

Kakaku.com, inc.

April 2012

# Report on Site Access Status

**kakaku.com**

kakaku.com, Inc

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 Access Status Summary

2012/4	Users per Month (year-to-year)	Page Views per Month (year-to-year)
Group sites	77.71M (+22.2%)	1,678.54M (+31.7%)
Kakaku.com	33.95M (+7.6%)	876.58M (+9.5%)
	<b>【breakdown】</b> PC 26.68M smartphone 5.04M feature phone 2.23M	
tabelog	33.02M (+36.2%)	711.75M (+73.6%)
	<b>【breakdown】</b> PC 19.49M smartphone 9.15M feature phone 4.38M	

## 【Monthly each site user (unique user) counting method】

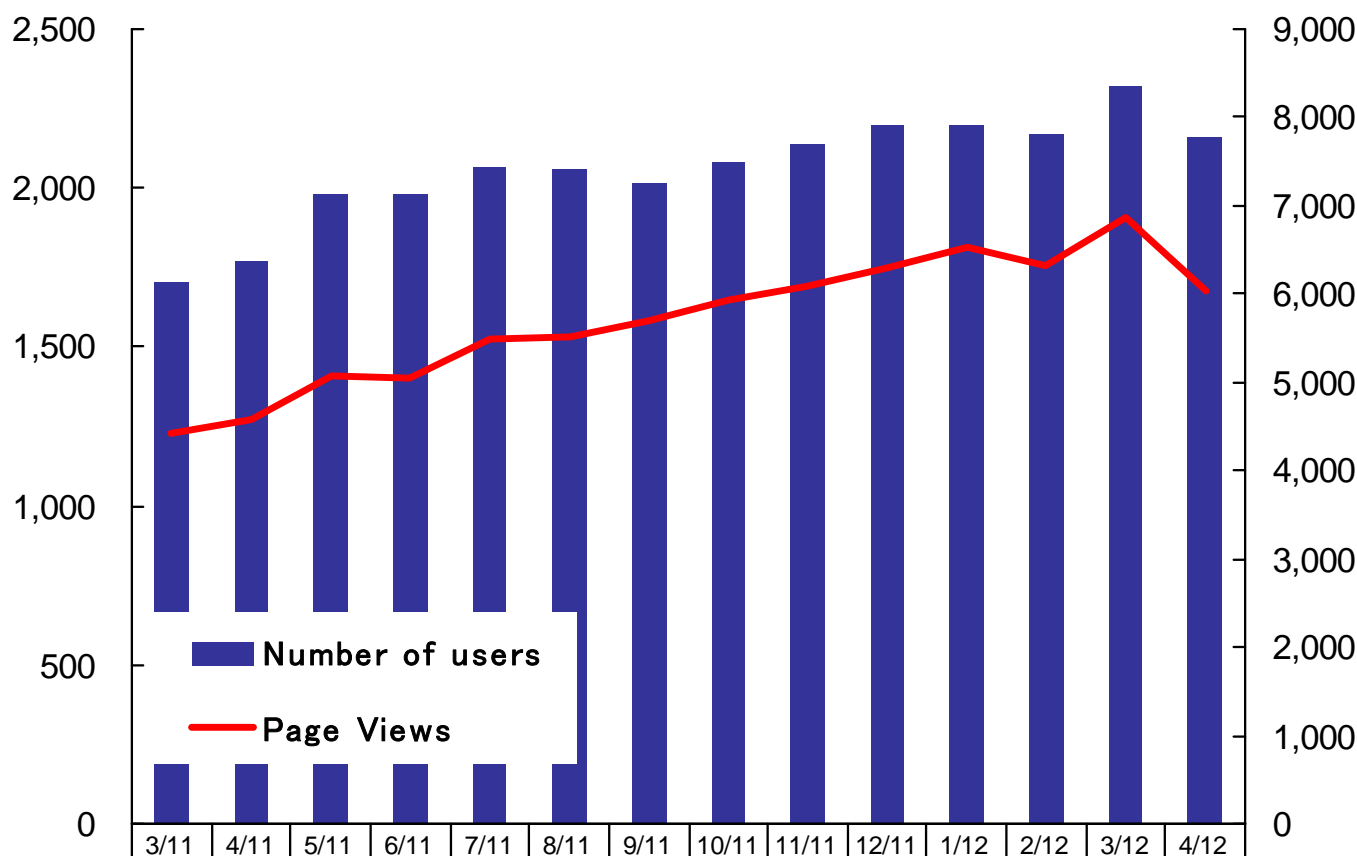
The number of monthly users is counted on either a browser basis or device basis.

Group sites are the combined total of sites operated by the Company and its consolidated subsidiaries. Number of users and page views of group sites is the total number of users and page views of each group site accessed via PCs, smartphones, and feature phones. (countable data only) The number of smartphone users is the number of users of sites made for smartphones and applications.

