March 20, 2018

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 20, 2018 to make the following organizational and personnel changes.

1. Organizational changes (effective April 1, 2018)

   We will implement the following organizational changes for a more efficient intra-departmental coordination

   ① To facilitate the monetization of our businesses, we will enhance our sales capabilities by creating a fifth Sales Department and Operational Department within our Sales Division
   ② In order to strengthen Kakaku.com's position in the domain of shopping, we will divide the Shopping Department into a Shopping Planning Department and Shopping Organization Department.
   ③ We will create an Online Reservation Promotion Division, in order to consolidate Tabelog's multi departmental efforts to promote online reservations.
   ④ With the purpose of creating new businesses under Tabelog, we will create a New Business Development Department within Tabelog.
   ⑤ To strengthen Tabelog's sales capabilities, we will establish a dedicated Sales Division.
   ⑥ The Business Development Department will be changed into a Business Development Division overseeing the New Media Businesses of Kinarino, Sumaity and Kyujin Box.
   ⑦ The current yoyaQ Department will be expanded into a Travel Business Promotion Department In order to strengthen synergies between Kakaku Group's Travel related businesses

2. Personnel changes (effective April 1, 2018)

1) General Managers

New position	Name	Current position
Senior Executive Officer General Manager, Online Reservation Promotion Div., Tabelog Manager, New Business Planning Dept., Tabelog	Tetsuro Nakamura	Senior Executive Officer General Manager, Business Div., Tabelog Manager, Business Planning Dept., Tabelog
Senior Executive Officer General Manager, Business Division Manager, Strategy Dept.,Tabelog	Takaya Takeuchi	Senior Executive Officer Manager, Strategy Dept., Tabelog
Executive Officer General Manager, Sales Div., Tabelog Manager, Agency Sales Dept.	Ryu Shibaki	Executive Officer General Manager, Sales Div., Tabelog Manager, Corporate Sales Dept. and Agency Sales Dept., Tabelog
General Manager, Marketing Div., Manager, Business Marketing Dept.	Tatsuya Matsui	Manager, Sales Dept. 3, Sales Div.
General Manager, Business Development Div., Manager, Kinarino Dept.	Tomoyuki Watabe	Manager, Business Development Dept.

2) Managers

New position	Name	Current position
Manager, Sales Dept.1, Sales Div.	Kei Takayanagi	Manager, Business Marketing Dept., Marketing Div.
Manager, Sales Dept.3, Sales Div.	Hiromichi Ide	Manager, Sales Dept.1, Sales Div.
Manager, Sales Dept.5, Sales Div.	Tomonori Mitsui	Assistant Manager, Sales Dept.1, Sales Div.
Manager, Sales Promotion Dept., Sales Div.	Shinya Bessho	Assistant Manager, Sales Dept.2, Sales Div.
Manager, Shopping Planning Dept., Kakaku.com Div.	Hidekazu Kando	Assistant Manager, Shopping Dept. Kakaku.com Div.
Manager, Shopping Organization Dept., Kakaku.com Div.	Katsuhiro Saito	Manager, Shopping Dept. Kakaku.com Div.
Manager, Priceprice.com Dept., Kakaku.com Div.	Takayoshi Kuki	Manager, Priceprice.com Dept., Corporate Development Div.
Manager, Sumaity Dept., Business Development Div.	Takehito Jinde	Assistant Manager, Business Development Dept.

Manager, Kyujin Box Dept., Business Development Div.	Kota Shiratani	Assistant Manager, Business Development Dept.
Manager, Support Dept., Tabelog	Yoshifumi Ikeda	Manager, User Support Dept., Tabelog
Manager, Brand Communication Dept., Media Div., Tabelog	Kotaro Chikashige	Manager, PR and Marketing Dept., Media Div., Tabelog
Manager, Sales Promotion Dept., Sales Div., Tabelog	Masato Kubota	Metropolitan Area Sales Dept., Restaurant Sales Div., Tabelog
Manager, Direct Sales Dept., Sales Div., Tabelog	Takeshi Shimizu	Manager, Metropolitan Area Sales Dept. Restaurant Sales Div., Tabelog
Manager, Business Planning Dept., Business Div., Tabelog	Taku Konoike	Manager, Restaurant Business Planning Dept., Business Div., Tabelog
Manager, Business Promotion Dept., Sales Div., Tabelog	Ryutaro Ikeda	Assistant Manager, Business Planning Dept, Business Div., Tabelog
Manager, Online Reservation Strategy Dept., Online Reservation Promotion Div., Tabelog	Takuya Nakamura	Restaurant Business Planning Dept., Business Div., Tabelog
Manager, Online Reservation Planning Dept., Online Reservation Promotion Div., Tabelog	Mina Takahashi	Manager, Restaurant Service Planning Dept., Business Div., Tabelog
Manager, Business Support Department, Business Div., Tabelog	Masahiro Watanabe	Strategy Dept., Tabelog
Manager, Travel Business Promotion Dept., Travel Business Div.	Takumi Kusumoto	Manager, yoyaQ Dept., Travel Business Div

For Reference: New Organizational Chart (As of April 1, 2018)

