January 18, 2018

For Immediate Release

(English translation of the original Japanese document dated January 17, 2018)

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 regarding Acquisition of Shares in gaie Inc. (Subsidiary Acquisition)

Kakaku.com Inc. hereby announces that at a meeting held on January 17, 2018, the Board of Directors passed a resolution to acquire a partial equity stake in and consolidate gaie Inc., a company specializing digital promotion, PR and advertising, as well as website creation for movies.

1. Reasons for acquisition of shares

As a digital agency, gaie Inc. (hereinafter "gaie") sees its mission in the evolution of the movie and entertainment business. The company has pioneered the buying and planning of movie related advertising, offers digital and social media promotion of newly released movies, DVDs and VOD content and has shown especially strong capabilities in social media advertising, both for Japanese and international movies.

By consolidating gaie as a subsidiary, Kakaku.com (hereinafter "the Company") hopes to create synergies, such as the strengthening of social media advertising in Kakaku.com group, further raising the Company's value as an online media company.

2. Outline of the company to be acquired (LCL, Inc.)

(1) Corporate name	gaie Inc.
(2) Head office	2-19 Hayabusa-cho, Chiyoda-ku, Tokyo
(3) Representative	Naofumi Komai, Representative Director and President
(4) Outline of business	Digital promotion of movies, PR, advertising, website creation
(5) Capital	40 million yen
(6) Date of foundation	March 3, 1997
(7) Consolidated business results and consolidated financial position of the relevant	

company over the last three years (in thousand yen)			
Fiscal term	Fiscal year ended August 31, 2015	Fiscal year ended August 31, 2016	Fiscal year ended August 31, 2017
Net assets	77,433	94,513	116,633
Total assets	344,923	666,250	753,294
Net sales	555,123	1,076,088	1,612,425
Operating profit	8,822	38,471	32,695
Ordinary profit	9,567	34,983	29,916
Net income	7,051	17,080	22,120
Earnings per share	7,834.78	18,978.12	24,578.08

Note: Naofumi Komai, Representative Director of gaie, currently also holds the position of Representative Director and President at eiga.com inc., a consolidated subsidiary of the Company

3. Outline of the other party to the acquisition of shares

Since the counterparty is an individual and we are obligated to maintain confidentiality, we will refrain from disclosing any information in relation to this individual.

4. Number and value of shares acquired and status of share ownership prior to and subsequent to share acquisition

(1) Number of shares held before acquisition	0 shares (Voting rights:0, Percentage of voting rights held: 0.0%)
(2) Number of shares to be acquired	630 shares
(3) Acquisition price	Not disclosed
(4) Number of shares held after acquisition	630 shares (percentage of voting rights held: 70%)

Note: The acquisition price is not disclosed at the request of the relevant individual. The acquisition price has been determined after negotiations with the relevant individual, based on reviews performed by independent third parties, such as a valuation report.

5. Schedule

(1) Date of resolution of the Board of Directors	January 17, 2018
(2) Date of signing the contract	By end January 2018 (planned)
(3) Date of share transfer	By end January 2018 (planned)

6. Impact on the Company's consolidated results

The impact on the Company's consolidated results in the fiscal year ending March 31, 2018 is expected to be minimal. In the case a significant impact on the Company's consolidated results arises, the Company will promptly make a separate announcement.

7. Other

As this is a voluntary disclosure, certain details have been omitted.