August 16, 2017

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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Notice Concerning the Increase of the Dividend Forecasts for the Fiscal Year Ending March 2018

Kakaku.com Inc. (The "Company") hereby announces the revision of its dividend forecast for the fiscal year ending March 2018 in accordance with a solution passed by the Board of Directors on Augst 16, 2017. The revisions are as follows.

1. Details of Dividend

	Dividend per share		
	Second Quarter	Year-End	Full Year
Previous forecast for FY2018/3 (as announced on May10, 2017)	—	—	—
Revised forecast	16.00 yen	16.00 yen	32.00 yen
Previous term - FY2017/3	14.00 yen	14.00 yen	28.00 yen

Note:

1. Regarding the fixed amount and payment date of the interim dividend, the Company's Board of Directors is expected to pass a resolution at its meeting on the earnings results for the second quarter of the fiscal year ending March 2018, to be held in November 2017.
2. Regarding the fixed amount of the year-end dividend for the fiscal year ending March 2018, the Company's Board of Directors is expected to pass a resolution at its meeting on the earnings results for the fiscal year ending March 2018, to be held in May 2018, to submit the matter at the 20th General Shareholders Meeting to be held in June 2018.

2. The reasons for these revisions

In order to provide our shareholders with a continuous and appropriate return on profits as well as strengthen the Company's future business development and management structure, the Company has implemented both an interim and year-end dividend, based on the its business performance, dividend payout ratio and internal capital reserves.

With regard to this fiscal year's divided forecast, the Company has set a dividend payout ratio in the range of 42-43%, as disclosed in the consolidated financial

statements of FY2017/3, announced on May 10, 2017.
In consideration of this dividend policy, the business environment as well as its financial position, the Company has revised the dividend forecast for FY2018/3, setting the dividends for both the interim and year-end dividend at 16.00 yen per share to an annual total of 32 yen, an increase of 4 yen per share.