



Results Briefing for 3Q FY2019/3

February 5, 2019

Kakaku.com, Inc.

Financial Highlights for 3Q FY2019/3

3Q FY2019/3 Consolidated Results

- Revenue and operating profit through 3Q were at 39,884 million and 18,196 million yen, equivalent to 76.7% and 72.2% of their respective full-year forecasts.

(Unit : million yen)

	3Q FY2019/3 10/2018-12/2018	yoY	3Q FY2019/3 4/2018-12/2018	yoY	Full Year Forecast	Achievement Ratio
Revenue	14,239	+20.4%	39,884	+19.1%	52,000	76.7%
Operating profit	6,513	+14.3%	18,196	+12.4%	25,200	72.2%
Profit before income taxes	6,440	+13.2%	18,048	+11.6%	25,080	72.0%
Profit attributable to owners of the parent company	4,422	+13.7%	12,079	+9.5%(*1)	17,090	70.7%
Operating margin	45.7%	-2.4pts	45.6%	-2.7pts	48.5%	-

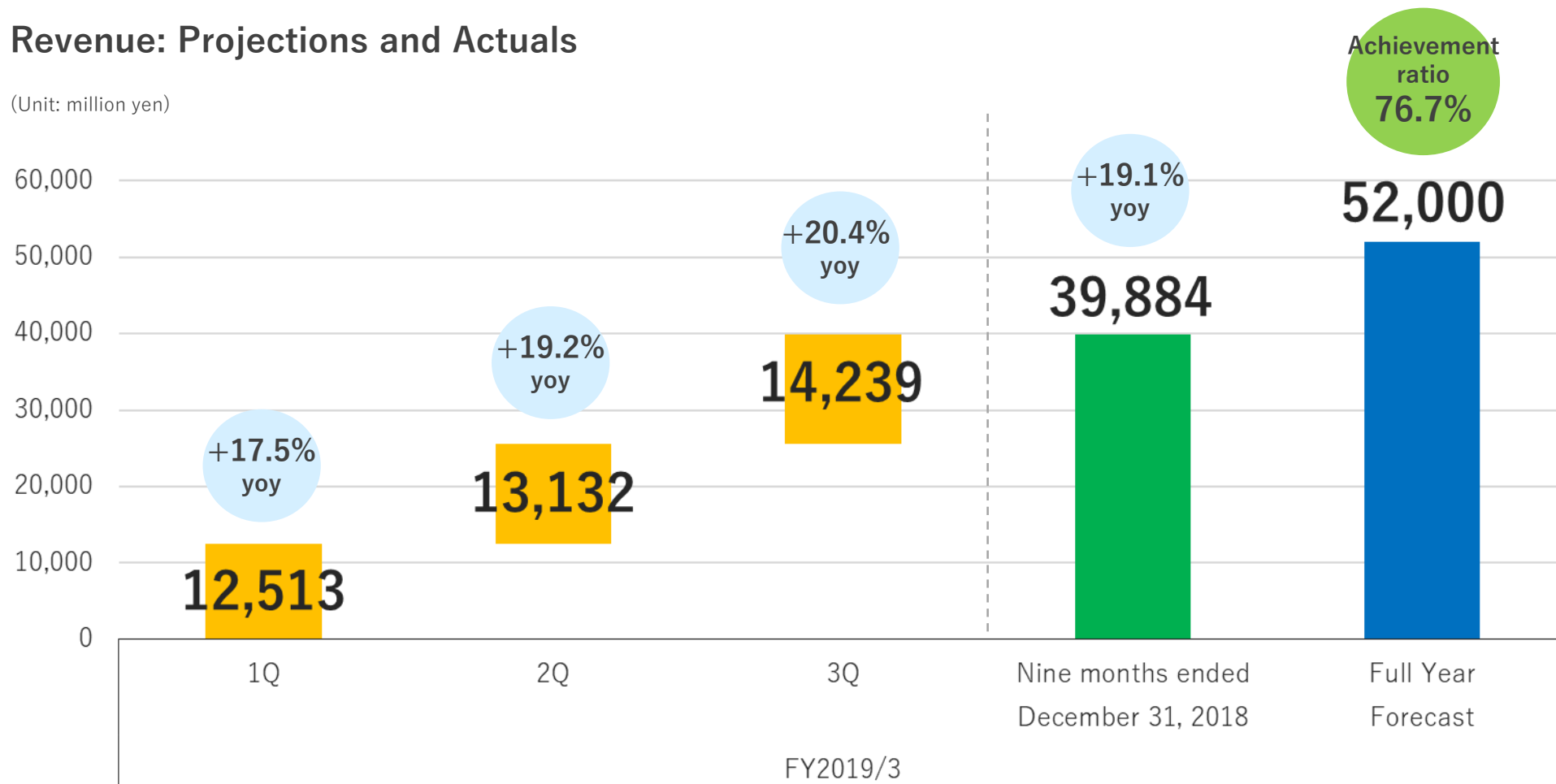
*1) A one-time recording of 200 million yen in additional taxes in the first quarter was affected.

3Q FY2019/3 Highlights: Revenue

- Revenue grew 19.1% YoY to 39,884 million, driven by Kyujin Box and Kakaku.com Insurance in addition to tabelog's restaurant sales promotion and advertising businesses and Kakaku.com's advertising business.

Revenue: Projections and Actuals

(Unit: million yen)



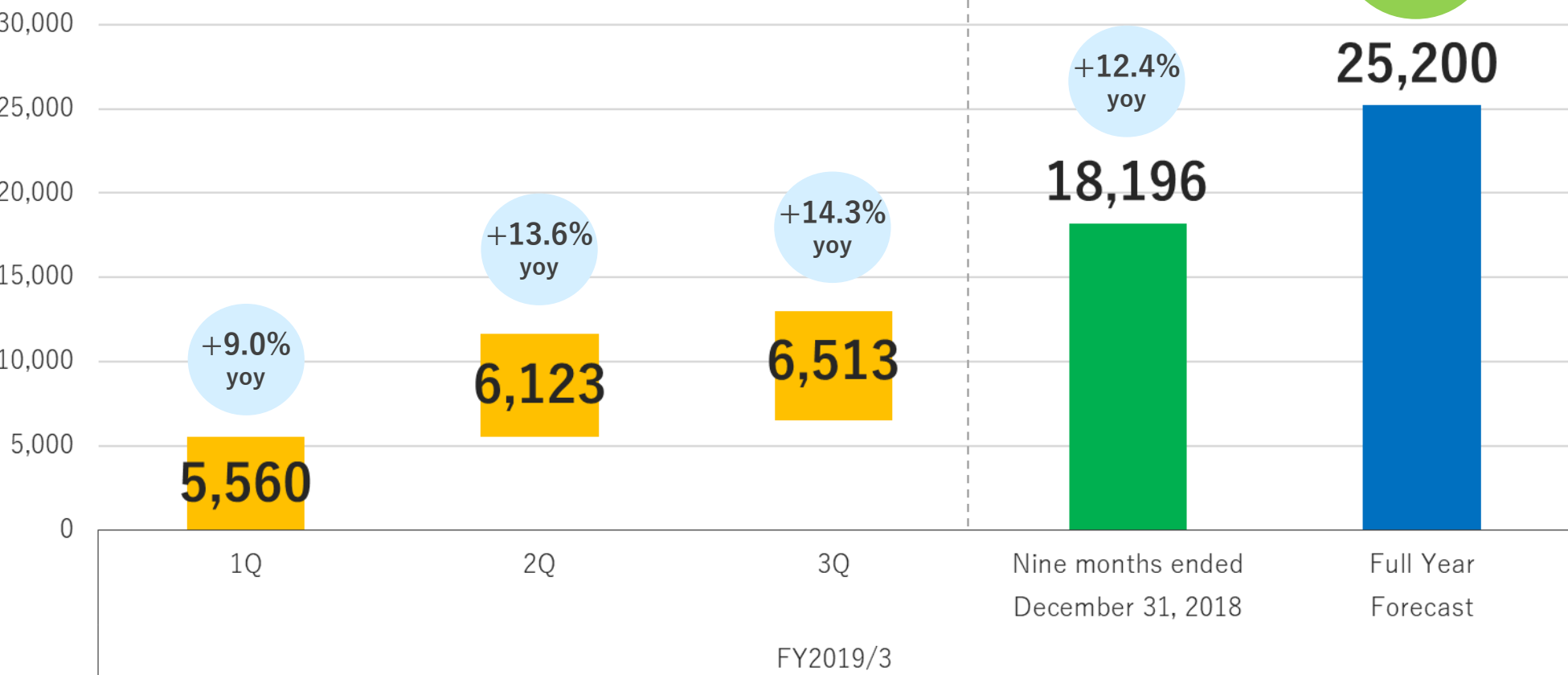
Note: Revenue of companies consolidated as of 4Q 2018/3 (LCL and gaie) are as follows: 1Q 460 million yen, 2Q 674 million yen, 3Q 631 million.

3Q FY2019/3 Highlights: Operating Profit

- Due to revenue growth across all segments, operating profit was 18,196 million yen, up by 12.4% yoy.