# Monthly Group Site Access Status

Page Views  
(Unit: million)

Users  
(Unit: ten thousand)



Number of users	6,145	6,361	7,120	7,124	7,432	7,424	7,269	7,484	7,695	7,909	7,920	7,800	8,356	7,771
Page Views	1,228	1,274	1,411	1,400	1,526	1,531	1,583	1,647	1,694	1,750	1,817	1,753	1,905	1,679

## 【Remarks】

Number of access in April 2012 fell short of that in March 2012 due to seasonal factor. The Great East Japan Earthquake led to a substantial reduction in number of access in March 2011. As a result, the number of access in April 2011 exceeded that in March 2011.

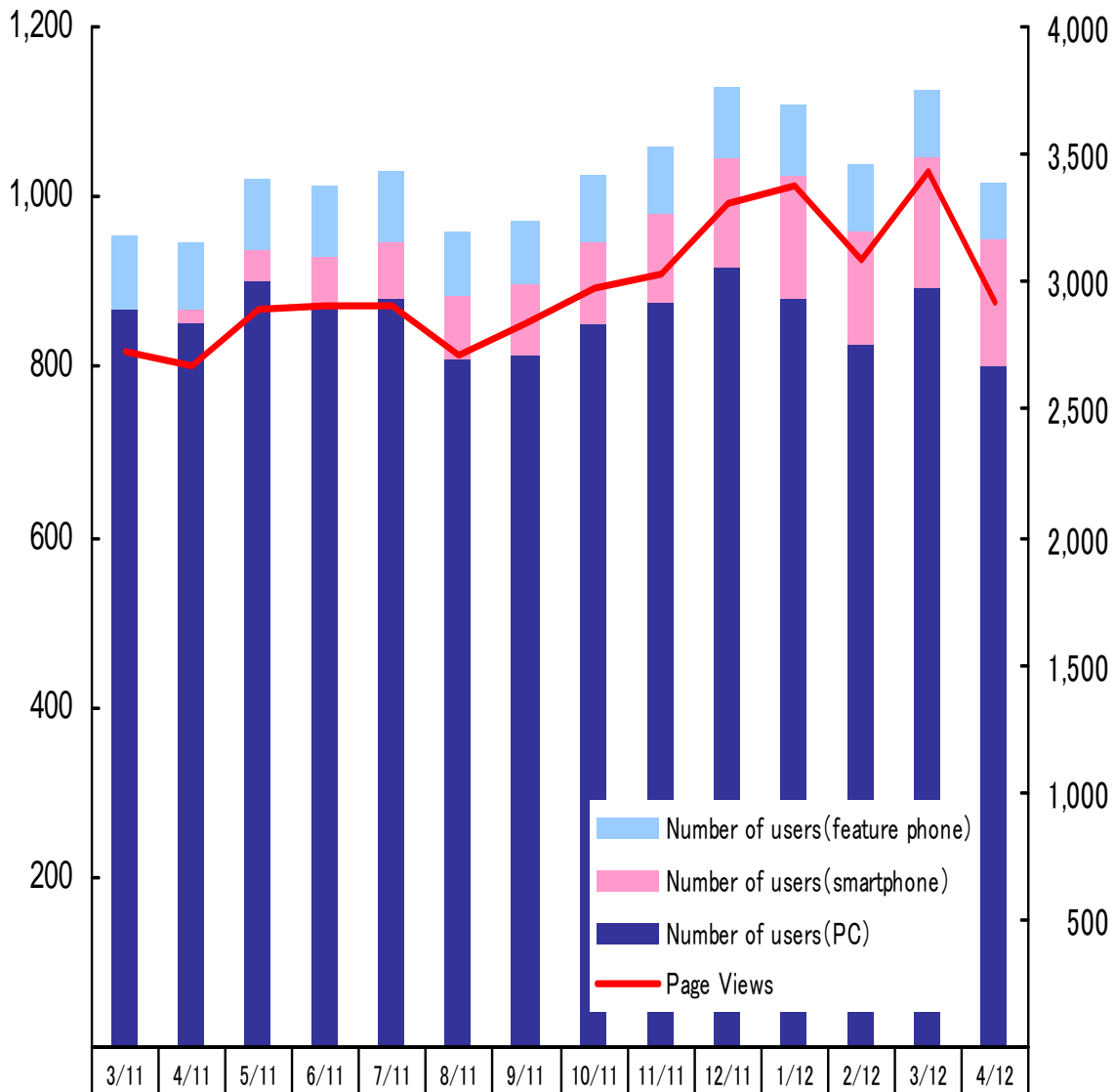
Based on the access trend in Golden week holidays, the number of group site monthly users in May is currently forecast to be over 83 million (up 15.6% year on year).

\*The forecast for March is based on currently available information. Actual figures may differ from such forecast due to future changes in business conditions.

