

July 22, 2015

For Immediate Release

(English translation of the original Japanese document)

Company name: Kakaku.com, Inc.

Representative: Minoru Tanaka, President and Representative Director

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

Contact: Ichiro Sakuta, Senior Managing Executive Officer, Administrative Division General Manager

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*Individual paid subscribers for tabelog exceeds 950,000 users*

Kakaku.com, Inc. (the "Company") hereby announces that the number of paid subscribers for tabelog exceeded 950,000.



July 22, 2015

Kakaku.com, Inc. (TSE Code: 2371)

## The cumulative total number of individual paid subscribers exceeds 950,000

The number of paid monthly subscribers grew at *tabelog* (<http://tabelog.com/>), a restaurant search site operated by Kakaku.com, Inc. (head office: Shibuya Ward, Tokyo; representative director and president: Minoru Tanaka; TSE code: 2371) and the cumulative total number of paid monthly subscribers exceeded 950,000.

### **Individual paid monthly subscription services at Tabelog**

Our subscription services offer the opportunity to use premium coupons that offer high discount rates<sup>1</sup> and access to “premium service” that lets users have better dining search experience on their mobile device. In addition to the “premium service,” we offer a monthly subscription service “One Coin Lunch” for smartphone users which enables members to order a ¥500 limited lunch menu at any registered restaurants.

<sup>1</sup>Approximately 5,000 restaurants nationwide currently offer coupons with high discount rates ranging from 20% to 100%.

◆About premium service: [http://tabelog.com/rst/premium\\_service\\_guide](http://tabelog.com/rst/premium_service_guide)

◆List of premium coupons: [http://tabelog.com/japan/0/0/premium\\_coupon/](http://tabelog.com/japan/0/0/premium_coupon/)

<sup>1</sup>Approximately 5,000 restaurants nationwide currently offer coupons with high discount rates ranging from 20% to 100%.

◆About One Coin Lunch: [http://tabelog.com/lunch\\_coupon/guide/](http://tabelog.com/lunch_coupon/guide/)

\*Cumulative total number of subscribers includes paid subscription offered together with other companies.

At *tabelog*, we will continue to focus on providing our users and restaurants value added and attractive services.

### **About tabelog**

Launched in March 2005 based on the concept of “a reliable restaurant selection service,” the site provides restaurant rankings calculated using an original algorithm based on users’ word-of-mouth information and ratings.

Registered restaurants: approx. 800,000; posted reviews: approx. 6.45 million (as of May 2015)  
Monthly users: 68.59 million users, Monthly page views 1,684.93 million PV (as of March 2015)

**Kakaku.com corporate profile**

Address: Digital Gate Building, 3-5-7, Ebisu-minami, Shibuya-ku, Tokyo 150-0022

Representative Director, President: Minoru Tanaka

Business description: Planning and operation of sites

Sites operated by Kakaku.com, Inc.: <http://corporate.kakaku.com/company/service?lang=en>

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