Operating Profit: Projections and Actuals

(Unit: million yen)



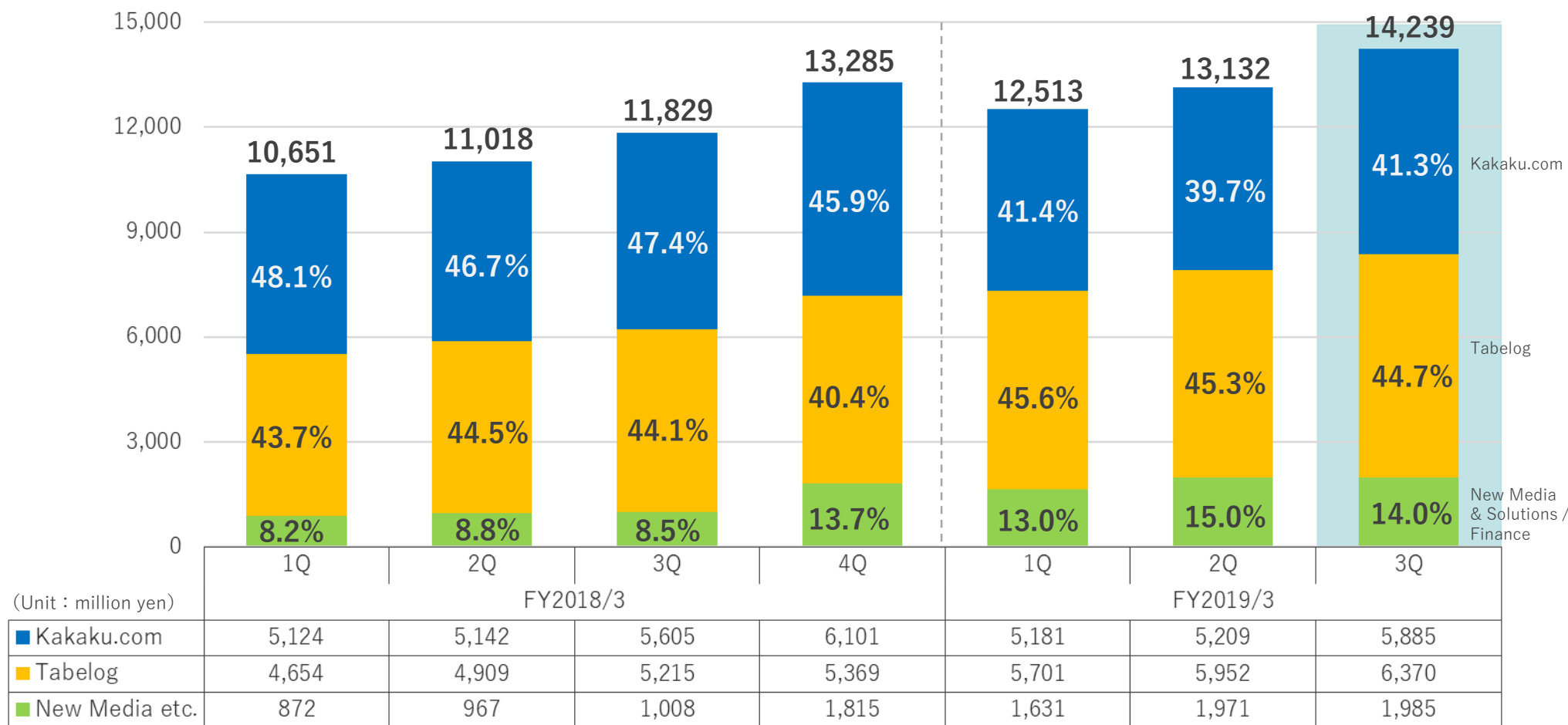
Note: Revenue of companies consolidated as of 4Q 2018/3 (LCL and gaie) are as follows: 1Q 146 million yen, 2Q 313 million yen, 3Q 240 million.

Breakdown of Revenue and Cost

3Q FY2019/3 (Oct – Dec 2018)

Quarterly Revenue by Business Segment (Consolidated)

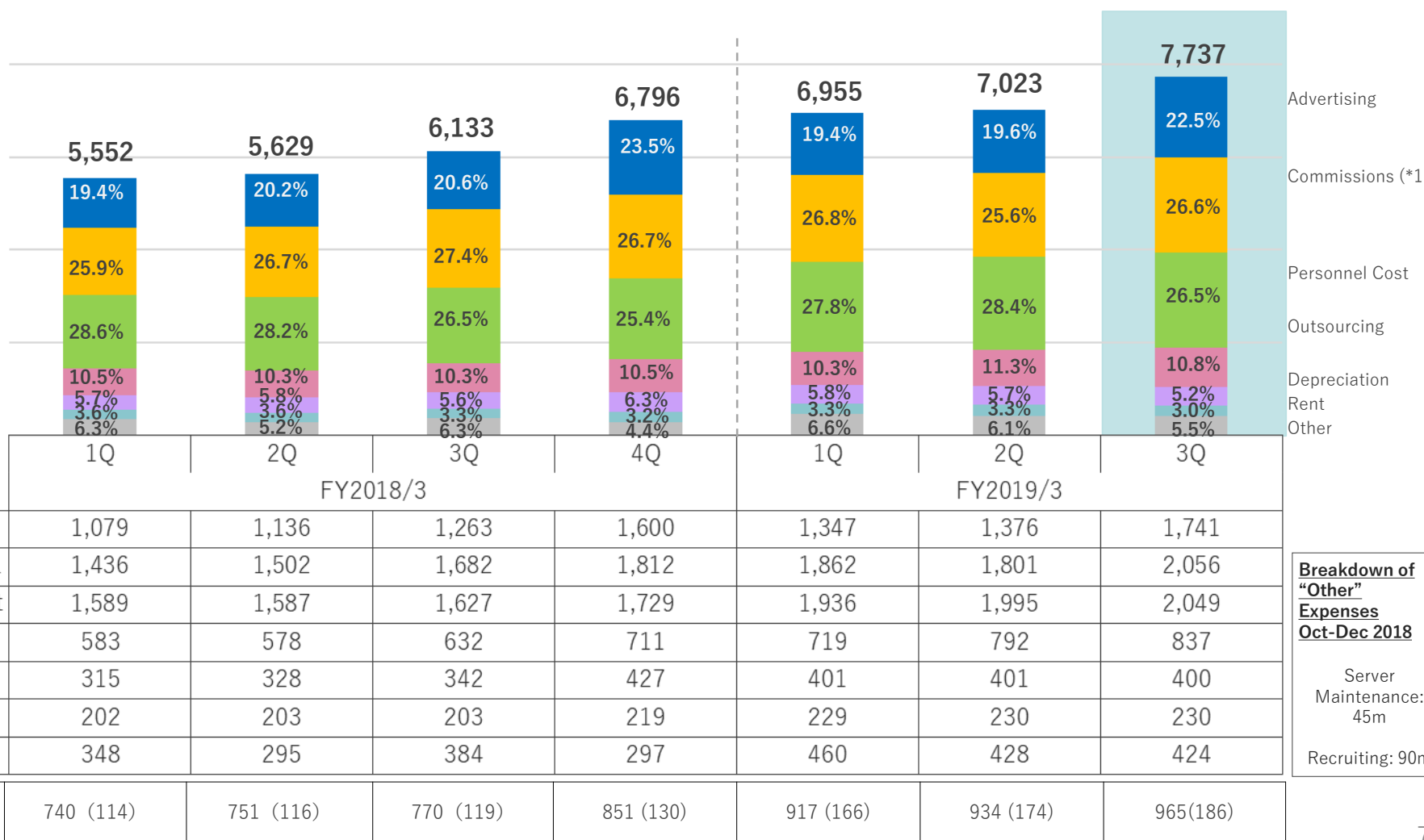
- 3Q revenue grew across all segments. The New Media & Solutions / Finance segment accounted for 14.0% of total sales in the wake of growth in LCL and gaie's revenues in addition to growth in existing businesses.



Note: Amounts exclude inter-segment sales and transfers

Quarterly Cost Breakdown (Consolidated)

- Advertising expenses increased, largely due to a tabelog TV advertising campaign.



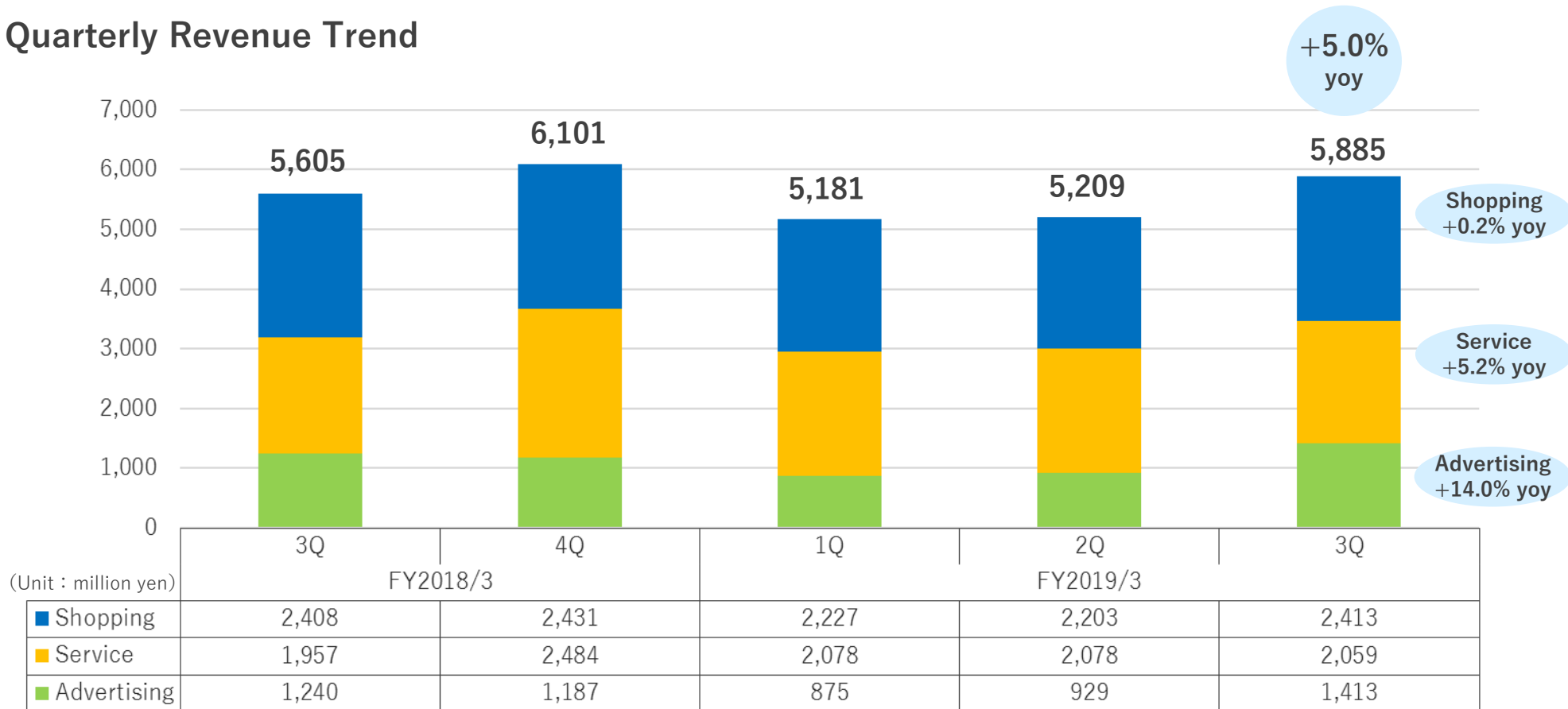
*1) Commissions = various commissions paid + Advertising agency commissions *2) The number of regular employees, with the average number of temporary employees for each quarter shown separately in parentheses.

