

Kakaku.com, inc.

January 2010

Report on Site Access Status

**kakaku.com**

kakaku.com, Inc

# Monthly Access Status Summary

2010/1	Users per Month (year-to-year)	Page Views per Month (year-to-year)
Group Websites	<b>47.40M</b> (+51.2%)	<b>1,222.99M</b> (+30.1%)
Kakaku.com	<b>PC 23.98M</b> (+32.9%)	<b>899.20M</b> (+15.7%)
	<b>Mobile 2.23M</b> (+86.1%)	
tabelog	<b>PC 11.96M</b> (+68.0%)	<b>248.57M</b> (+117.7%)
	<b>Mobile 2.00M</b> (-%)	

## \* Monthly each site user (unique user) counting method

The number of monthly users is counted by site on a browser/IP basis.

The number of monthly users of each group site includes countable monthly mobile users.

### ■ Browser basis

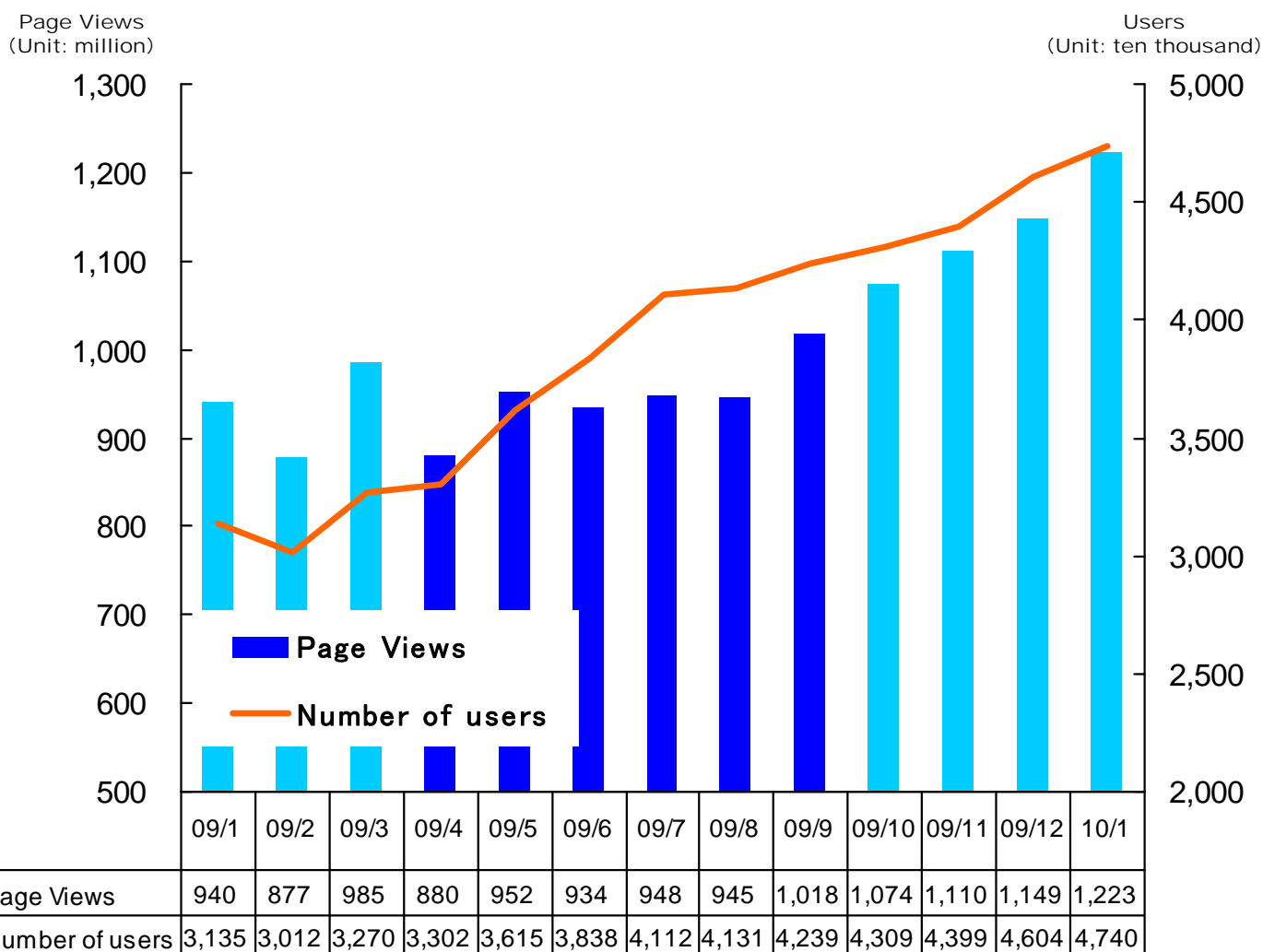
kakaku.com, 4travel.jp, yoyaq.com, tabelog.com, mansion-db.com, eiga.com, tv.eiga.com, photohito.com, okyuu.com, sumaity.com, kakakufx.com

### ■ IP basis

fx-rashinban.com

This document is a translation from the original Japanese version and is created for information purpose only. Should there be any difference between this document and the Japanese version, the content in the Japanese version is prioritized.

