March 15, 2017

For Immediate Release

(English translation of the original Japanese document)

Company Name: Kakaku.com, Inc.

Representative: Shonosuke Hata

(Stock code: 2371; First Section of the Tokyo Stock Exchange)

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Notice of Organizational and Personnel Changes

Kakaku.com, Inc. hereby announces that its Board of Directors has approved on March 15, 2017 to make the following organizational and personnel changes effective April 1, 2017.

1. Organizational changes (effective April 1, 2017)

We will implement the following organizational changes in order to gain greater flexibility and efficiency in the distribution of management resources as well as promoting sharing of know-how and technology between businesses.

① To facilitate further growth of Tabelog, we will reorganize the media planning, sales and development functions of the Tabelog into a four divisions: Restaurant Sales Division, Business Division, Media Division and System Division

② With the purpose of strengthening media power and monetization of Kakaku.com as well as New Media, we will abolish the Media Planning Division and newly establish a Kakaku.com Business Division as well as a Business Development Division.

③ We will reorganize the Sales Division and strengthen the organizational structure of our sales team, in order to improve monetization.

④ For the purpose of strengthening shared know-how and cross-organizational cooperation on ad technology, we will establish a Marketing Division.

⑤ In order to establish an organizational structure to accelerate expansion into new business areas and actively engage in global business as well as M&A, we will establish a Group Business Division, which will incorporate the Corporate Development Department, Global Business Department and Priceprice Department.

⑥ We will also establish a President's Office, which will support the management team, resolve issues as well as coordinate with business leaders.

2. Personnel changes (effective April 1, 2017)

1) General Managers

New position	Name	Current position
Managing Executive Officer General Manager, Marketing Division	Kimihiro Murakami	Managing Executive Officer General Manager, Business Planning Division Manager, Sales Planning Dept.
Managing Executive Officer Deputy General Manager, Kakaku.com Division Manager, Media Creative Dept.	Takeshi Kamada	Managing Executive Officer Deputy General Manager, Media Planning Division Manager, Media Creative Dept.
Senior Executive Officer General Manager, Business Division, Tabelog Manager, Business Planning Dept.	Tetsuro Nakamura	Senior Executive Officer General Manager, Tabelog Division
Senior Executive Officer General Manager, Corporate Development Division	Genta Sugihara	Senior Executive Officer Manager, Corporate Strategy Dept.
Executive Officer General Manager, System Division	Toru Akasaka	Executive Officer General Manager, System Division Manager, No. 4 System Development Dept.
Executive Officer General Manager, Kakaku.com Division	Kanako Miyazaki	Executive Officer General Manager, Media Planning Division
Executive Officer General Manager, Sales Division, Tabelog Manager, Corporate Sales Dept.	Ryu Shibaki	Executive Officer General Manager, Kansai Branch
Executive Officer General Manager, System Division, Tabelog Manager, System Development Dept. 3 Manager, System Strategy Dept.	Hiroki Doi	Executive Officer Manager, System Strategy Dept. Manager, Media Development Dept., Tabelog Division
General Manager, Media Division, Tabelog Manager, Media Planning Dept., Tabelog	Yoshihide Ito	Media Supervisor and Manager, Media Planning, Tabelog Division

2) Managers

New position	Name	Current position
Senior Executive Officer Manager, Strategy Dept., Tabelog	Takaya Takeuchi	Senior Executive Officer Manager, Corporate Planning Dept. Manager, Public Relations Dept.
Manager, Business Marketing Dept., Marketing Division	Kei Takayanagi	Assistant Manager, Sales Dept. II, Sales Division
Manager, Marketing Support Dept., Marketing Division	Satoru Asakawa	Manager, Marketing Support Dept.
Manager, Sales Dept. 3, Sales Division	Tatsuya Matsui	Manager, Business Development Dept., Business Development Division

New position	Name	Current position
Manager, Sales Dept. 4, Sales Division	Tomonori Yomoda	Assistant Manager, Sales Dept. I, Sales Division
Manager, Shopping Dept., Kakaku.com Division	Katsuhiro Saito	Manager, Kakaku.com Shopping Dept., Media Planning Division
Manager, Service Dept., Kakaku.com Division	Hideki Ono	Manager, Kakaku.com Service Dept., Media Planning Division
Manager, Business Promotion Dept., Kakaku.com Division	Mitsuhiro Sakusabe	Manager, Business Promotion Dept., Media Planning Division
Manager, Business Planning Dept., Kakaku.com Division	Tomoaki Ryu	Manager, Business Development Dept., Media Planning Division
Manager, Planning and Production Dept., Kakaku.com Division	Yasuyuki Endo	Manager, Planning and Production Dept., Kakaku.com Division
Manager, Media Design Dept., Kakakku.com Division	Satoshi Nozomito	Manager, Media Design Dept., Media Planning Division
Manager, Data Management Dept., Kakaku.com Division	Tomoko Miyake	Manager, Data Management Dept., Media Planning Division
Manager, Business Development Dept.	Tomoyuki Watabe	Manager, New Business Preparation Dept.
Manager, System Development Dept. 3, System Division	Shinji Ikawa	Assistant Manager, No. 3 System Development Dept., System Division
Manager, System Development Dept. 4, System Division	Shingo Taguchi	Manager, No. 3 System Development Dept., System Division
Manager, Metropolitan Area Sales Dept., Restaurant Sales Division, Tabelog	Takeshi Shimizu	Assistant Manager, Restaurant Sales Dept., Tabelog Division
Manager, Agency Sales Dept., Restaurant Sales Division, Tabelog	Suguru Yamashita	Group Business Strategy Dept. On loan to Eiga.com
Manager, Restaurant Business Planning Dept., Business Division, Tabelog	Taku Konoike	Restaurant Sales Promotion Dept., Tabelog Division
Manager, Restaurant Service Planning Dept., Business Division, Tabelog	Mina Takahashi	Assistant Manager, Restaurant Sales Promotion Dept., Tabelog Division
Manager, Media Design Dept., Media Division, Tabelog	Yohei Iida	Manager, Media Design Dept., Tabelog Division
Manager, PR and Marketing Dept., Media Division, Tabelog	Kotaro Chikashige	Assistant Manager, Media Development Dept., Tabelog Division
Manager, System Development Dept. 1, System Division. Tabelog	Kota Terashima	Assistant Manager, Media Development Dept., Tabelog Division
Manager, System Development Dept. 2, System Division, Tabelog	Tatsuaki Sato	Assistant Manager, Media Development Dept., Tabelog Division
Manager, User Support Dept., Tabelog	Yoshifumi Ikeda	Manager, User Support Dept., Tabelog Division

New position	Name	Current position
Manager, President's Office Manager, Public Relations Dept.	Yusuke Aizawa	Manager, Sumaity Dept., Media Planning Dept., Tabelog Division
General Manager, Kansai Branch	Yoshinori Hashimoto	Assistant Manager, Sales Dept. II, Sales Division
Manager, Corporate Planning Dept., Corporate Development Division	Yukihiro Kashima	Manager, Planning Dept., Corporate Planning Division
Manager, Global Business Dept., Corporate Development Division	Joi Okada	Deputy Manager, Corporate Strategy Dept.
Manager, Priceprice Dept., Corporate Development Division	Takayoshi Kuki	Manager, Priceprice Business Dept., Media Planning Division

For Reference: New Organizational Chart (As of April 1, 2017)