Kakaku.com

Kakaku.com: Overview

- Kakaku.com's 3Q revenue grew 5.0% YoY to 5,885 million yen due to favorable progress with its service and advertising businesses.
- The number of Kakaku.com's monthly users was 60.17m. (as of December 2018)

Quarterly Revenue Trend



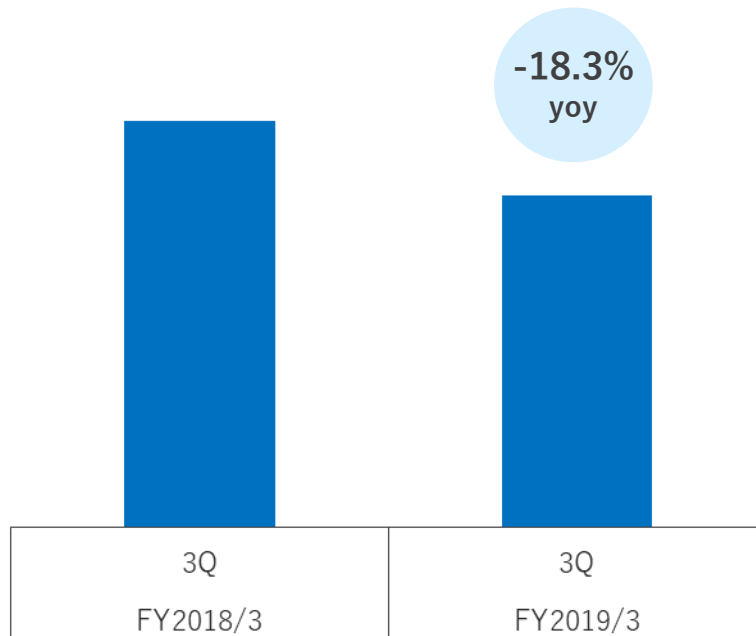
Note: The explanation about the monthly users lists it in page 29.

Kakaku.com: Shopping and Service Segment

- The shopping business's 3Q revenue was up 0.2% YoY to 2,413 million yen as durable goods sales growth offset a decline in consumer goods sales due to a reduction in gross consumer-goods transaction volume.
- The service business's revenue increased 5.2% YoY to 2,059 million yen, boosted by growth in revenue from financial service and moving company comparison services.

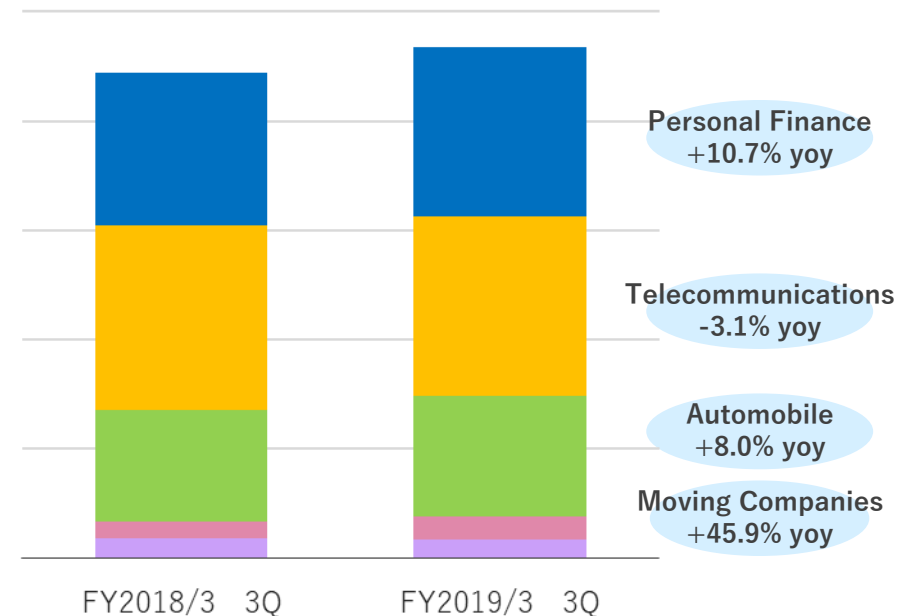
Shopping: Consumables GMV

- Gross consumer-goods transaction volume was down 18.3% YoY due to reduced advertising spending on consumer goods and a decrease in seasonal (winter) merchandise purchase rates.



Service: Revenue by Category

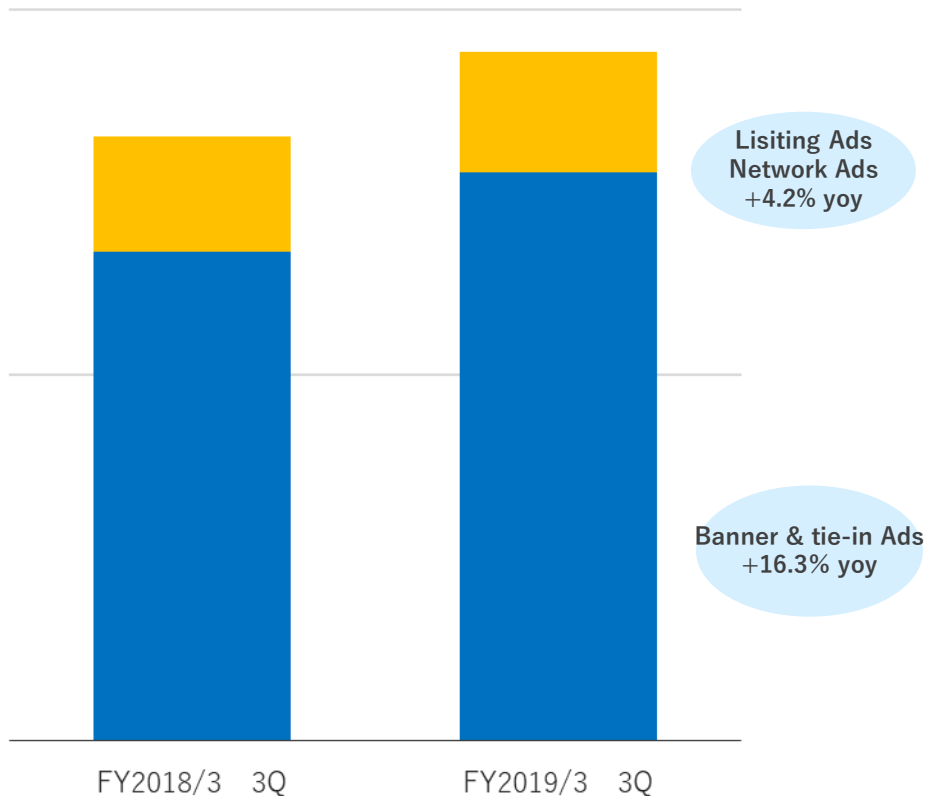
- Revenue from financial service, automotive service, and moving company comparison services increased while telecom service comparison revenue decreased.



Kakaku.com: Advertising Segment

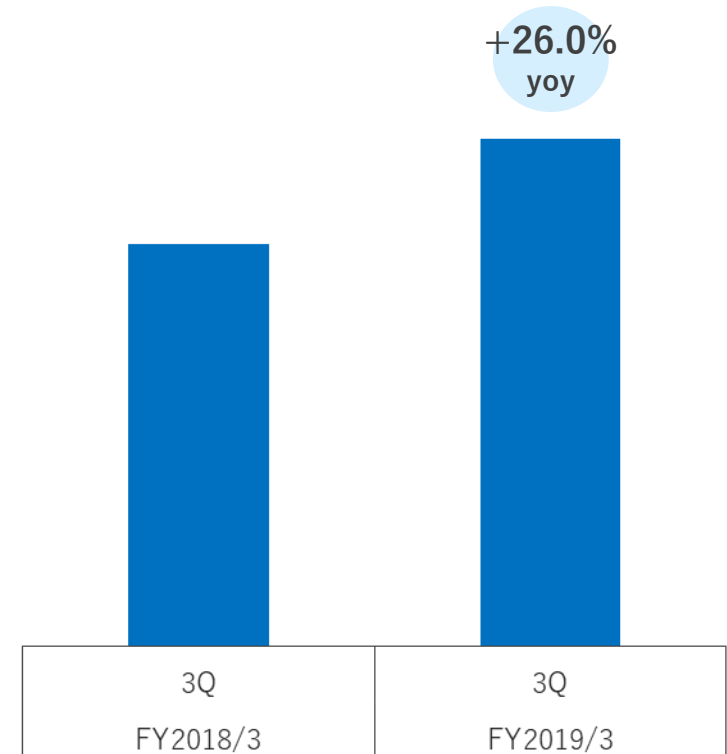
- The advertising business's 3Q revenue grew 14.0% YoY to 1,413 million yen as a result of growth in revenue from banner ads and advertorials in addition to network ads.

Advertising: Revenue by Category



Growth in tie-up advertorial advertising

■ Growth in tie-up advertorial placements



Note : Numbers of advertorials first published during the periods from October 1 through December 31, 2017, and from October 1 through December 31, 2018.

Kakaku.com: Outlook

- Expand customer-referral support to offline retailers together with support from manufacturers.
- Offer video content in Kakaku.com Magazine to provide users with clearer information about products and services.

Expansion of offline customer referral support

・ Improve content and strengthen sales activity to increase offline customer referral support initiatives in concert with manufacturers and high-volume electronics retailers.