# Monthly Group Site Access Status

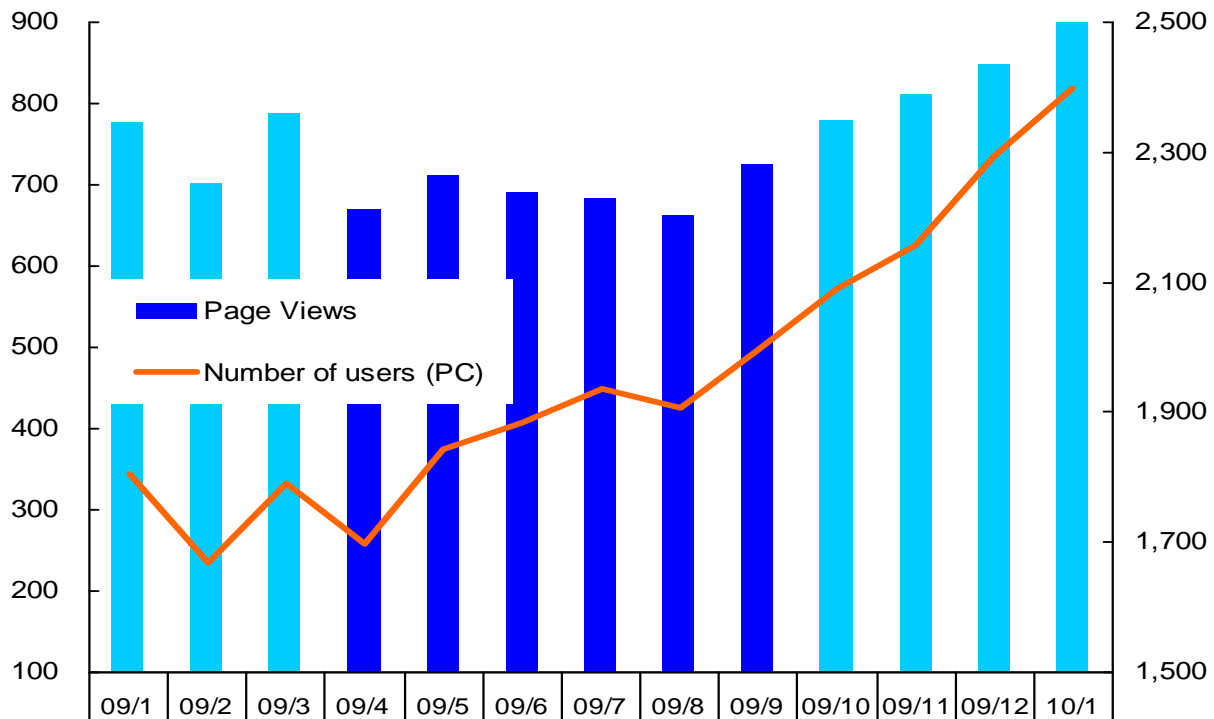


\* For monthly each site user (unique user) counting method, see page 2.

Page Views  
(Unit: million)

## Monthly Access Status for kakaku.com

Users  
(Unit: ten thousand)

