

August 2, 2018

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 Capital Alliance Agreement and Business Alliance Basic Agreement

On August 2, 2018, the Board of Directors of Kakaku.com, Inc., (the "Company") passed a resolution to enter into a capital alliance agreement and business alliance basic agreement (collectively the "Capital/Business Alliance Agreements") with KDDI CORPORATION ("KDDI"; Tokyo Stock Exchange, First Section; stock code: 9433). Details are as follows.

1. Rationale behind Capital/Business Alliance Agreements

The Company mainly operates Internet Media business, including the *kakaku.com* customer purchasing support site and *tabelog* restaurant search and reservation site. It aims to keep growing its corporate value by continuing to provide consumer-friendly services across diverse sectors.

KDDI's core business is telecommunications. It is pursuing "integration of telecommunications and life design" by building a full line of services essential to daily life in areas such as content, commerce, energy, finance and education.

The Company and KDDI have entered into the Capital/Business Alliance Agreements, having agreed to form a business alliance that leverages their respective strengths and know-how in the aim of generating further synergies to grow their operations in the rapidly changing internet industry based on mutual understanding of and respect for each other's businesses.

The Company and KDDI have already collaborated in various realms through the Company's media and have built a relationship of trust based on mutual understanding of and respect for each other's businesses.

Additionally, KDDI has informed the Company that it plans to acquire 16.63% (35,016,000 shares) of the Company's total issued shares on August 8, 2018. For more details on KDDI's acquisition of these shares, see the Company's Notice of Secondary Offering and Changes in Principal Shareholders and Other Affiliates released today.

The Capital/Business Alliance Agreements will not have any effect on relationships with other business partners with which the Company and KDDI respectively collaborate.

2. Overview of capital and business alliances

(1) Nature of business alliance

The Company and KDDI will confer with each other to develop a business alliance in the following business areas in the aim of generating further synergies to grow their respective operations.

- Promotion of businesses that capitalize on both companies' strengths, including online advertising and digital marketing businesses

- Potential business expansion through service collaborations between the two companies
- Potential development of new businesses that utilize various assets of both companies

To realize an effective business alliance, the Company plans to ask its shareholders to approve a resolution appointing one outside director from KDDI pursuant to the Capital/Business Alliance Agreements at an Extraordinary General Meeting of Shareholders scheduled at the end of October 2018.

(2) Number and percentage of total issued shares to be newly acquired by alliance partner

KDDI plans to acquire 35,016,000 shares of the Company's common stock (16.63% of the Company's total issued shares) from Dentsu.

3. Profile of business alliance partner

(1) Profile of business alliance partner

①	Name	KDDI CORPORATION	
②	Head office	2-3-2, Nishishinjuku, Shinjuku-ku, Tokyo	
③	Representative	Makoto Takahashi, President	
④	Business	Telecommunications	
⑤	Common stock	¥141,852 million (as of March 31, 2018)	
⑥	Date established	June 1, 1984	
⑦	Fiscal year-end	March 31	
⑧	Major shareholders and their ownership percentages	Kyocera Corporation: 13.92% Toyota Motor Corporation: 12.40% The Master Trust Bank of Japan, Ltd. (trust accounts): 7.93% Japan Trustee Services Bank, Ltd. (trust accounts): 5.54% (as of March 31, 2018)	
⑨	Relationships with the Company	Capital relationship	No material relationship
		Human relationship	The Company has employees on temporary assignment at KDDI.
		Business relationship	KDDI and the Company engage in transactions related to advertising and new business development.
		Related party status	Not applicable

(2) Business alliance partner's consolidated financial position and consolidated operating performance in its three most recent fiscal years

Fiscal year ended:		March 2016	March 2017	March 2018
Operating revenue	(¥mn)	4,466,135	4,748,259	5,041,978
Operating income	(¥mn)	832,583	912,976	962,793
Pretax profit for the year	(¥mn)	818,410	895,897	955,147

Profit for the year attributable to owners of the parent (¥mn)	494,878	546,658	572,528
Basic EPS (¥)	197.73	221.65	235.54
Total assets (¥mn)	5,880,623	6,263,826	6,574,555
Total liabilities (¥mn)	2,333,767	2,414,692	2,443,298
Total equity (¥mn)	3,546,856	3,849,133	4,131,257
Net assets per share* (¥)	1,329.05	1,446.15	1,568.84
Dividend per share (¥)	70.0	85.0	90.0

*In compliance with IFRS, the above value for consolidated net assets is consolidated net assets attributable to owners of the parent.

4. Dates

August 2, 2018	Resolution by the Company's Board of Directors
August 2, 2018	Execution of the Capital/Business Alliance Agreements

5. Outlook

The Company's earnings forecast for the fiscal year ending March 2019, disclosed on May 10, 2018, does not factor in any impact from the alliance announced herein.

The Company will update its forecast to reflect the alliance's prospective effects on future earnings as soon as such effects have been specifically ascertained after the details of the alliance have been determined.

Reference: Consolidated earnings forecast for current fiscal year (disclosed May 10, 2018) and previous fiscal year's consolidated results (in millions of yen)

	Revenue	Operating profit	Profit before income taxes	Profit attributable to owners of parent company
Forecast for fiscal year ending March 2019	52,000	25,200	25,080	17,090
Results in fiscal year ended March 2018	46,782	22,876	22,820	15,699