September 15, 2016

For Immediate Release

(English translation from the original Japanese-language document)

Company name: Kakaku.com, Inc.
Representative: Shonosuke Hata, President and Representative Director
(Stock code: 2371; First Section of the Tokyo Stock Exchange)
Contact: Ichiro Sakuta, Senior Managing Executive Officer, General Manager of Administration Division
Phone: +81 3-5725-4554

Notice Regarding Revision of Dividend Policy (Payment of Interim Dividend)

Kakaku.com Inc. (the "Company") hereby announces the revision of its dividend policy (payment of interim dividend) as well as its dividend forecast in accordance with a resolution passed by the Board of Directors on September 15, 2016.

1. Revision of Dividend Policy

   In order to provide stakeholders with steady and reasonable return on profits, the Company had adopted a basic policy of a one-time payout of dividend at year-end, based on consolidated results, payout ratio as well as retained earnings, and also already announced the policy of aiming at a consolidated payout ratio of 37- 38% on its Consolidated Earnings Report for the Fiscal Year ended March 31, 2016, released on May 11, 2016.

   As a result of considering the payout plan and amount, in order to enhance the opportunity of returning profits to its shareholders, the Company has decided to revise its dividend policy and pay out an interim dividend beginning with the fiscal year 2017 ending March 31.

   Note that the Company may implement an interim dividend as determined by the Company's Articles of Incorporation. The reference date for payment of an interim dividend is September 30.

2. Revision of Dividend Forecast

   The year-end dividend (ordinary dividend) for fiscal year 2017 had been undetermined up to now, but in consideration of the revision of dividend policy stated above, as well as the Company's business environment and fiscal situation, the dividend forecast will be revised to 14 yen per share.

3. Details of Dividend

	Dividend per Share		
	Second Quarter	Year-End	Full Year
Previous Forecast (as announced on May 11, 2016)	0.00 yen	-	-
Revision of Forecast	14.00 yen	14.00 yen	28.00 yen
		Regular Dividend 14.00 yen	Regular Dividend 28.00 yen
Previous Term (Fiscal Year 2016)	0.00 yen	21.00 yen	21.00 yen

Note:

1. Regarding the fixed amount and payment date of the interim dividend, the Board of Directors is expected to pass a resolution at its meeting on the earnings results for the second quarter of the fiscal year 2017, to be held in November 2016
2. Regarding the fixed amount of the year-end dividend for the fiscal year 2017, the Board of Directors (at its meeting on the earnings results for the fiscal year 2017, to be held in May 2017) is expected to pass a resolution to submit the matter at the 20th General Shareholders Meeting to be held in June 2017.