■ Joint promotions with manufacturers and high-volume electronics retailers

・ NEC and Kakaku.com



・ BicCamera, Google and Kakaku.com



Delivery of video content through Kakaku.com Magazine

■ Kakaku.com Magazine product images

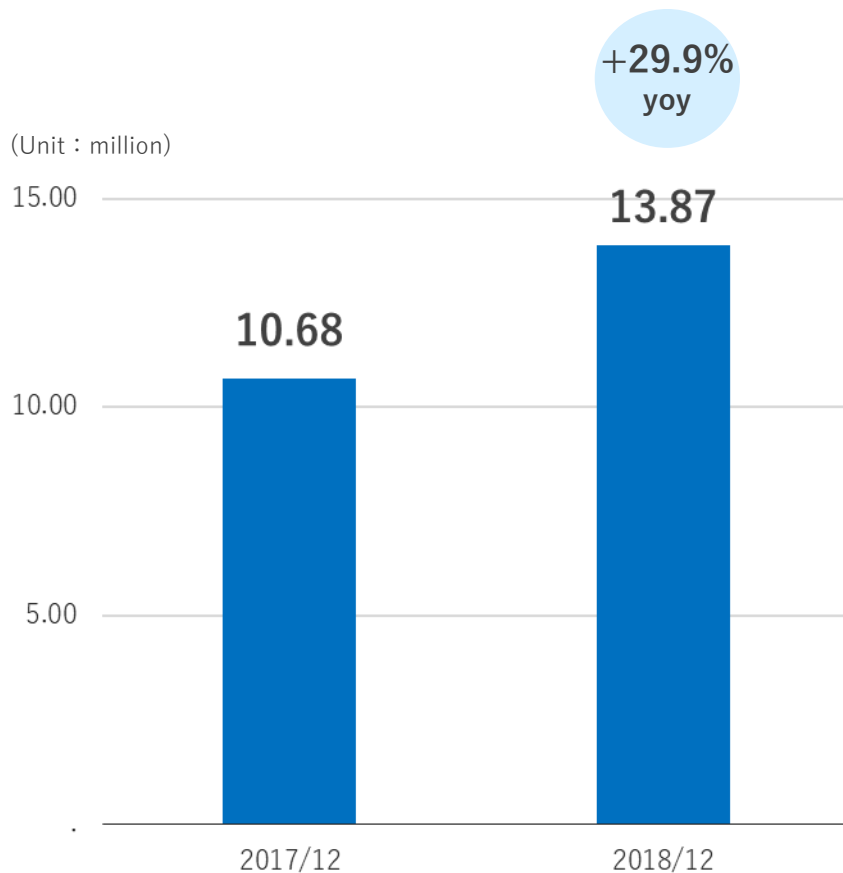
・ Photograph products in our photo studio.



Priceprice.com

- The three-country total number of users was 13.87 million, +29.9% yoy (as of Dec 2018)
- Monthly unique users increased as a result of improved content in accessory & parts categories.

3 Country Total Number of Users



Note: - 3 country total consists of Indonesia, Philippines and Thailand.
 - The explanation about the monthly users lists it in page 29.

Content upgrades aimed at increasing user numbers

- User numbers have grown in response to improved content in accessory & parts categories, which include frequently purchased motorcycle and computer parts and mobile phone accessories.

Accessory & parts categories

Accessory & parts categories' monthly unique users



Mobile phone-related

- Smartphone cases
- Chargers, etc.



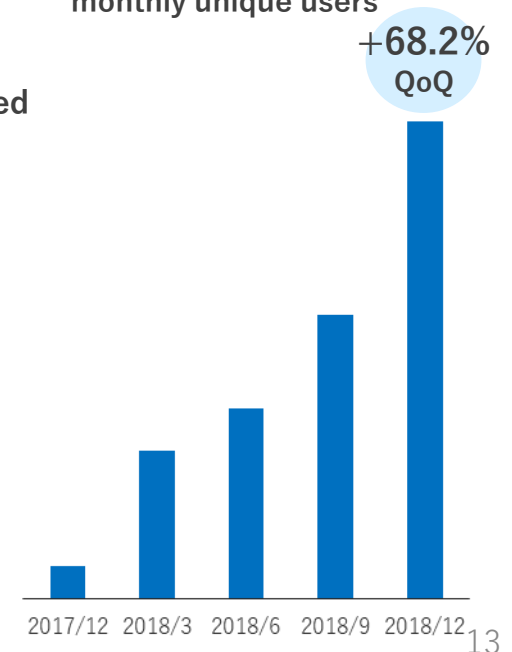
Computer-related

- Computer mice
- Keyboards
- Webcams, etc.



Motorcycle-related

- Helmets
- Tires, etc.

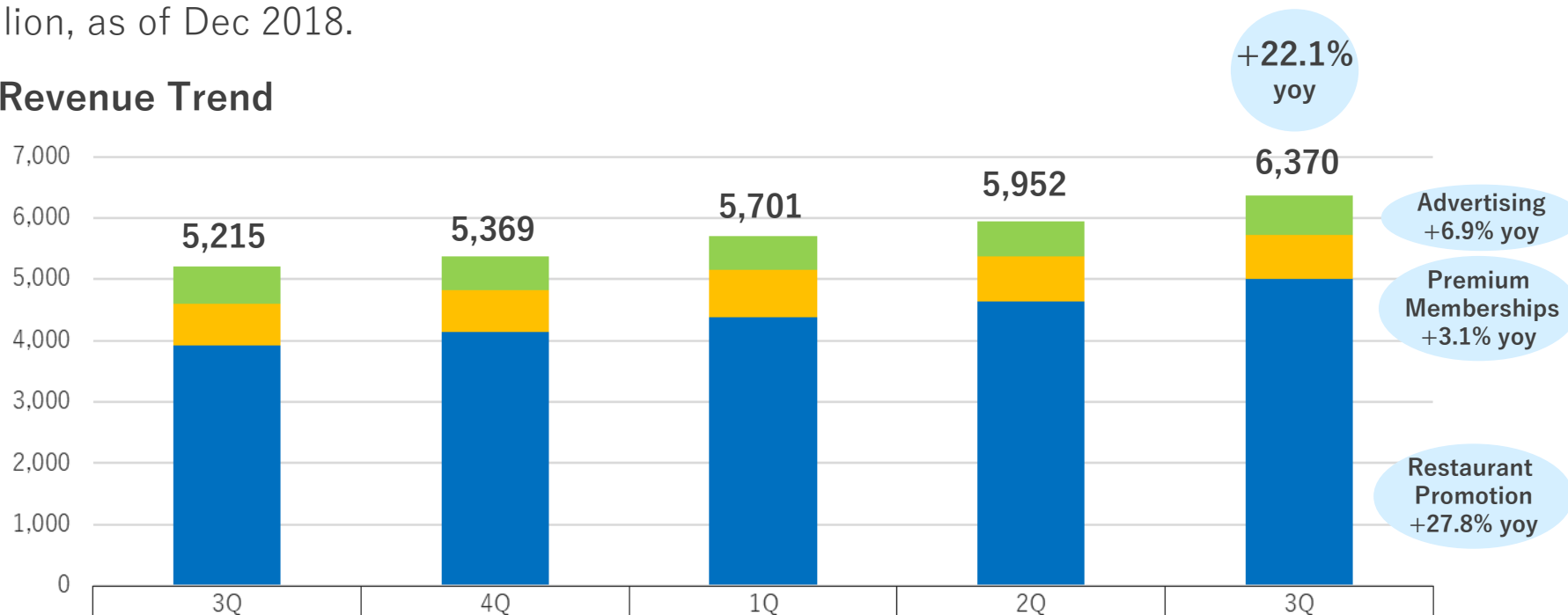


Tabelog

Tabelog: Overview

- tabelog's 3Q revenue grew 22.1% YoY to 6,370 million yen, driven chiefly by its restaurant promotion business.
- The number of monthly users was 118.06 million (as of Dec 2018).
- The cumulative number of online seat reservations made through Tabelog surpassed 55 million, as of Dec 2018.

Quarterly Revenue Trend



(Unit : million yen)

	FY2018/3		FY2019/3		
Advertising	607	550	581	650	
Premium Memberships	688	681	735	709	
Restaurant Promotion	3,920	4,138	4,635	5,011	

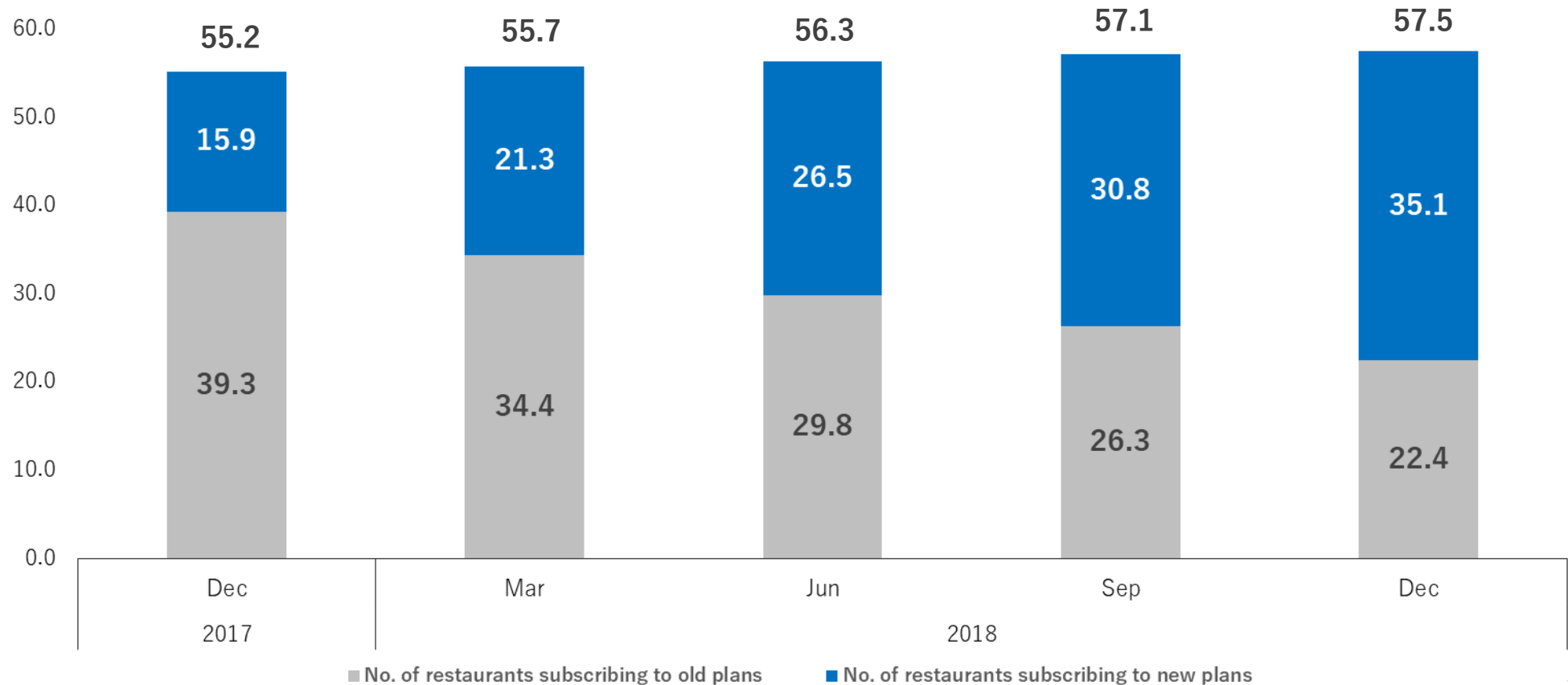
Note: The explanation about the monthly users lists it in page 29.

