November 19, 2014

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)
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Notice of Conclusion of a Basic Agreement on Acquisition of Shares (Consolidation as a Subsidiary)

Kakaku.com, Inc. (the "Company") hereby announces that at a meeting of the Board of Directors held today it was resolved to enter into a basic agreement with Nikkei Digital Media, Inc. ("NDM") under which NDM will transfer its *webCG* business to Nikkei Digital Contents, K.K. ("NDC"), a wholly owned subsidiary of NDM, and the Company will subsequently acquire 66.5% of the outstanding shares of NDC and make it a subsidiary of the Company. NDC plans to change its trade name to webCG, Inc. after becoming a subsidiary of the Company.

1. Background and Reason for the Acquisition of Shares

The Company operates Internet sites, such as the customer purchasing support site *Kakaku.com* and the ranking and word-of-mouth restaurant review site *tabelog*, and engages mainly in the Internet media business.

webCG is a conventional Web magazine for car enthusiasts started in 1998 as the Internet edition of *CAR GRAPHIC*, an automotive magazine first published in 1962.

NDM has decided to transfer the *webCG* business to NDC, and the Company has decided to acquire 66.5% of the outstanding shares of NDC. This will result in amalgamation of the advanced content creation capabilities of *webCG* and the vast automotive content it has assembled since its inauguration and the Company's resources for Internet site operation, which the Company believes will enable maximization of the media value of both *kakaku.com* and *webCG*.

The Company and NDM will have collaboration in linkage of information services for corporate customers and will continue to discuss about this matter in detail going forward.

2. Outline of Subsidiary Subject to Change (Nikkei Digital Contents, K.K.)

(1)	Company name	Nikkei Digital Contents, K.K.
(2)	Head office address	1-3-7 Otemachi, Chiyoda-Ku, Tokyo
(3)	Name and title of representative	Kiyoshi Tokuda, President and Representative Director
(4)	Business description	Planning, development and provision of information services using the Internet

(5)	Capital stock	10 million yen	
(6)	Date of establishment	October 1, 2008	
(7)	Major shareholders	Nikkei Digital Media, Inc. 100.0%	
(8)	Relationships between the Company and NDC	Capital relationship	Not applicable
		Personnel relationships	Not applicable
		Business relationships	Not applicable

(9) NDC's operating results and financial position for the most recent three years (yen)

Fiscal year ended	December 31, 2011	December 31, 2012	December 31, 2013
Net assets	33,593,000	39,288,000	42,925,000
Total assets	64,799,000	71,326,000	73,726,000
Net assets per share	167,968.83	196,444.09	214,628.27
Net sales	121,234,000	116,983,000	118,884,000
Operating income	11,652,000	10,280,000	9,089,000
Ordinary income	11,176,000	9,827,000	8,623,000
Net income	7,813,000	5,695,000	3,636,000
Net income per share	39,067.17	28,475.26	18,184.18

Note: The above operating results are unaudited.

3. Outline of the Counterparty to the Share Acquisition

(1)	Company name	Nikkei Digital Media, Inc.	
(2)	Head office address	1-3-7 Otemachi, Chiyoda-ku, Tokyo	
(3)	Name and title of representative	Noboru Yoshioka, President and Representative Director	
(4)	Business description	Planning, development, and provision of information services using the Internet, etc.	
(5)	Capital stock	400 million yen (As of December 31, 2013)	
(6)	Date of establishment	November 1, 2006	
(7)	Net assets	9,632 million yen (As of December 31, 2013)	
(8)	Total assets	12,696 million yen (As of December 31, 2013)	
(9)	Major shareholders and shareholding ratios	Nikkei Inc.	100.0%
(10)	Relationships between the Company and NDM	Capital relationship	Not applicable
		Personnel relationships	Not applicable
		Business relationships	Not applicable
		Status as a related party	Not applicable

4. Number of Shares to Be Acquired, Acquisition Price, and Status of Shares Held before and after Acquisition (Expected)

(1)	Number of shares held before the change	- shares (Number of voting rights: -) (Voting rights ownership ratio: - %)
(2)	Number of shares to be acquired	To be determined (Number of voting rights: to be determined) (Voting rights ownership ratio: 66.5%) (Acquisition price: to be determined)

(3)	Number of shares to be held after the change	To be determined (Number of voting rights: to be determined) (Voting rights ownership ratio: 66.5%)

5. Schedule

(1)	Board of Directors resolution	November 19, 2014
(2)	Conclusion of the agreement	December 2014 (planned)
(3)	Acquisition of NDC shares and change of NDC's trade name	February 2015 (planned)

6. Future Prospects

The impact of the share acquisition on the Company's business performance in FY3/2015 is expected to be minor.