March 15, 2017

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 Determination of Matters Relating to Acquisition of Treasury Stock

(Acquisition of Treasury Stock under the Provisions of the Articles of Incorporation Pursuant to Article 165, Paragraph 2 of the Companies Act)

Kakaku.com, Inc. (the "Company") hereby announces that at a meeting of the Board of Directors held today, matters relating to the acquisition of treasury stock pursuant to the provisions of Article 156 of the Companies Act, as applied mutatis mutandis under Article 165, Paragraph 3 of the Companies Act, were resolved as follows.

1. Reason for Acquisition of Treasury Stock

The Company plans to conduct an acquisition of treasury stock under the provisions of the Articles of Incorporation for the purpose of increasing shareholder returns by executing flexible capital policies adapted to changes in the business environment and increasing capital efficiency.

2. Details of Matters Relating to the Acquisition

(1) Class of shares to be acquired	Common stock of Kakaku.com, Inc.
(2) Total number of shares to be acquired	3,500,000 shares (maximum) (1.61% of total number of shares issued and outstanding (excluding treasury stock))
(3) Total acquisition cost	5,000,000,000 yen (maximum)
(4) Acquisition period	March 16, 2017 to May 15, 2017
(5) Method of acquisition	Open market purchase through the Tokyo Stock Exchange

Depending on market trends and other factors, all or part of the planned acquisition may not be completed.

The company plans to cancel the acquired treasury stock, excluding stocks appropriated to stock options.

For reference: Status of treasury stock holdings as of May 31, 2016

Total number of shares issued and outstanding (excluding treasury stock)	217,221,175 shares
Treasury stock	938,925 shares