Tabelog: Restaurant Promotion - No. of Fee-Paying Restaurants

- Due to the growing number of new subscriptions, coupled with a high number of restaurants switching from the old plans, the number of restaurants currently subscribing to the new plans has grown to 35,100, bringing the total to 57,500 fee-paying restaurants.

Breakdown of Fee-Paying Restaurants

(Unit : thousand)

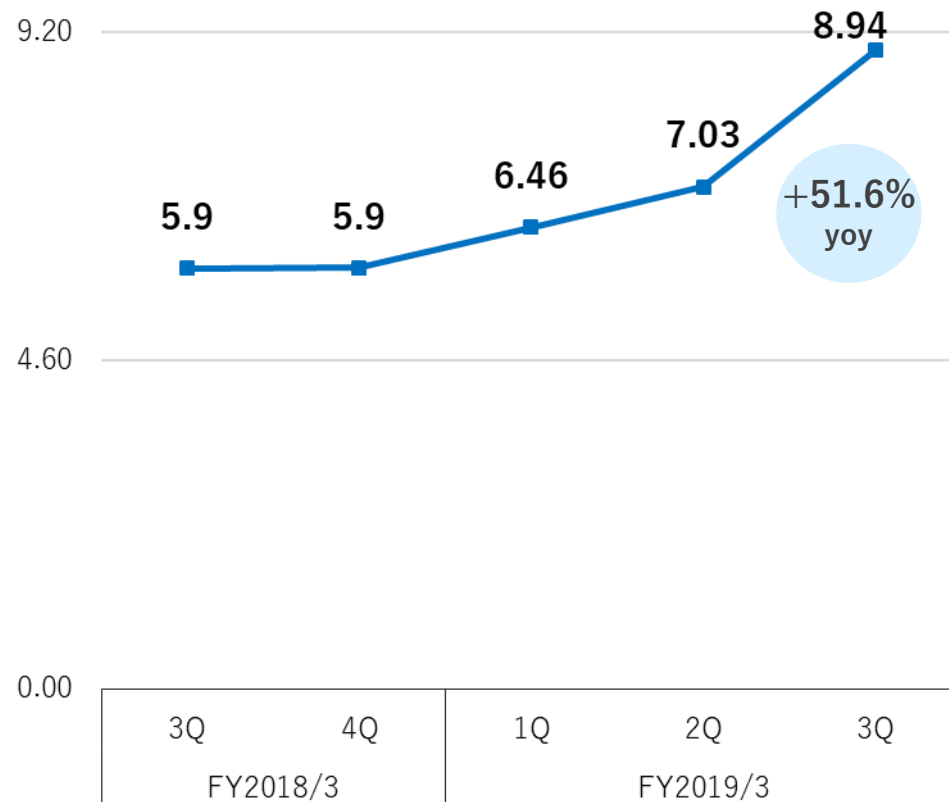


Tabelog: Restaurant Promotion – KPI progress

- As more restaurants are offering online reservations, the quarterly total of seat reservations increased to 8.94 million, +51.6% yoy.
- Quarterly average of monthly revenue per restaurant reached 29,000 yen.

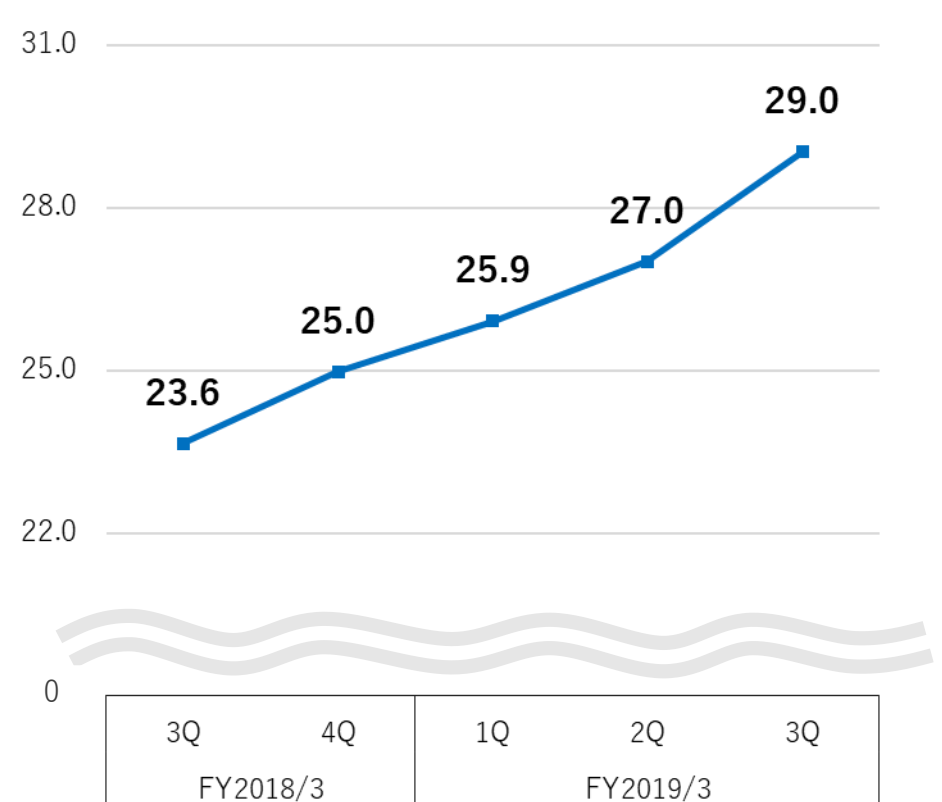
Number of seat reservations (Quarterly Total)

(Unit : million seats)



Monthly revenue per restaurant (Quarterly average)

(Unit : thousand yen)

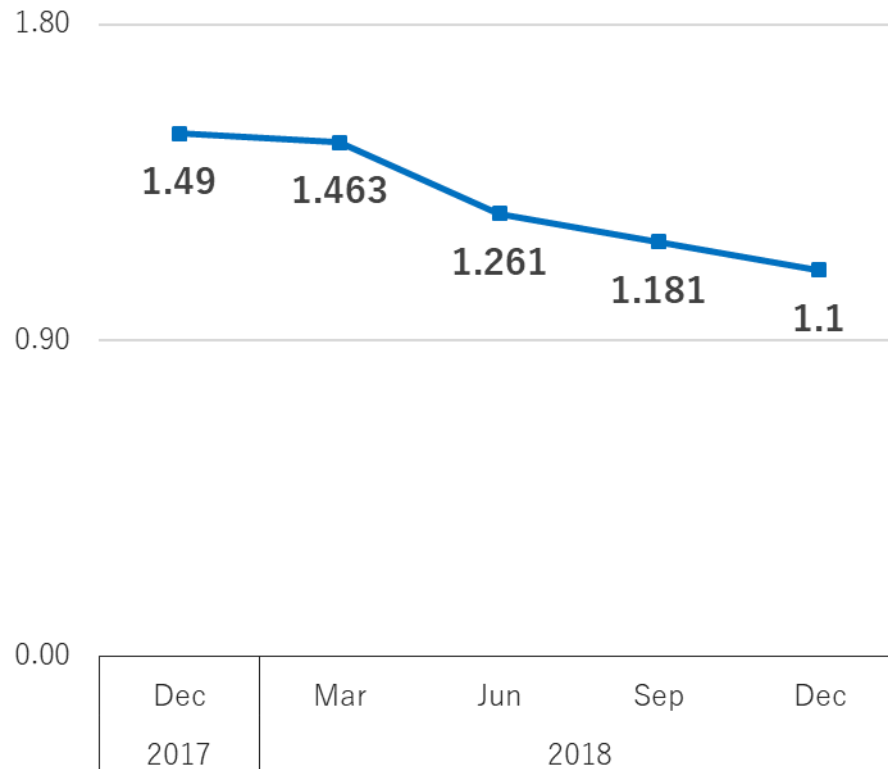


Tabelog: Premium Memberships and Advertising

- Despite a decline in premium users, the premium membership business's 3Q revenue was up 3.1% YoY to 709 million yen by virtue of YoY ARPU growth.
- The advertising business's 3Q revenue was up 6.9% YoY to 650 million yen, boosted by growth in tie-up advertising sales.

Premium Memberships: Premium Users

(Unit : million)



Advertising: New initiatives

- Cooperating restaurants are offering specials featuring food manufacturers' products.
- tabelog will continue to develop and sell advertising products tailored to advertisers' needs.

■ Promotional webpage Johnsonville × tabelog



■ Johnsonville products offered by restaurants



Tabelog: Outlook

- Do mass promotions to inform prospective users about tabelog's features and convenience. Continue to expand online reservation bookings by working to improve content and augment restaurant information.
- Promote tabelog app use among users who dine out frequently through loyalty point campaigns and on-site promotions.

Promotion of tabelog's features through TV commercials

- Publicize tabelog's features and online reservation service through mass advertising.

■ TV commercials

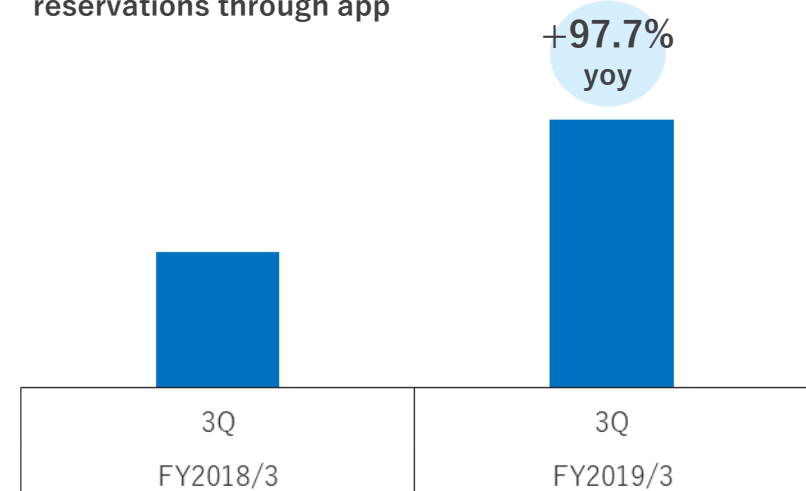


TV commercials have been broadcast mainly in the Kanto, Kansai, Tokai and Fukuoka areas since Saturday, November 24, 2018.

