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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)

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Revision of Financial Forecasts for the Fiscal Year Ending March 31, 2017

Based on recent its business performance, Kakaku.com, Inc. (hereinafter the "Company") hereby revised its consolidated forecasts for the fiscal year announced on May 11, 2016 as follows.

1. Revised Consolidated Financial Forecasts for the Fiscal Year Ending March 31, 2017
(April 1, 2016 – March 31, 2017)

	Sales	Operating income	Ordinary income	Net income attributable to shareholders of the parent company	Net income per share
	¥ million	¥ million	¥ million	¥ million	¥
Previously released forecast（A）	48,000	23,000	23,000	15,900	73.41
Revised forecast（B）	45,000	21,000	21,000	14,500	66.95
Variance（B－A）	-3,000	- 2,000	- 2,000	- 1,400	
Variance（%）	- 6.3%	- 8.7%	- 8.7%	- 8.8%	
(Ref.) Previous fiscal year ended March 31, 2016 results	41,275	19,534	19,580	13,100	59.59

2. Reasons for revision of Forecasts

Regarding the consolidated results for the third quarter of the fiscal year ending March 31, 2017, the restaurant review and ranking site *Tabelog* reported strong results in the acquisition of fee-paying restaurants as well as individual subscribers and content improvement of *Kakaku.com*'s consumables categories are showing positive results. But as a result to the unexpectedly strong slump in the consumer electronics market and resulting decline in advertising sales, the Company's sales are expected to fall below the previous forecast.

Taking into consideration the financial results for the nine months ended December 31, 2016, as well as the economic outlook and consumer trends overall, the company revised its consolidated forecasts for the fiscal year announced on May 11, 2016 as stared above.

The year-end dividend forecast will remain unchanged with 14 yen per share (annual dividend of 28 yen).

Note: The earnings forecasts above are based on currently available information and are subject to a number of uncertainties. These uncertainties may cause actual results to differ from these forecast figures.