February 1, 2018

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 Concerning Investment in Singapore Company

Kakaku.com, Inc. hereby announces a strategic investment in LoveBonito Holdings Pte. Ltd., an online focused fashion brand for women based in Singapore.

February 1, 2018
Kakaku.com, Inc.

Kakaku.com announces strategic investment in Love, Bonito an online fashion brand for women

Kakaku's second investment in Asia to drive global business growth

Kakaku.com Inc. ("the Company") is pleased to announce a strategic investment in Love, Bonito an online focused fashion brand for women, based in Singapore with operations in four Southeast Asian markets.

Kakaku.com has acquired a stake of 18.8% in Love, Bonito Holdings Pte. Ltd. and has a seat on its Board of Directors, which will make Love, Bonito an affiliated company accounted for using the equity method. This is the second such investment for Kakaku.com, which is conducting strategic investments in the Southeast Asian region with the aim to drive its overseas business.

About Love, Bonito

Love, Bonito is a rapidly growing fashion brand in Southeast Asia, targeting women in their 20's to 40's with the mission to empower women through fashion.

The company not only has full control over everything from the manufacturing process to sales, but is also able to capture regional trends and needs through online analysis, social media and customer feedback.

With its omni-channel strategy, which integrates online retail with social media campaigns as well as offline pop-up and flagship stores, Love, Bonito provides its customers with a unique brand and shopping experience. Going forward, the company aims to grow its business in its four existing markets, as well as further expand its business into other Asian markets.

Love, Bonito's founder Rachel Lim started the business while still at University and together with her co-founder has succeeded in scaling the company. In 2016, Ms. Lim was named one of Forbes' 30 under 30 Asia, putting her in the international spotlight as an entrepreneur.

<Love, Bonito Corporate Profile>

Company name: LoveBonito Holdings Pte. Ltd.
Head Office: Singapore
Founded: June 2010
Founder: Rachel Lim
Description of Business : SPA fashion brand for women, online and offline retailer
Business Regions: Singapore, Malaysia, Indonesia and Cambodia
Kakaku.com's Investment Ratio: 18.8%
URL: https://www.lovebonito.com/

About Kakaku.com's Global Strategy

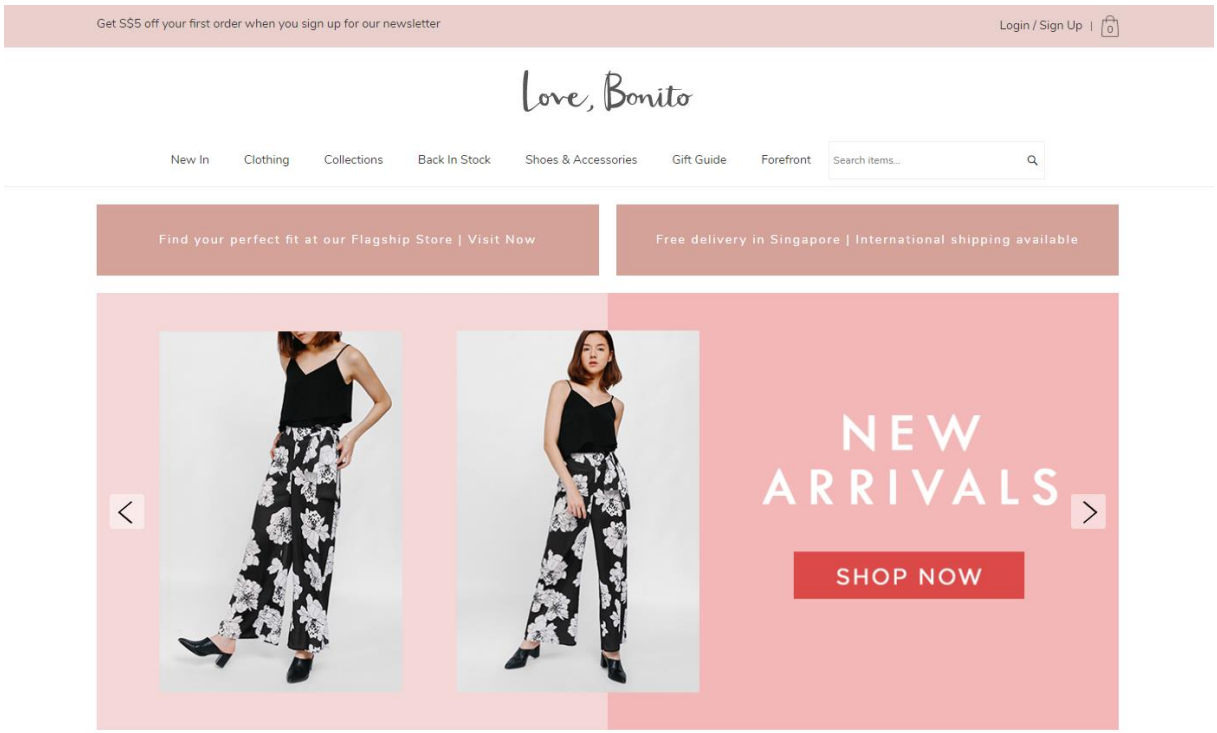
Kakaku.com has been operating Priceprice.com, its price comparison site for the Southeast Asian market since 2011. In June 2017, the Company made an investment in

Moneysmart.sg, a personal finance comparison site, as a first step in accelerating Kakaku.com's global business.

Southeast Asia's rapidly growing internet economy is expected to fuel further growth in fashion ecommerce [1]. With the aim to continue developing services with strong regional ties, the Company has chosen fashion e-commerce as its second area of investment.

In a region, where more than 70% of the female population is under 40 years old, Love, Bonito, as a fashion brand by and for Asian women, has succeeded in building a loyal fan base of women in their 20's to 40's. With its strategic investment, Kakaku.com can provide 20 years of experience and know-how in technology, marketing and data analysis, to support Love, Bonito's strengthening of its existing business and reginal expansion. At the same time Kakaku.com hopes to profit from Love, Bonito's know-how in social media marketing as well as audience data.

[1] According to Statista's Digital Market Outlook, Southeast Asian fashion e-commerce 2017 to 2021, is expected to grow at a CAGR of around 20%.



Love, Bonito Website

<Kakaku.com Corporate Profile>
Head Office: 3-5-7 Ebisu-Minami, Shibuya-ku, Tokyo
Representative Director: Shonosuke Hata
Description of Business: Developing and operation of websites and apps, providing various online platforms
Services operated by Kakaku.com:
http://corporate.kakaku.com/company/service?lang=en