# Monthly Access Status for kakaku.com

Page Views  
(Unit: million)

Users  
(Unit: ten thousand)



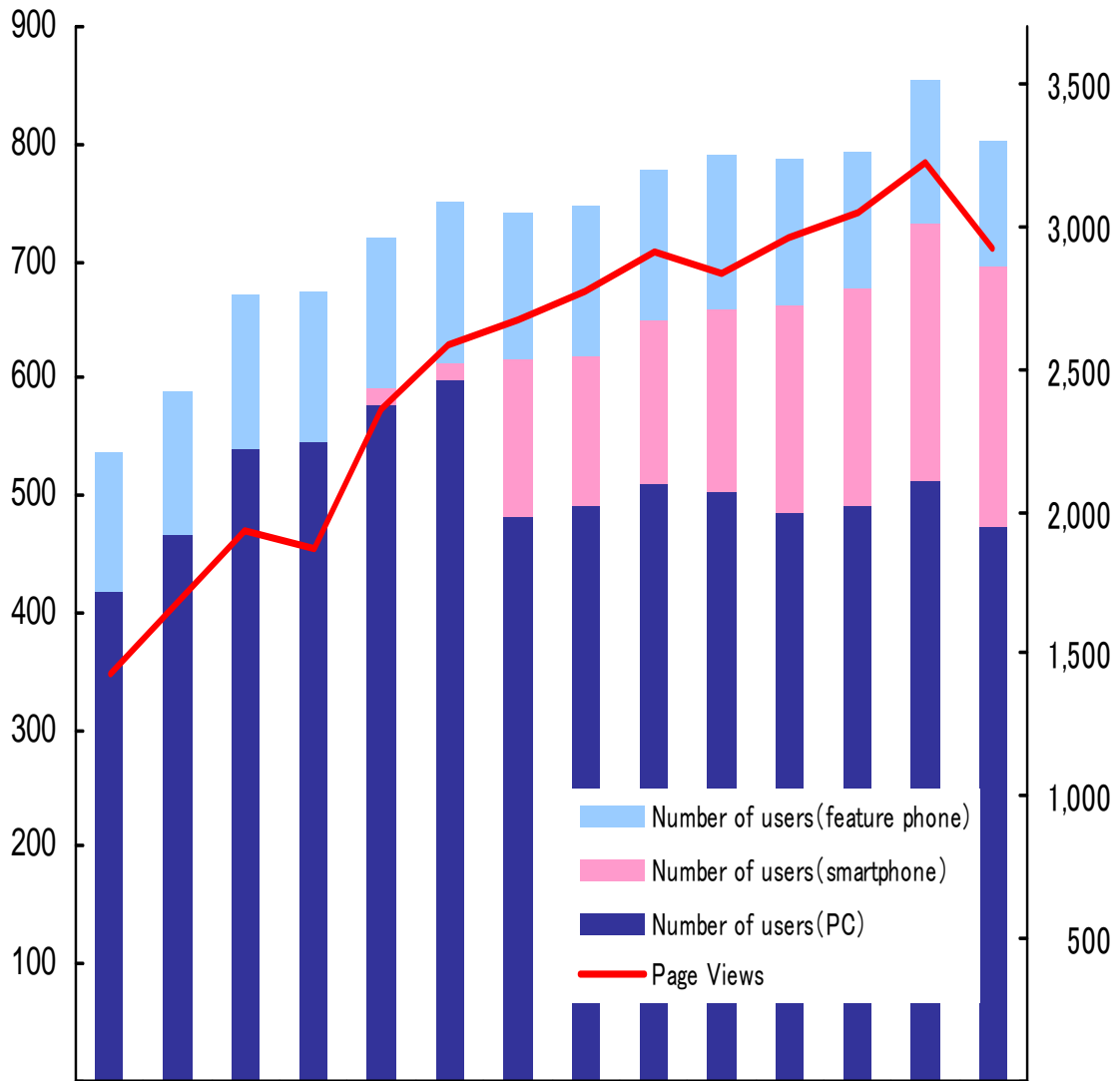
	3/11	4/11	5/11	6/11	7/11	8/11	9/11	10/11	11/11	12/11	1/12	2/12	3/12	4/12
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Number of users (feature phone)	285	263	278	278	270	257	252	264	264	277	282	262	266	223
Number of users (smartphone)	-	61	123	202	229	242	273	314	352	436	474	441	514	504
Number of users (PC)	2,895	2,832	2,999	2,903	2,931	2,704	2,710	2,841	2,914	3,053	2,940	2,758	2,972	2,668
Page Views	819	800	866	870	870	815	851	894	910	992	1,014	926	1,028	877

# Monthly Access Status for tabelog

Page Views  
(Unit: million)

Users  
(Unit: ten thousand)



	3/11	4/11	5/11	6/11	7/11	8/11	9/11	10/11	11/11	12/11	1/12	2/12	3/12	4/12
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Number of users (feature phone)	482	503	549	531	536	563	519	520	527	539	514	484	502	438
Number of users (smartphone)	-	-	-	-	61	63	555	534	580	647	724	757	897	915
Number of users (PC)	1,721	1,921	2,214	2,241	2,368	2,461	1,977	2,018	2,095	2,065	1,997	2,023	2,108	1,949
Page Views	349	410	469	454	575	628	651	674	708	689	719	740	785	712