Expansion of tabelog app usership

- Promote app usage among tabelog users who frequently dine out through on-site ads and loyalty point campaigns.
- Increase the number of online dining customer reservations booked through the app.

■ Growth in (cumulative quarterly) online dining customer reservations through app

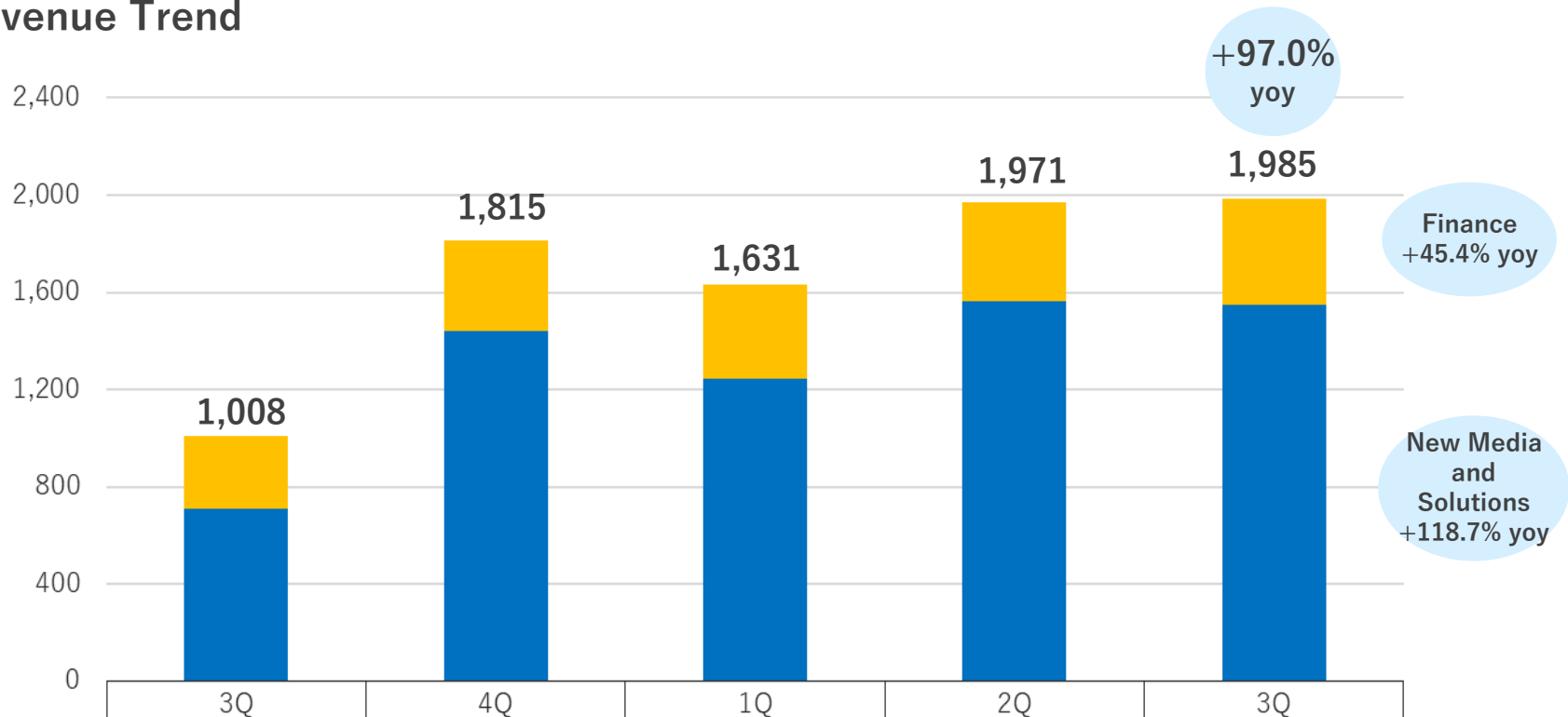


New Media and Solutions / Finance

New Media and Solutions / Finance

- Sales for the New Media and Solutions / Finance segment were 1,985 million yen, +97.0% yoy, due to increased revenue contribution by Kyujin Box, Kinarino, Finance, LCL and gaie.

Quarterly Revenue Trend



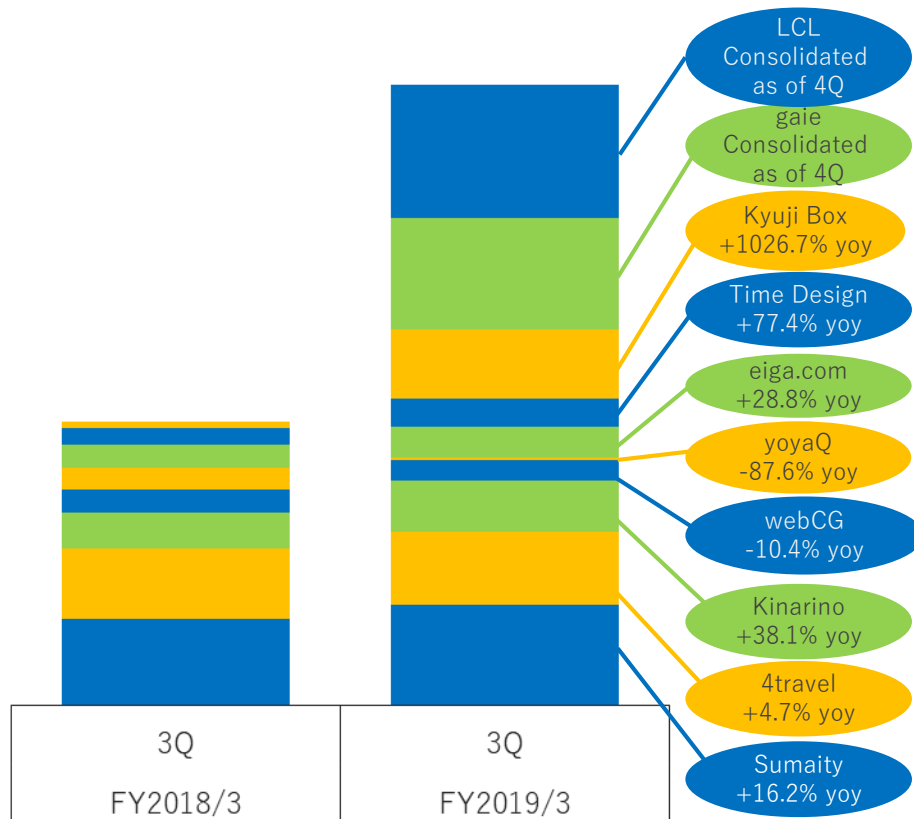
(Unit : million yen)

■ Finance	299	376	385	406	435
■ New Media & Solutions	709	1,439	1,246	1,565	1,551

New Media and Solutions / Finance

- Kyujin Box, Sumaity and Kinarino achieved significant revenue growth YoY.
- Kyujin Box's monthly unique users increased 350% YoY in 3Q.

Revenue by media

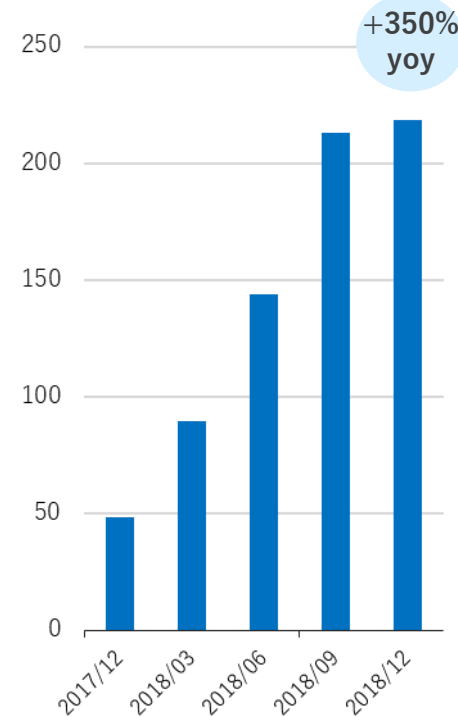


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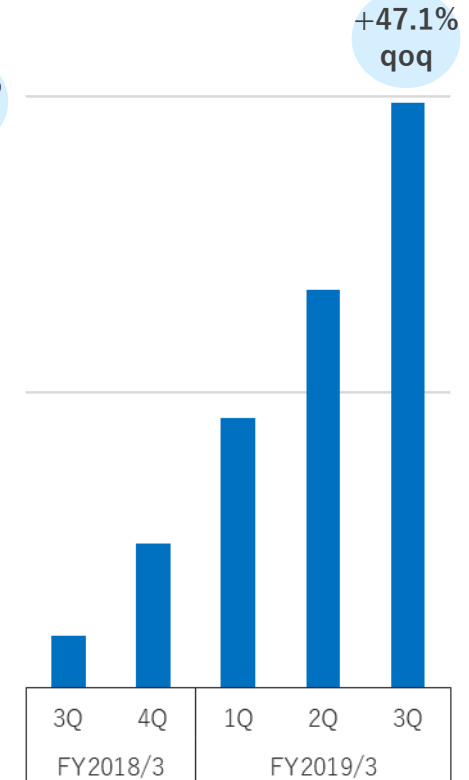
Kyujin Box: Monthly users and quarterly revenue

Monthly users

(Unit : ten thousand)



Revenue trend



New Media and Solutions / Finance

- Kinarino is working on expanding advertising revenue base by developing and selling advertising that incorporates original content.
- Kakaku.com Insurance achieved major growth in commission revenue through growth in policy sign-ups.

Kinarino: Strengthening advertising in the apparel space

- Kinarino is proactively developing advertising for apparel brands, with Kinarino Magazine as its main vehicle for delivering visual advertising content.
- It will continue to strengthen its planning, editing, and sales capabilities.

