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Securities Code: 2371

October 10, 2018

To Our Shareholders:

Shonosuke Hata
President and Representative Director
Kakaku.com, Inc.
3-5-7 Ebisu-Minami, Shibuya-ku, Tokyo

Notice of the Extraordinary General Meeting of Shareholders

You are cordially invited to attend the Extraordinary General Meeting of Shareholders of Kakaku.com, Inc. (the “Company”), which will be held as indicated below.

If you are unable to attend the meeting in person, you may exercise your voting rights in writing or via the Internet. Please review the attached Reference Documents for General Meeting of Shareholders, and exercise your voting rights by 7:00 p.m. on Wednesday, October 24, 2018 (JST).

[Exercise of voting rights in writing (voting card)]

Please indicate your approval or disapproval to the proposal on the enclosed voting card, and return it so that it will be received by us no later than the above date and time.

[Exercise of voting rights via the Internet]

Please read the “Instructions for exercising voting rights via the Internet” on page 3 and access the voting website designated by the Company (<https://www.web54.net>), and exercise your voting rights no later than the above date and time.

- 1. Date and Time:** Thursday, October 25, 2018, at 10:00 a.m.
- 2. Venue:** “AKEBONO,” 1st floor, Meiji Kinenkan
2-2-23 Moto-Akasaka, Minato-ku, Tokyo

3. Purpose of the Meeting

Matters to be resolved

Proposal: Election of One (1) Director

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1. When you attend the meeting, you are kindly requested to present the enclosed voting card at the reception at the meeting.
 2. If it becomes necessary to make changes to the Reference Documents for General Meeting of Shareholders, such changes will be posted on the Company’s website (<http://corporate.kakaku.com/ir>).
 3. Please be aware that there will be no gifts provided for the shareholders who attend this Extraordinary General Meeting of Shareholders.

Reference Documents for General Meeting of Shareholders

Proposal and Reference Information

Proposal: Election of One (1) Director

The Company proposes the election of one (1) Director to further enhance the management system. In addition, as provided for in the Company's Articles of Incorporation, the term of office of the newly elected Director will be until the terms of office of the other currently serving Directors expire.

The candidate for Director is as follows:

Name (Date of birth)	Career summary, position and responsibility at the Company (Significant concurrent positions outside the Company)	Number of shares held in the Company
Shingo Niori (April 5, 1961) [New] [External Director]	<p>Apr. 1985 Joined Kokusai Denshin Denwa Co., Ltd. (currently KDDI CORPORATION)</p> <p>Apr. 2004 General Manager, VAS Marketing Department, KDDI CORPORATION</p> <p>Apr. 2005 Seconded to Ubiquitous Core, Inc. as CEO</p> <p>Apr. 2008 General Manager, Alliance Business Department, KDDI CORPORATION</p> <p>Apr. 2012 General Manager, Business Strategy Department, KDDI CORPORATION</p> <p>Apr. 2015 Deputy General Manager, Advanced Business Development Division, KDDI CORPORATION</p> <p>Apr. 2016 Administrative Officer and General Manager, Value-added Business Strategy Division, KDDI CORPORATION</p> <p>Apr. 2018 Administrative Officer and General Manager, Life Design Business Strategy Division, KDDI CORPORATION (present post)</p>	—
<p>[Reason for the nomination of the candidate for External Director]</p> <p>Mr. Shingo Niori serves as an Administrative Officer at KDDI CORPORATION. He has held important positions related to said company's core businesses such as positions involving business planning in the area of life design, which is regarded as crucial to the growth of KDDI CORPORATION. The Company has nominated him as a candidate with the expectation that his extensive experience and broad discernment cultivated through the aforementioned career can be utilized in the expansion of the Company's business and the further strengthening of the corporate governance system.</p>		

- Notes: 1. Candidate for External Director Shingo Niori is an Administrative Officer at KDDI CORPORATION. The aforementioned company is a major shareholder of the Company and an "other affiliated company." Furthermore, the aforementioned company and the Company have entered into basic agreements related to business alliances.
2. If the election of Mr. Shingo Niori is approved, the Company plans to enter into an agreement with him to limit the liability for damages under Article 423, paragraph 1 of the Companies Act to the maximum stipulated in laws and regulations based on the provision of Article 427, paragraph 1 of the Companies Act and the Articles of Incorporation.

Instructions for exercising voting rights via the Internet

If you exercise your voting rights via the Internet, you are kindly requested to ascertain the following items and exercise your voting rights:

1. You can only exercise your voting rights via the Internet by accessing the voting website designated by the Company (<https://www.web54.net>).
A site accessible via mobile phone is not available.
2. When exercising your voting rights via the Internet, you will need the voting rights exercise code and password shown on the voting card.
3. Voting rights may be exercised by 7:00 p.m. on Wednesday, October 24, 2018 (JST), the day before the Extraordinary General Meeting of Shareholders.
4. If you exercise your voting rights via the Internet multiple times, only the last vote exercised will be treated as valid. In addition, if you exercise your voting rights both in writing (voting card) and via the Internet, the vote via the Internet will be treated as valid.
5. The costs incurred when accessing the voting website will be the responsibility of the shareholder.
6. Please contact the following if you have questions about exercise of voting rights via the Internet.

Stock Transfer Agency Web Support, Sumitomo Mitsui Trust Bank, Limited
Telephone: 0120-652-031 (toll-free in Japan only; hours: 9:00 a.m. to 9:00 p.m.)

To Institutional Investors

Institutional investors may use the “Electronic Voting Platform” managed by ICJ, Inc.