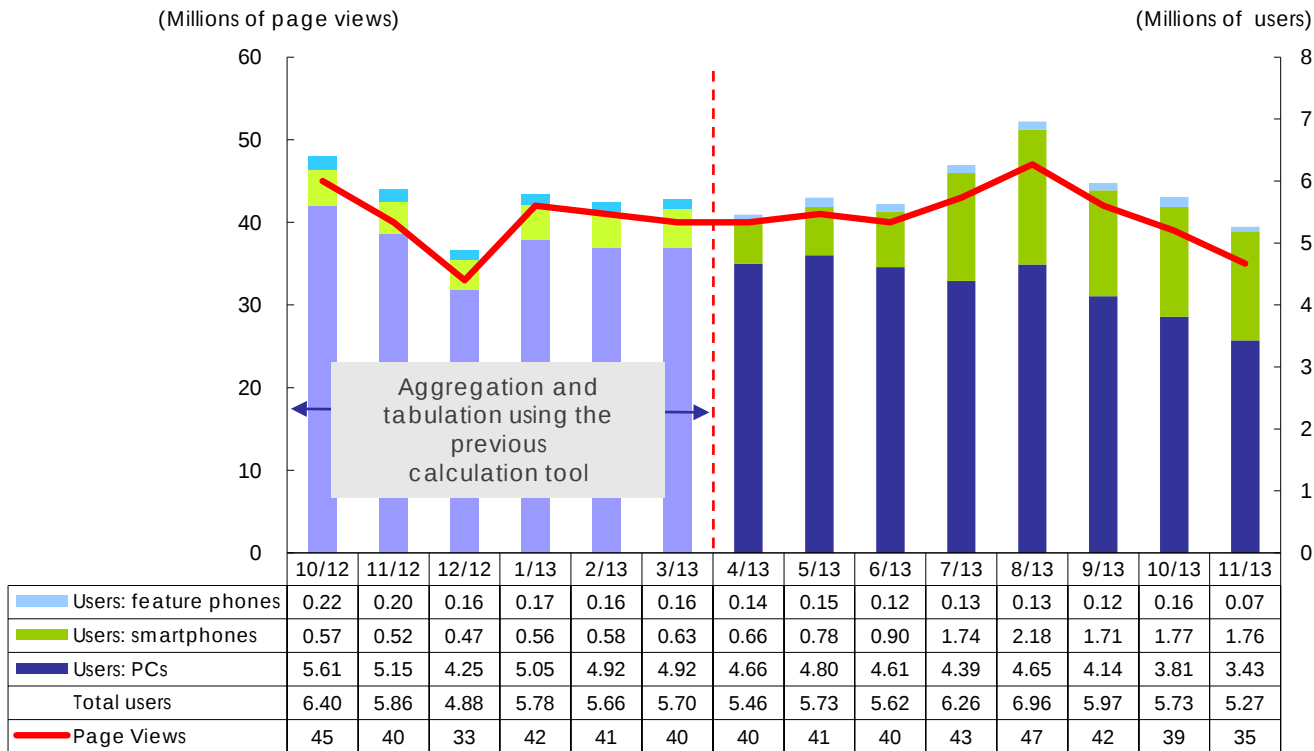


tabelog



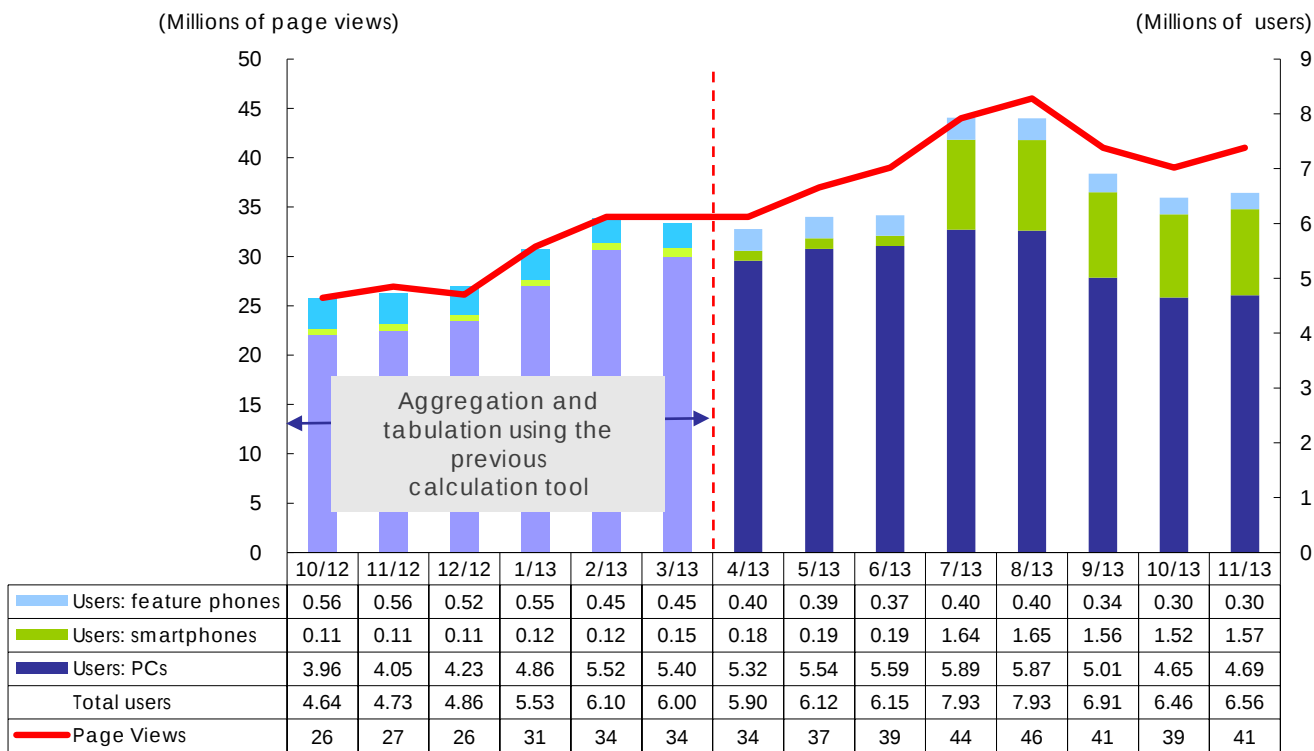
Monthly traffic by site

4travel



(Operated by consolidated subsidiary 4travel, Inc.)

eiga.com



(Operated by consolidated subsidiary eiga.com, Inc.)

Monthly traffic by site

Sumaity