■ Kinarino Magazine advertorials



Kakaku.com Insurance: Growth in policy sign-ups

- Life and property insurance policyholders have increased through growth in online policy sign-ups.

■ YoY growth in policy sign-ups

• Life insurance

53.2% yoy
growth

• Property insurance

11.2% yoy
growth

Note: Increases in total policy sign-ups through the face-to-face, online, and information-request channels during the period from October 1 through December 31, 2018, relative to the same period of 2017

New Media and Solutions / Finance: Outlook

- Kyujin Box aims to augment its information content and expand its user numbers.
- Kakaku.com Insurance will increase policy sign-ups by upgrading its responsiveness to consumer inquiries, mainly in the online channel.

Kyujin Box: Expansion of original content

- Offer a variety of information organized geographically. Continue to successively add original features.

■ Original content

• Basic information



• Job search rankings



NEW

• Company information



• Offered salaries



Kakaku.com Insurance: Improving responsiveness to consumer inquiries

- In December 2018, Kakaku.com Insurance extended its chat support, previously available mainly to life insurance customers, to fire insurance customers also.
- It will continue to upgrade its responsiveness to inquiries from insurance shoppers to further increase online policy sign-ups.

■ Chat interface

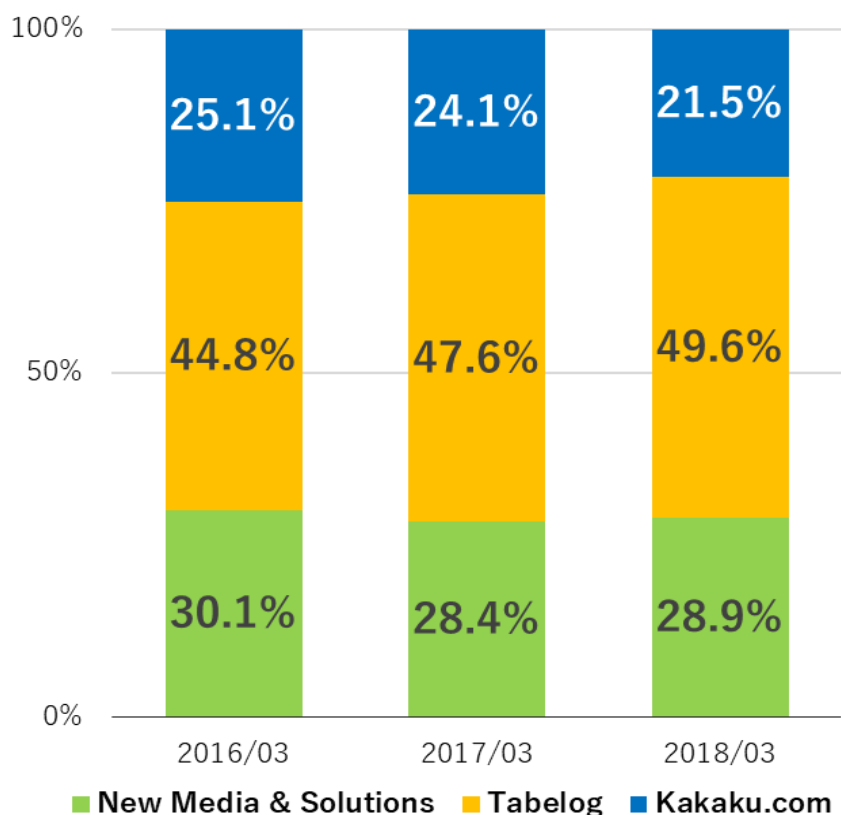


Appendix

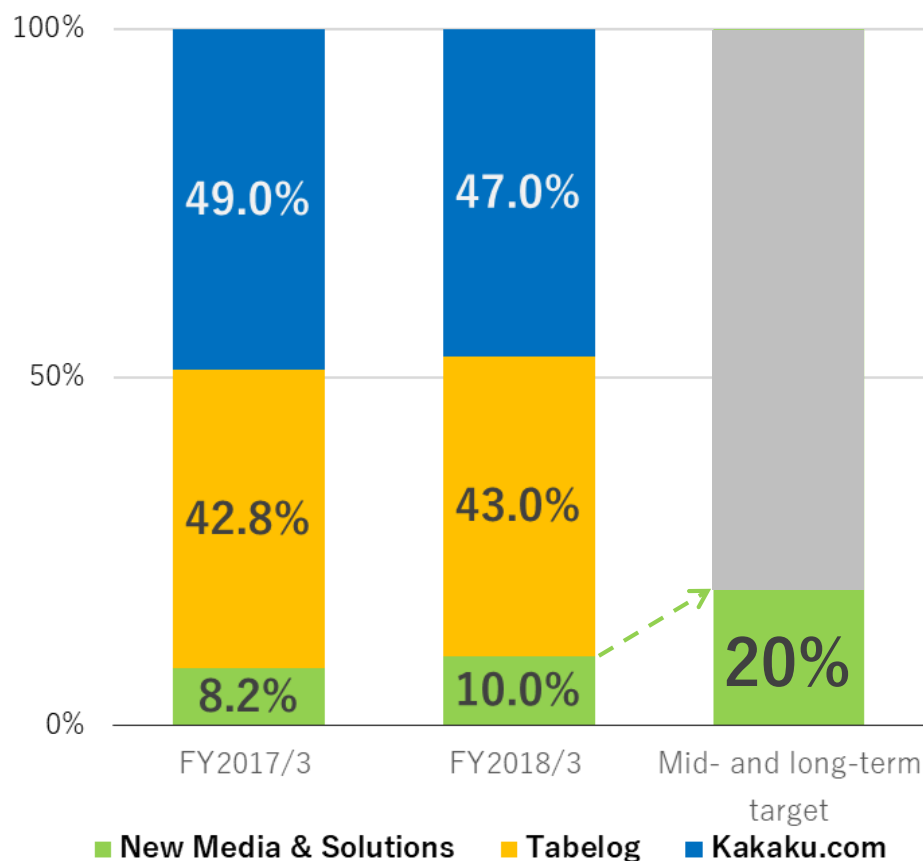
Kakaku.com Group Strategy

- Continued strong growth for Kakaku.com and Tabelog. Raise revenue ratio of new media and finance business segment to 20% in the mid- to long-term.

Monthly User Ratio by Business Segment (%)



Revenue Ratio by Business Segment



Note: The explanation about the monthly users lists it in page 29.

Kakaku.com Group – Future Outlook

■ Kakaku.com

Enhance value proposition as a shopping assistance site

Increase articles written by experts as well as video content and expand initiatives for online to offline user acquisitions

■ Tabelog

Become No.1 gourmet site for online reservations

Increase no. of restaurants subscribing to the new pricing plans and increase no. of online reservations

■ New Media and Solutions / Finance

Enhance content of current services based on their growth stage and expand into new business domains

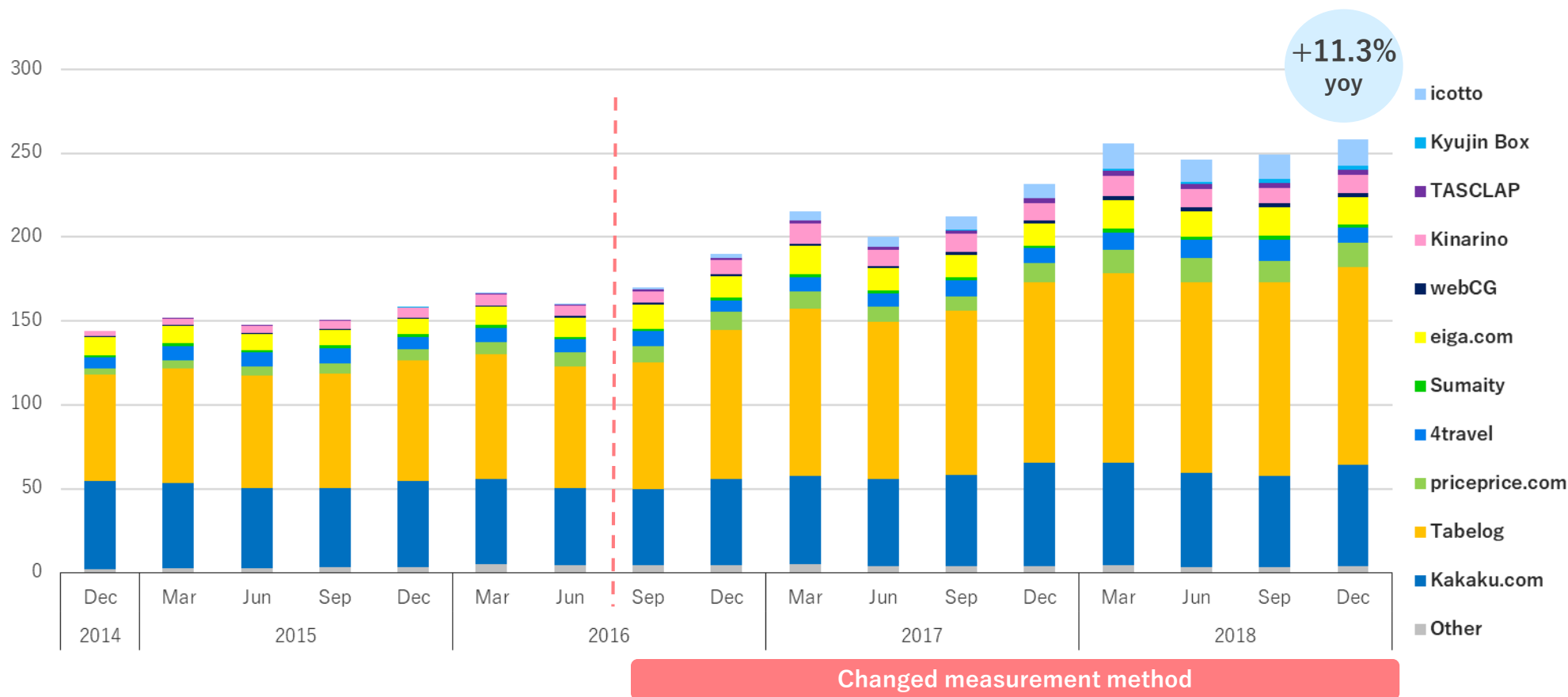
Increase no. of users and expand monetization

Business Divisions and Segments

Type	Business	Segment	Description
Internet Media	Kakaku.com	Shopping	Commission from registered shops based on the number of clicks and sales performance
		Service	Commission based on the number of contracts for broadband networks et al. Commission based on request for estimates and/or information materials for car insurances, personal finance services or used cars.
		Advertising	Advertising income from banner and text ads, content and search based advertising on the Kakaku.com site/app
	Tabelog	Restaurant Promotion	Monthly fees for promotional services for restaurants as well as commissions based on online reservations.
		Premium Memberships	User fees for access to premium content.
		Advertising	Advertising income from banner and text ads, content and search based advertising on the Tabelog site/app
	Other	New Media Solution	Revenue generated by sites and services, such as Sumaity, LCL, 4travel, Kinarino, TimeDesign or Kyujin Box
Finance		Finance	Commission from general insurance business for life insurances, non-life insurance, etc.

