March 19, 2025

For Immediate Release
(English translation of the original Japanese document)

Company Name: Kakaku.com, Inc.
Representative: Atsuhiro Murakami, President and Representative Director
(Stock code: 2371; Prime, Tokyo Stock Exchange)
Contact: Shinichi Kasuya, Director, Senior Managing Executive Officer and CFO
Phone: +81 3-5725-4554

Notice of Acquisition of Shares (Acquisition of Subsidiary) and Regarding Change in Subsidiary

Kakaku.com, Inc. (the "Company"), at a Board of Directors meeting held on March 19, 2025, has resolved to acquire shares in LiPLUS Holdings inc. ("LiPLUS HLDG"), thereby turning it into a subsidiary and executed a share transfer agreement on the same day.
Since its capital exceeds 10% of the Company's capital, LiPLUS HLDG qualifies as a specified subsidiary of the Company.

1. Reason for acquisition of shares

Our Company offers useful services to enrich various aspects of daily life, including Tabelog, a restaurant discovery and reservation service, Kyujin Box, a comprehensive job search service and Kakaku.com, a website supporting consumers' purchasing decisions by way of providing extensive content, including basic product information, user reviews and pricing information. The site covers a wide range of products, from PCs and home appliances to fashion and interior goods, as well as a variety of services in areas such as personal finance and telecommunications.

LiPLUS HLDG operates and manages a platform that connects users with over 24,000 professionals across various household services, such as removal of unwanted items and gardening.

We believe that an alliance will enhance the corporate value of both companies and have therefore decided to execute a share transfer agreement and acquire shares in LiPLUS HLDG. By welcoming LiPLUS HLDG into our Group, sharing our expertise in digital marketing and establishing a new household related category within the Kakaku.com website, we aim to achieve further business growth in the extensive market of household related services.

2. Outline of subsidiary subject to change

(1)	Name	LiPLUS Holdings inc.
(2)	Head office location	Shibuya S Noguchi Building 10F, 28-15, Shibuya 3-chome, Shibuya-ku, Tokyo
(3)	Representative	Yuji Shibuya, Representative Director
(4)	Main business	Website operation and management, web system

		development, online advertising, platform operation and management		
(5)	Capital	100 million yen		
(6)	Establishment	May 19, 2020		
(7)	Major shareholders and shareholding ratio	Sunrise Capital III, L.P. 35.0% Sunrise Capital III (Non-U.S.) , L.P. 15.5% Sunrise Capital III (JPY) , L.P. 19.5% Yoshinori Sekiguchi 28.1% Shunsuke Fujiya 1.9%		
(8)	Relationship with the Company	Capital	Not applicable	
		Personnel	Not applicable	
		Business	Not applicable	
(9)	Operating results and financial position for the last three years (Unit: million yen)			
		Fiscal year ended July 31, 2022	Fiscal year ended July 31, 2023	Fiscal year ended July 31, 2024
	Net assets	1,652	1,535	1,601
	Total assets	2,746	2,396	2,274
	Net assets per share (yen)	6,512	6,051	6,311
	Revenue	1,314	1,182	1,395
	Operating Income	105	1	155
	Ordinary Income	77	(16)	139
	Net income	(186)	(116)	66
	Net income per share (yen)	(733)	(457)	260

3. Outline of the Counterparties to the acquisition of shares

(1)	Name	Sunrise Capital III, L.P.	
(2)	Head office location	Maples Corporate Services Limited, P.O. Box 309, Ugland House, South Church Street, George Town, Grand Cayman KY1-1104, Cayman Islands	
(3)	Basis of establishment, etc.	A limited partnership under the Cayman Islands Exempted Limited Partnership Law	
(4)	Purpose of formation	To manage fund	
(5)	Date of formation	December 12, 2016	
(6)	Total investment amount	Undisclosed due to confidentiality agreement, etc.	
(7)	Investors, investment ratio, and overview of investors	Undisclosed due to confidentiality agreement, etc.	
(8)	Overview of operating partners and similar people	Name	Sunrise Management Limited III
		Head office location	Maples Corporate Services Limited, P.O. Box 309, Ugland House, South Church Street, George Town, Grand

			Cayman KY1-1104, Cayman Islands
		Representative	Director Baifeng Hu
		Main business	Investment management business
		Capital	USD 1
(9)	Overview of Japanese agent	Name	Not applicable
		Head office location	
		Representative	
		Main business	
		Capital	
(10)	Relationship between the Company and said fund	Relationship between the Company and said fund	The Company, its affiliates, and its affiliated companies do not directly or indirectly invest in the fund. In addition, there are no important capital, personnel, or business relationships between them and investors of the fund (including original investors).
		Relationship between the Company and operating partners	There are no capital, personal, or business relationships between the Company and operating partners of the fund that should be described. In addition, there are no important capital, personnel, or business relationships between the Company, its affiliates, and its affiliated companies and operating partners of the fund, its affiliates, and its affiliated companies.
		Relationship between the Company and Japanese agent	Not applicable

(1)	Name	Sunrise Capital III (Non-U.S.), L.P.
(2)	Head office location	Maples Corporate Services Limited, P.O. Box 309, Ugland House, South Church Street, George Town, Grand Cayman KY1-1104, Cayman Islands
(3)	Basis of establishment, etc.	A limited partnership under the Cayman Islands Exempted Limited Partnership Law
(4)	Purpose of formation	To manage fund
(5)	Date of formation	December 12, 2016
(6)	Total investment amount	Undisclosed due to confidentiality agreement, etc.

