September 20, 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 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

In order to achieve a flexible capital structure that can respond to changes in business conditions, the Company plans to conduct an acquisition of treasury stock under the provisions of its Articles of Incorporation for the purpose of increasing shareholder returns.

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	5,000,000 shares (maximum) (2.3% of total number of shares issued and outstanding (excluding treasury stock))
(3) Total acquisition cost	7,000,000,000 yen (maximum)
(4) Acquisition period	September 21,2017 to November 20, 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 August 31, 2017

Total number of shares issued and outstanding (excluding treasury stock)	214,125,675 shares
Treasury stock	879,325 shares