Total Accumulated Traffic for Kakaku.com Group

- Total accumulated monthly traffic for all sites of Kakaku.com sites as of Dec 2018, was 258.00 million average visitors, up 11.3% yoy.



About monthly unique user counts

Monthly unique users are counted on a browser basis. Users who visit the site multiple times during a month are counted as one user. Prior to September 2018, some mobile browsers were double-counted as a side effect of high-speed loading of mobile webpages. Effective from September 2018, the Company switched to a browser counting method that eliminates such double-counting. In the graph above, monthly unique user counts from September 2016 through September 2018 were recalculated using the updated counting method. Additionally, the new counting method screens out, to the fullest extent possible, mechanical accesses by, e.g., third parties' web-scraping bots, but some such accesses may be included in the above monthly unique user and page view counts.

Breakdown of monthly unique users by site

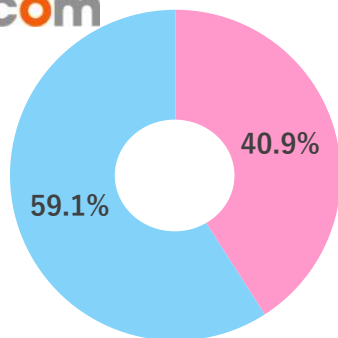
Male- Female Ratio

Kakaku.com has more male users, while Kinarino users are predominately women ,
Tabelog is used almost equally by men and women.

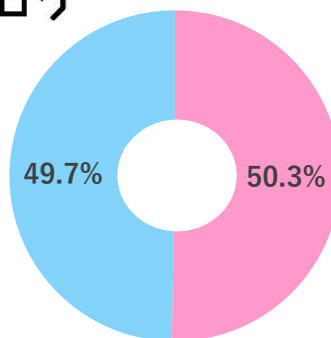


Men Women

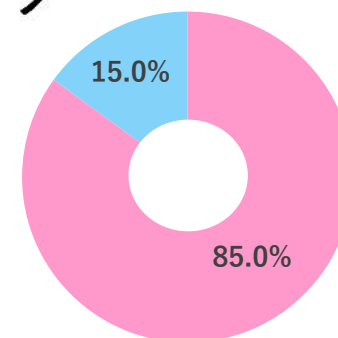
価格.com



食べログ



キナリノ



Source: Nielsen NetRatings (Home&Work Data), Macromill Survey

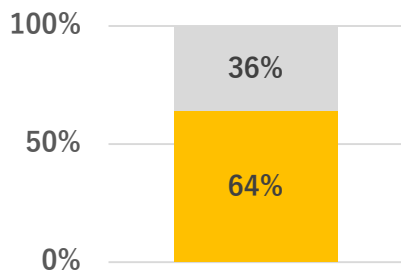
User distribution by device

The majority of users accesses Kakaku.com, Tabelog and Kinarino from their smartphones.

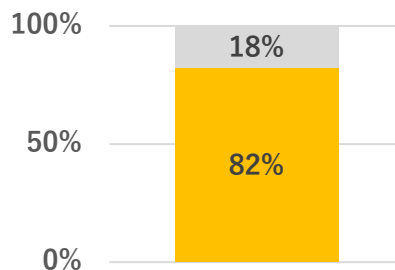


Computer Smartphone

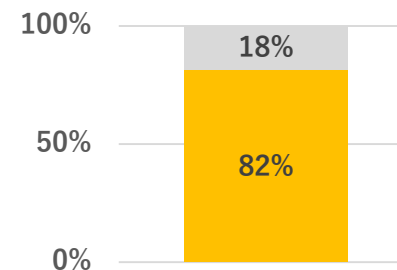
価格.com



食べログ



キナリノ



Source: Adobe Marketing

Consolidated Results

(Unit : million yen)

FY2016/3 (JGAAP)					
	1Q	2Q	3Q	4Q	Full Year
Revenue / Revenue Ratio	9,327	9,881	10,558	11,507	41,275
Kakaku.com	4,823 / 51.7%	4,708 / 47.6%	5,429 / 51.4%	6,006 / 52.2%	20,968 / 50.8%
Tabelog	3,556 / 38.1%	3,851 / 39.0%	4,119 / 39.0%	4,255 / 37.0%	15,782 / 38.2%
New Media etc.	947 / 10.2%	1,322 / 13.4%	1,009 / 9.6%	1,246 / 10.8%	4,525 / 11.0%
Operating Profit	4,276	4,395	5,071	5,791	19,534
Operating Margin	45.9%	44.5%	48.0%	50.3%	47.3%
FY2017/3 (JGAAP)					
	1Q	2Q	3Q	4Q	Full Year
Revenue / Revenue Ratio	10,464	11,379	11,405	11,840	45,089
Kakaku.com	4,958 / 47.4%	5,161 / 45.4%	5,396 / 47.3%	5,774 / 48.8%	21,287 / 47.2%
Tabelog	4,389 / 42.0%	4,606 / 40.5%	4,843 / 42.5%	4,768 / 40.3%	18,608 / 41.3%
New Media etc.	1,117 / 10.6%	1,612 / 14.1%	1,165 / 10.2%	1,297 / 10.9%	5,192 / 11.5%
Operating Profit	4,854	5,178	5,398	5,729	21,161
Operating Margin	46.4%	45.5%	47.3%	48.4%	46.9%
FY2018/3 (IFRS)					
	1Q	2Q	3Q	4Q	Full Year
Revenue / Revenue Ratio	10,651	11,018	11,829	13,285	46,782
Kakaku.com	5,124 / 48.1%	5,142 / 46.7%	5,605 / 47.4%	6,101 / 45.9%	21,973 / 47.0%
Tabelog	4,654 / 43.7%	4,909 / 44.5%	5,215 / 44.1%	5,369 / 40.4%	20,148 / 43.0%
New Media etc.	872 / 8.2%	967 / 8.8%	1,008 / 8.5%	1,815 / 13.7%	4,662 / 10.0%
Operating Profit	5,100	5,392	5,700	6,684	22,876
Operating Margin	47.9%	48.9%	48.2%	50.3%	48.9%
FY2019/3 (IFRS)					
	1Q	2Q	3Q	4Q	Full Year
Revenue / Revenue Ratio	12,513	13,132	14,239		
Kakaku.com	5,181 / 41.4%	5,209 / 39.7%	5,885 / 41.3%		
Tabelog	5,701 / 45.6%	5,952 / 45.3%	6,370 / 44.7%		
New Media etc.	1,631 / 13.0%	1,971 / 15.0%	1,985 / 14.0%		
Operating Profit	5,560	6,123	6,513		
Operating Margin	44.4%	46.6%	45.7%		

Kakaku.com Group Service Overview

<p>◆[Kakaku.com] Purchase support service</p> <p>価格.com</p>	<p>◆[tabelog] Restaurant discovery and reservation</p> <p> 食べログ</p>	<p>◆[eiga.com] Movie discovery platform</p> <p>映画.com</p>
<p>◆[PHOTOHITO] Photo sharing community</p> <p>PHOTOHITO</p>	<p>◆[4travel] Travel review and comparison site</p> <p>4travel.jp</p>	<p>◆[Priceprice.com] Shopping support site for Southeast Asia</p> <p>Priceprice.com</p>
<p>◆[Sumaity] Online residential real estate portal</p> <p>スマイティ</p>	<p>◆[Kakaku.com Insurance] Insurance consulting</p> <p>kakaku.com insurance</p>	<p>◆[web CG] Online media for car lovers</p> <p>webCG Car Graphic</p>
<p>◆Time Design Inc. Dynamic package reservation system</p> <p>Time Design</p>	<p>◆[Kinarino] Lifestyle media</p> <p>キナリノ</p>	<p>◆[FX Compass] FX related information, commentary and forecast on foreign exchange market</p> <p> FX 羅針盤</p>
<p>◆[Kyujin-box] Job classifieds</p> <p>求人ボックス</p>	<p>◆[icotto] Online Travel Information Media</p> <p>icotto</p>	<p>◆[Akiba-souken] Akiba style information and community site</p> <p>アキバ総研</p>
<p>◆[TASCLAP] Online media for men's fashion</p> <p>TASCLAP</p>	<p>◆[Yako Bus Hikaku Navi] Highway and overnight bus price comparison</p> <p> バス比較ナビ</p>	<p>◆[Low price trips] Comparison site for the cheapest bus, airline and bullet train tickets</p> <p> 格安移動</p>

Company Profile

■ Company Name	Kakaku.com, Inc.	
■ Address	3-5-7 Ebisu minami, Shibuya-ku, Tokyo 150-0022	
■ Founded	December 1997	
■ Website	http://corporate.kakaku.com/	
■ Share Listing	The First Section of Tokyo Stock Exchange	
■ Stock Code	2371	
■ Related Companies	Kakaku.com Insurance, Inc.	URL: http://hoken.kakaku.com/insurance/company.html
	4travel, Inc.	URL: http://4travel.jp/
	eiga.com, Inc	URL: http://eiga.com/
	Time Design Co., Ltd.	URL: http://www.timedesign.co.jp/
	webCG, Inc.	URL: http://www.webcg.net/
	LCL, Inc.	URL: https://www.lclco.com/
	gaie, Inc.	URL: https://gaie.jp/
	Catapult Ventures Pte. Ltd.	URL: https://www.moneysmart.sg/
	LoveBonito Holdings Pte. Ltd.	URL: https://www.lovebonito.com/
	TabSquare Pte. Ltd.	URL: https://www.tabsquare.com/

Note: Information and projections of future performance contained in this document include the Company's judgments premised on information available at the time of preparation and assumptions concerning uncertainties. They may differ from actual business performance and results due to a variety of factors.