(7)	Investors, investment ratio, and overview of investors	Undisclosed due to confidentiality agreement, etc.	
(8)	Overview of operating partners and similar people	Name	Sunrise Management Limited III
		Head office location	Maples Corporate Services Limited, P.O. Box 309, Ugland House, South Church Street, George Town, Grand Cayman KY1-1104, Cayman Islands
		Representative	Director Yiu Lun CHEUNG
		Main business	Investment management business
		Capital	USD 1
(9)	Overview of Japanese agent	Name	Not applicable
		Head office location	
		Representative	
		Main business	
		Capital	
(10)	Relationship between the Company and said fund	Relationship between the Company and said fund	The Company, its affiliates, and its affiliated companies do not directly or indirectly invest in the fund. In addition, there are no important capital, personnel, or business relationships between them and investors of the fund (including original investors).
		Relationship between the Company and operating partners	There are no capital, personal, or business relationships between the Company and operating partners of the fund that should be described. In addition, there are no important capital, personnel, or business relationships between the Company, its affiliates, and its affiliated companies and operating partners of the fund, its affiliates, and its affiliated companies.
		Relationship between the Company and Japanese agent	Not applicable

(1)	Name	Sunrise Capital III (JPY), L.P.

(2)	Head office location	Maples Corporate Services Limited, P.O. Box 309, Ugland House, South Church Street, George Town, Grand Cayman KY1-1104, Cayman Islands	
(3)	Basis of establishment, etc.	A limited partnership under the Cayman Islands Exempted Limited Partnership Law	
(4)	Purpose of formation	To manage fund	
(5)	Date of formation	December 12, 2016	
(6)	Total investment amount	Undisclosed due to confidentiality agreement, etc.	
(7)	Investors, investment ratio, and overview of investors	Undisclosed due to confidentiality agreement, etc.	
(8)	Overview of operating partners and similar people	Name	Sunrise Management Limited III
		Head office location	Maples Corporate Services Limited, P.O. Box 309, Ugland House, South Church Street, George Town, Grand Cayman KY1-1104, Cayman Islands
		Representative	Director Yiu Lun CHEUNG
		Main business	Investment management business
		Capital	USD 1
(9)	Overview of Japanese agent	Name	Not applicable
		Head office location	
		Representative	
		Main business	
		Capital	
(10)	Relationship between the Company and said fund	Relationship between the Company and said fund	The Company, its affiliates, and its affiliated companies do not directly or indirectly invest in the fund. In addition, there are no important capital, personnel, or business relationships between them and investors of the fund (including original investors).
		Relationship between the Company and operating partners	There are no capital, personal, or business relationships between the Company and operating partners of the fund that should be described. In addition, there are no important capital, personnel, or business relationships between the Company, its affiliates, and its affiliated companies and operating partners of the fund, its affiliates, and its

		affiliated companies.
	Relationship between the Company and Japanese agent	Not applicable

(1)	Name	Yoshinori Sekiguchi
(2)	Address	Bunkyo-ku, Tokyo
(3)	Relationship with the Company	Not applicable

(1)	Name	Shunsuke Fujiya
(2)	Address	Shinjuku-ku, Tokyo
(3)	Relationship with the Company	Not applicable

4. Number of shares to be acquired, acquisition price and status of shares held before and after acquisition

(1)	Number of shares before the transfer	0 shares (No. of voting rights: 0, percentage of voting rights held: 0%)
(2)	Number of shares to be acquired	253,695 shares (No. of voting rights: 253,695)
(3)	Acquisition price	Common stock of LiPLUS HLDG 3,943 million yen Loan for Stock Option purchase and loan repayment 308 million yen Advisory fees, etc. 43 million yen Total (estimated amount) 4,294 million yen
(4)	Number of shares after the transfer	253,695 shares (No. of voting rights: 253,695, ownership ratio of voting rights: 100%)

Note: The acquisition price was determined upon consultation with the counterparty based on the results of the due diligence, etc. conducted, based on the business plan formulated by the Company, and within the range of the share value calculated by the DCF method by a third-party evaluation organization to ensure fairness and appropriateness.

5. Schedule

(1)	Resolution by the Board of Directors	March 19, 2025
(2)	Signing of Share Transfer Agreement	March 19, 2025
(3)	Execution of share transfer	April 1, 2025 (scheduled)

6. Future Outlook

If the acquisition is completed as planned, LiPLUS HLDG is expected to become a consolidated subsidiary of the Company beginning in the first quarter of the fiscal year ending March 31, 2026.

The impact of the acquisition of shares on our consolidated business results for the fiscal year ending March 31, 2025, is currently under scrutiny. Should any matters requiring disclosure arise in the future, we will promptly provide the necessary information.