October 19, 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)
Contact: Hajime Uemura, Director, General Manager, Administrative Division
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Announcement of the Exercise Price of Stock Options (Stock Acquisition Rights)

Kakaku.com, Inc. hereby announces the exercise price of stock acquisition rights to be issued as stock options (12th Series of Stock Acquisition Rights) in accordance with a resolution passed by the Board of Directors on September 19, 2018.

(1) Number of stock acquisition rights to be granted and number of eligible grantees thereof

	Eligible grantees (Stock acquisition rights to be granted)
The Company's non-director executive officers	14 (840)
The Company's employees	31 (930)
Directors of wholly owned subsidiaries	4 (180)
Directors of subsidiaries	8 (330)
Total	**57 (2,280)**

Note: None of the Company's executive officers are currently serving as directors of the Company

(2) Total number of stock acquisition rights
2,280 stock acquisition rights
(the number of shares subject to one stock acquisition right shall be 100 shares)

(3) Amount of assets to be paid upon the exercise of the stock acquisition rights:
211,600yen per stock acquisition right (Paid-in amount of each share to be issued upon the exercise of the Stock Acquisition Rights: 2,116yen)

Note: For all other conditions pertaining to the issuance of stock acquisition rights, please refer to the Notice Regarding the Issuance of Stock Options (Stock Acquisition Rights) released on September 19, 2018.

[Reference]

(1) Passing of the resolution on the issuance of stock acquisition rights as stock options by the Board of Directors: September 19, 2018

(2) Stock acquisition rights' Grant Date: October 19, 2018