

March 20, 2019

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
Phone: +81 3-5725-4554

Notice of Organizational and Personnel Changes

Kakaku.com, Inc. hereby announces that its Board of Directors approved on March 20, 2019 the following organizational and personnel changes.

1. Organizational changes (effective April 1, 2019)

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

- ① We will establish a “Operational Reforms Promotion Office” and also establish a “Human Resources and General Affairs Division” to pursue the development of systems and work environments that facilitate pleasant working conditions and better enable employees to demonstrate their capabilities.
- ② We will reorganize the Administrative Division to establish a “Corporate Management Division” with the aims of enhancing coordination between administrative departments and reinforcing their functions, and advancing initiatives relating to risk management and corporate governance.
- ③ We will integrate public relations and investor relations functions in order to centralize communications management and smoothly enhance the quality of our communications and the information we disseminate. We will also establish an “Corporate Management Department” to further strengthen corporate governance.
- ④ We will reorganize the Corporate Development Division to establish a “Corporate Strategy Division” with the aim of reinforcing Group-wide growth strategies through promoting coordination between Group companies, engaging in domestic and overseas investment activities, etc.
- ⑤ We will establish a “CSR Promotion Office” to work on further enhancing corporate value by pursuing CSR as a Group-wide initiative.
- ⑥ We will establish a “Data Business Planning Office” with the aim of exploiting the data possessed by Kakaku.com Group to enhance content on a Group-wide basis and create new businesses.
- ⑦ We will reorganize the Kakaku.com Division’s shopping business-related units in order to strengthen Kakaku.com’s content planning.
- ⑧ We will establish a “Tabelog PR Marketing Office” with the aim of pursuing more diverse tabelog-related marketing activities.
- ⑨ We will reorganize the Tabelog Sales Division in order to strengthen the tabelog sales framework.

2. Personnel changes (effective April 1, 2019)

1) Executive Officers

New position	Name	Current position
Executive Officer General Manager, Corporate Strategy Div. Manager, Corporate Strategy Dept. and Group Management Dept.	Genta Sugihara	Executive Officer General Manager, Corporate Development Div. Manager, Corporate Planning Dept.
Executive Officer General Manager, Media Div., Tabelog	Takaya Takeuchi	Executive Officer General Manager, Strategy Div. and Media Div., Tabelog Manager, Media Planning Dept.
Executive Officer General Manager, Sales Div., Tabelog	Ryu Shibaki	Executive Officer General Manager, Sales Div., Tabelog Manager, Agency Sales Dept.
Executive Officer General Manager, System Div., Tabelog	Hiroki Doi	Executive Officer General Manager, System Div., Tabelog Manager, System Development Dept. 3, System Div., Tabelog
Executive Officer General Manager, Corporate Management Div.	Kiyooki Shirakawa	Executive Officer Manager, Legal Dept.
Executive Officer Manager, President's Office	Yusuke Aizawa	Executive Officer Manager, President's Office and Public Relations Dept.

2) General Managers

New position	Name	Current position
General Manager, Marketing Div. Manager, Data Business Planning Office.	Tatsuya Matsui	General Manager, Marketing Div. Manager, Business Marketing Dept.
General Manager, Business Div., Tabelog	Taku Konoike	Manager, Business Planning Dept., Business Div., Tabelog
General Manager, Human Resources & General Affairs Div.	Mitsuhiro Sakusabe	Manager, Business Promotion Dept., Kakaku.com Div.

3) Managers

New position	Name	Current position
Manager, Business Marketing Dept., Marketing Div.	Yuichi Sakamoto	Assistant Manager, Business Marketing Dept., Marketing Div.
Manager, Shopping Dept., Kakaku.com Div.	Tomoaki Ryu	Manager, Business Planning Dept., Kakaku.com Div.

Manager, Media Planning Dept., Media Div., Tabelog	Takahiro Saito	Assistant Manager, Media Planning Dept., Media Div., Tabelog
Manager, PR Marketing Office, Media Div., Tabelog	Ryutaro Ikeda	Manager, Business Promotion Dept., Sales Div., Tabelog
Manager, Metropolitan Area Sales Dept., Sales Div., Tabelog	Takeshi Shimizu	Manager, Direct Sales Dept., Sales Div., Tabelog
Manager, Corporate Sales Dept., Sales Div., Tabelog	Shinji Watanabe	Assistant Manager, Direct Sales Dept., Sales Div., Tabelog
Manager, Sales Promotion Dept. and Agency Sales Dept., Sales Div., Tabelog	Masato Kubota	Manager, Sales Promotion Dept., Sales Div., Tabelog
Manager, Customer Engagement Dept., Sales Div., Tabelog	Masahiro Watanabe	Manager, Business Support Dept., Business Div., Tabelog
Manager, Business Planning Dept., Business Div., Tabelog	Noriaki Sawada	Assistant Manager, Sales Promotion Dept., Sales Div., Tabelog
Manager, Operation Planning Dept., Business Div., Tabelog	Mariko Ueno	Business Planning Dept., Business Div., Tabelog
Manager, System Development Dept. 1, System Div., Tabelog	Daiki Yamada	System Development Dept. 1, System Div., Tabelog
Manager, Customer Service Dept., Tabelog	Yoshifumi Ikeda	Manager, Support Dept., Tabelog
Manager, Global Strategy Dept., Corporate Strategy Div.	Joi Okada	Manager, Global Business Dept., Corporate Development Div.
Manager, Human Resources Dept., Human Resources & General Affairs Div.	Masakuni Teramoto	Manager, Human Resources Dept.
Manager, General Affairs Dept., Human Resources & General Affairs Div.	Kenichi Nagai	Manager, General Affairs Dept., Administrative Div.
Manager, Operational Reforms Promotion Office, Human Resources & General Affairs Div.	Takumi Kusumoto	Manager, Travel Business Promotion Dept., Travel Business Div.
Manager, Corporate Management Dept., Corporate Management Div.	Kazuko Nishimura	Assistant General Manager, Administrative Div. Manager, Planning and IR Dept., Administrative Div.
Manager, Public Relations and Investor Relations Office, Corporate Management Div. Manager, CSR Promotion Office	Nozomi Naoe	Assistant Manager, Legal Dept.
Manager, Finance and Accounting Dept., Corporate Management Div.	Hisanori Matsuyama	Manager, Finance and Accounting Dept., Administrative Div.
Manager, Legal Dept., Corporate Management Div.	Teppe Hori	Manager, Finance Control Office. Assistant Manager, Legal Dept.

Manager, Personal Data Management Office, Legal Dept., Corporate Management Div.	Hiroyuki Yoshiba	Manager, Personal Data Management Dept.
--	---------------------	--

For Reference: New Organizational Chart (As of April 1, 2019)

