March 16, 2016

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 Organizational and Personnel Changes

Kakaku.com, Inc. (the "Company") hereby announces the following organizational and personnel changes decided at a meeting of the Board of Directors held on March 16, 2016.

1. Organizational changes (effective April 1, 2016)

To flexibly and efficiently reallocate enterprise resources and share expertise and technologies among businesses, the Company will implement the following organizational changes.

1) Reorganize the Business Development Division, Service Business Division and Sales Division into Business Planning Division and Sales Division to accelerate cross-service business promotion of *kakaku.com*.
2) Newly create Travel Business Division for overseeing the travel business related operations of the group and Group Business Strategy Department for supporting non-travel subsidiaries in order to accelerate the growth of the business to the scale of *kakakku.com* and *tabelog*.
3) Reorganize the Planning Department into Planning and IR Department to strengthen investor relations and implementation of the corporate governance code.
4) Newly create Personal Data Management Department for reinforcing personal data management.

2. Personnel changes (effective April 1, 2016)

(1) Executive Officers

New position	Name	Current position
Managing Executive Officer and CTO General Manager Platform Technology Division	Norihiko Fukuda	Managing Executive Officer and CTO, General Manager, Platform Technology Division, Manager, System Platform Department and System Strategy Department

Senior Executive Officer General Manager, Business Planning Division Manager, Sales Planning Department	Kimihiro Murakami	Senior Executive Officer General Manager, Sales Division
Senior Executive Officer General Manager. Sales Division	Hitoshi Ishii	Senior Executive Officer General Manager, Business Development Division Manager, Business Development Division, Real Estate Service Department
Senior Executive Officer General Manager, Tabelog Division	Tetsuro Nakamura	Senior Executive Officer General Manager, Tabelog Division Manager, Tabelog Division, Restaurant Sales Department and Tabelog Division, New Business Development Department
Executive Officer General Manager, Travel Business Division	Go Kawasaki	Executive Officer General Manager, Service Business Division Manager, Service Business Division, Financial Service Department
Executive Officer General Manager, Media Planning Division	Kanako Miyazaki	Executive Officer General Manager, Media Planning Division Manager, Media Planning Division, Kakaku.com Department
Executive Officer Manager, Group Business Strategy Department	Tomoki Iwaoka	Executive Officer Manager, Media Planning Division, Business Development Department
Executive Officer Manager, Legal Department	Kiyoaki Shirakawa	Executive Officer Manager, Legal Department
Executive Officer Branch Manager, Kansai Branch	Ryu Shibaki	Branch Manager, Kansai Branch
Executive Officer Manager, System Strategy Department nd Tabelog Division, Media Development Department	Hiroki Doi	Manager, Tabelog Division, Service Development Department

(2) General Managers / Assistant General Managers

New position	Name	Current position
Assistant General Manager, Sales Division	Hideki Inoue	Assistant General Manager, Business Development Division

(3) Department / Office Managers

New position	Name	Current position
Manager, Business Planning Division, Business Planning Department	Tatsuya Matsui	Manager, Service Business Division, Service Marketing Department
Manager, Sales Division, Sales Department I	Hiromichi Ide	Manager, Sales Division, Media Marketing Department

New position	Name	Current position
Manager, Sales Division Sales Department II	Tsubasa Ishikawa	Manager, Business Development Division, Commerce Marketing Department
Manager, Media Planning Division, Kakaku.com Shopping Department	Katsuhiro Saito	Section Chief, Media Planning Division Kakaku.com Department
Manager, Media Planning Division, Kakaku.com Service Department	Hideki Ono	Section Chief, Media Planning Division Kakaku.com Department
Manager, Media Planning Division,Kakaku.com Strategy Department	Tomoaki Ryu	Section Chief, Media Planning Division Business Development Department
Manager, Media Planning Division, Planning and Production Department	Yasuyuki Endo	Section Chief, Media Planning Division Kakaku.com Department
Manager, Media Planning Division Media Design Department	Satoshi Nozomito	Section Chief, Media Planning Division Kakaku.com Department
Manager, Media Planning Division Data Management Department	Tomoko Miyake	Section Chief, Customer Service Department
Media Supervisor and Manager, Tabelog Division, Media Planning Department	Yoshihide Ito	Manager, Tabelog Division, Service Planning Department
Manager, Tabelog Division Media Design Department	Yosuke Iida	Section Chief, Tabelog Division, Service Development Department
Sales Supervisor and Manager, Tabelog Division, Restaurant Sales Department Manager	Kotaro Chikashige	Manager, Tabelog Division, Restaurant Sales Department
Manager, Tabelog Division, Restaurant Sales Promotion Department	Hiroyuki Amano	Tabelog Division Restaurant Sales Department
Manager, Tabelog Division, User Support Department	Yoshifumi Ikeda	Manager, Tabelog Division, Customer Service Department
Manager, Tabelog Division, Divisional Strategy Department	Chinatsu Sugiyama	Tabelog Division, Restaurant Sales Department and General Manager’s Office
Manager, Travel Business Division, yoyaQ Department	Takumi Kusumoto	Manager, Media Planning Division, yoyaQ Department
Manager, Platform Technology Division, System Platform Department	Koji Kanemoto	Assistant Manager, Platform Technology Division, System Platform Department
Manager, Information Security Department	Shotaro Kasai	Section Chief, Platform Technology Division, System Platform Department
Manager, Personal Data Management Department	Hiroyuki Yoshiba	Manager, Information Security Department
Manager, Administrative Division, Finance and Accounting Department and Planning and IR Department	Hanae Nakajima	Manager, Administrative Division, Finance and Accounting Department and Planning Department

For Reference: New Organizational Chart (Starting on April 1, 2016)

