

March 18, 2020

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 Organizational and Personnel Changes**

Kakaku.com, Inc. hereby announces that its Board of Directors approved on March 18, 2020 the following organizational and personnel changes.

#### 1. Organizational changes (effective April 1, 2020)

The Company will implement the following organizational changes for more efficient intra-departmental coordination.

- ① Reorganize the Kakaku.com business by creating a two-division structure consisting of a “Shopping Business Division” and “Service Business Division”. This change will include a transition from the current functional organization to a divisional organization in which parts of the planning/production and sales functions will be consolidated under the two business divisions. The aim is to facilitate content creation that meets domain-specific user needs in a more precise manner, and sales activities that harness the characteristics of this content.
- ② Divide the Tabelog Sales Division, the division responsible for restaurant promotion business-related sales activities, into three departments - a “Direct Sales Department 1”, “Direct Sales Department 2”, and “Direct Sales Department 3”. This change will facilitate finer segmentation of target clients according to company size and trading area.
- ③ Establish a five-department structure within the Tabelog System Division by creating a “Web Development Department”, “App Development Department”, “Restaurant System Development Department”, “New Business Development Department”, and “Technical Department”. The aim of this change is to accelerate development connected with new Tabelog-related businesses and enhance the development of increasingly diverse user interfaces.
- ④ Create a “Media Design Department” within the Business Development Division, the division responsible for New Media-related business.
- ⑤ Combine the icotto business and Kinarino business by creating a “Kinarino/icotto Department”

## 2. Personnel changes (effective as of April 1, 2020)

### (1) Directors

New position	Name	Current position
Director and Executive Officer General Manager, Shopping Business Div.	Kanako Miyazaki	Director and Executive Officer General Manager, Kakaku.com Division

### (2) Executive Officers

New position	Name	Current position
Executive Officer General Manager, Tabelog Sales Div. Manager, Agency Sales Dept., Tabelog Sales Div.	Ryu Shibaki	Executive Officer General Manager, Tabelog Sales Div. Manager, Sales Promotion Dept. and Agency Sales Dept., Tabelog Sales Div.,
Executive Officer Assistant General Manager, Shopping Business Div. Manager, Media Creative Dept., Shopping Business Div.	Takeshi Kamada	Executive Officer Assistant General Manager, Kakaku.com Div. Manager, Media Creative Dept., Kakaku.com Div.
Executive Officer General Manager, Business Development Div. Manager, Kinarino/icotto Dept., Business Development Div.	Tomoyuki Watabe	Executive Officer General Manager, Business Development Div. Manager, Kinarino Dept., Business Development Div.

### (3) General Managers

New position	Name	Current position
General Manager, Tabelog System Div. Manager, App Development Dept. and Technology Dept., Tabelog System Div.	Takayuki Kyowa	Acting General Manager, Tabelog System Div. Manager, Technology Dept., Tabelog System Div.
General Manager, Service Business Div. Manager, Planning Dept. and Priceprice Dept., Service Business Div.	Hideki Ono	Manager, Service Dept., Kakaku.com Div.
General Manager, Platform Technology Div. Manager, System Platform Dept., Platform Technology Div.,	Koji Kanemoto	Manager, System Platform Dept., Platform Technology Div.

(4) Managers

New position	Name	Current position
Manager, Planning Dept., Shopping Business Div.,	Tomoaki Ryu	Manager, Shopping Dept., Kakaku.com Div.
Manager, Commerce Marketing Dept., Shopping Business Div.,	Tsubasa Ishikawa	Manager, Sales Dept. 2, Sales Div.
Manager, Data Management Dept., Shopping Business Div.	Tomoko Miyake	Manager, Data Management Dept., Kakaku.com Div.
Manager, Planning and Production Dept., Shopping Business Div.	Yasuyuki Endo	Manager, Planning and Production Office, Kakaku.com Div.
Manager, Media Design Dept., Shopping Business Div.	Satoshi Nozomito	Manager, Media Design Dept., Kakaku.com Div.
Manager, Service Marketing Dept. 1, Service Business Div.	Hiromichi Ide	Manager, Sales Dept. 3, Sales Div.
Manager, Service Marketing Dept. 2, Service Business Div.	Yasuyuki Sakurano	Assistant Manager, Sales Dept. 2, Sales Div.
Manager, Sales Dept. 1, Sales Div.	Katsuhiro Takanashi	Assistant Manager, Sales Dept. 1, Sales Div.
Manager, Sales Dept. 2, Sales Div.	Tomoki Yomoda	Manager, Sales Dept. 4, Sales Div.
Manager, Sales Dept. 3, Sales Div.	Yu Kanegae	Assistant Manager, Sales Dept. 5, Sales Div.
Manager, Sumaito Dept., Business Development Div.	Hidekazu Kando	Assistant Manager, Shopping Dept., Kakaku.com Div.
Manager, Media Design Dept., Business Development Div.	Keiichi Wakabayashi	Assistant Manager, Media Design Dept, Kakaku.com Div.
Manager, Web Development Dept., Tabelog System Div.	Tatsuaki Sato	Manager, System Development Dept. 2, Tabelog Sytem Div.
Manager, Restaurant System Development Dept., Tabelog System Div.	Hiroki Doi	General Manager, Tabelog Sytem Div.
Manager, New Business Development Dept., Tabelog System Div.	Daiki Yamada	Manager, System Development Dept. 1, Tabelog System Div.
Manager, Business Strategy Dept., Tabelog Business Div.	Mina Takahashi	Manager, Product Planning Office, Tabelog Business Div.
Manager, Direct Sales Dept. 1, Tabelog Sales Div.	Yuji Ogino	Manager, Customer Engagement Dept., Tabelog Sales Div.
Manager, Direct Sales Dept. 2, Tabelog Sales Div.	Takeshi Shimizu	Manager, Metropolitan Area Sales Dept., Tabelog Sales Div.
Manager, Direct Sales Dept. 3, Tabelog Sales Div.	Shinji Watanabe	Manager, Corporate Sales Dept., Tabelog Sales Div.
Manager, Sales Support Dept., Tabelog Sales Div.	Yu Iwami	Assistant Manager, Customer Engagement Dept. and Sales Promotion Dept., Tabelog Sales Div.

For Reference: Mew Organization Chart (As of April1, 2020)