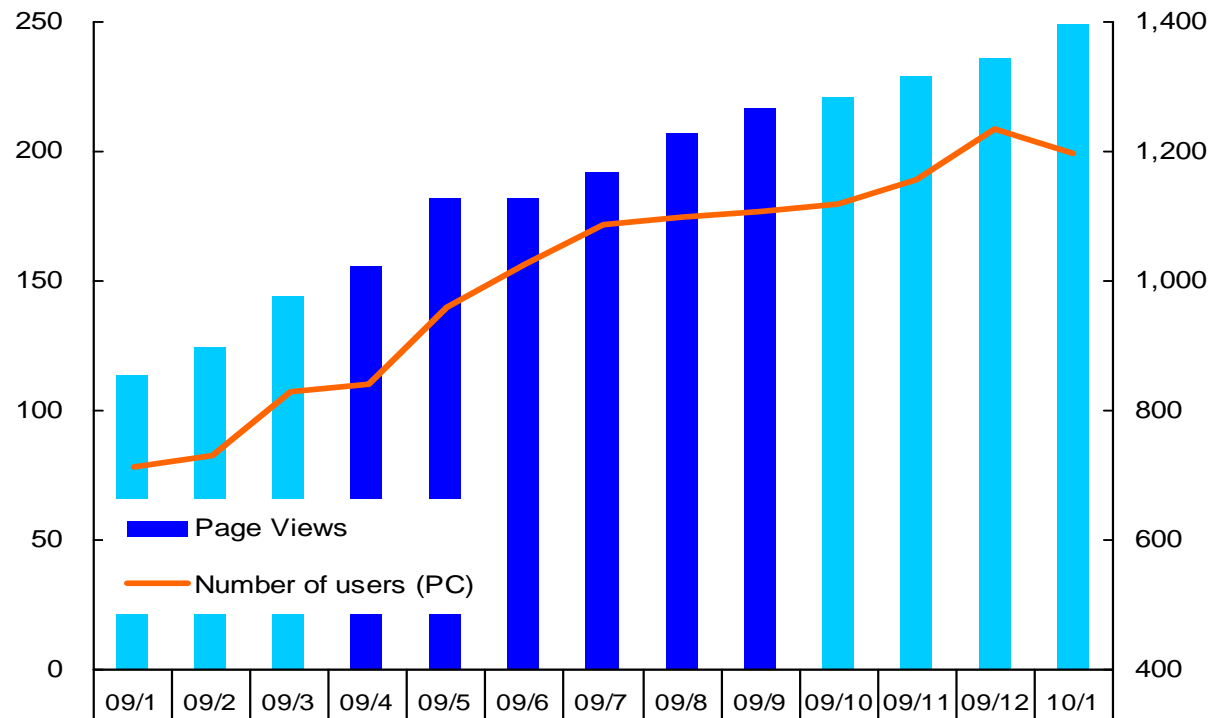


Page Views	777	703	789	669	712	690	683	662	726	780	811	850	899
Number of users (PC)	1,804	1,669	1,792	1,698	1,842	1,883	1,936	1,907	1,998	2,090	2,156	2,293	2,398

Page Views  
(Unit: million)

## Monthly Access Status for tabelog

Users  
(Unit: ten thousand)



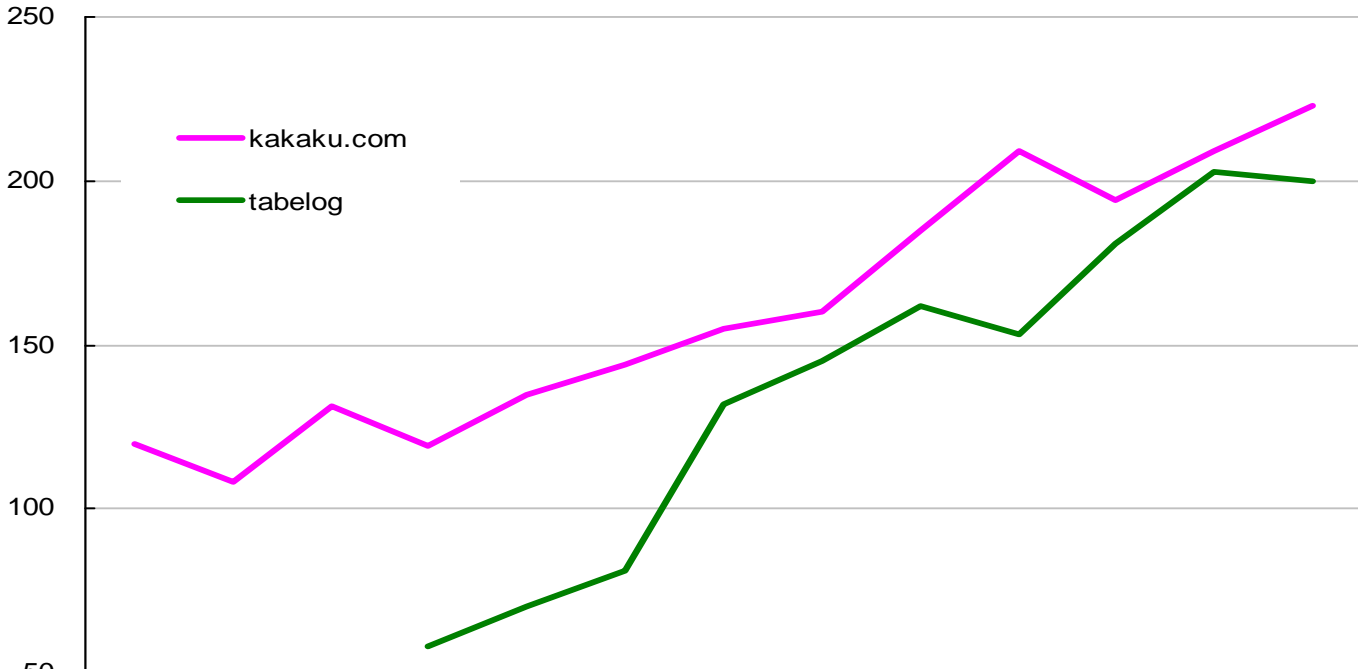
Page Views	114	125	144	156	182	182	192	207	217	221	229	236	249
Number of users (PC)	712	731	830	842	960	1,026	1,088	1,100	1,107	1,119	1,157	1,235	1,196

\* For monthly each site user (unique user) counting method, see page 2.

# Monthly number of mobile users of kakaku.com and tabelog

Users

(Unit: ten thousand)



	09/1	09/2	09/3	09/4	09/5	09/6	09/7	09/8	09/9	09/10	09/11	09/12	10/1
kakaku.com	120	108	131	119	135	144	155	160	185	209	194	209	223
tabelog	-	-	-	58	70	81	132	145	162	153	181	203	200

\* For monthly each site user (unique user) counting method, see page 2.

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