

September 28, 2026

For Immediate Release

(English translation of the original Japanese document)

Company Name: Kakaku.com, Inc.

Representative: Atsuhiko Murakami, President and Representative Director

(Stock code: 2371; Prime, Tokyo Stock Exchange)

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Notice Regarding Dissolution of Capital Alliance and Continuation of Business Alliance with KDDI CORPORATION, and Change in Other Affiliated Company

Kakaku.com, Inc. (the "Company"), at a Board of Directors meeting held today, has agreed to dissolve the capital alliance with KDDI CORPORATION ("KDDI") while continuing the business alliance. Furthermore, as a result of the dissolution of this capital alliance, a change will occur in the Company's Other Affiliated Companies, as described below.

I. Dissolution of Capital Alliance and Continuation of Business Alliance

1. Reasons for dissolution of capital alliance and continuation of business alliance

As announced in the "Notice of Capital Alliance Agreement and Business Alliance Basic Agreement" dated August 2, 2018, the Company and KDDI entered into a capital and business alliance agreement. Since the execution of the alliance, both groups have promoted the mutual utilization of data and media operation know-how, as well as joint development and consideration of new services.

However, following repeated consultations and considerations regarding changes in the Company's capital structure, including the currently ongoing tender offer (TOB) and its future management policies, the parties have reached an agreement to amicably dissolve the capital alliance relationship. Regarding practical cooperation, based on the track record of collaboration to date, the parties will maintain and continue the business alliance relationship going forward.

2. Details of the capital alliance to be dissolved and the business alliance to be continued

(1) Details of the Capital Alliance Agreement to be dissolved

The "Capital Alliance Agreement" executed between the Company and KDDI on August 2, 2018 will be mutually terminated (execution of an agreement on the termination of the alliance dated September 28, 2026). The main details to be dissolved upon the termination of this Capital Alliance Agreement are as follows:

① Dissolution of agreement on governance

- Dissolution of the agreement to accept one candidate for Director of the Company nominated by KDDI (agreement on officer assignment)
- Dissolution of the agreement regarding prior notification and prior explanation of important matters

such as amendments to the Articles of Incorporation and organizational restructuring

(Note) The one Outside Director dispatched from KDDI retired from the position of Director at the conclusion of the 29th Annual General Meeting of Shareholders of the Company held on June 18, 2026.

(2) Details of the business alliance to be continued

There are no changes to the content of the "Business Alliance Master Agreement" executed on August 2, 2018, and it will remain valid and in effect going forward. The main business alliance details to be continued are as follows:

- ① Joint development and provision of new services utilizing data (such as browsing history and usage history) and know-how held by both groups
- ② Sharing of know-how in the production and operation of each media platform
- ③ Consideration and promotion of other collaboration and cooperation contributing to the purpose of this alliance (such as the promotion of the internet advertising and digital marketing business)

3. Outline of the counterparty

(1)	Name	KDDI CORPORATION	
(2)	Head office location	THE LINKPILLAR 1 NORTH, 2-21-1 Takanawa, Minato-ku, Tokyo	
(3)	Representative	Hiromichi Matsuda, President, Representative Director	
(4)	Main business	Telecommunications business	
(5)	Capital	141,852 million yen	
(6)	Establishment	June 1, 1984	
(7)	Major shareholders and shareholding ratio	The Master Trust Bank of Japan, Ltd. (Trust Account) 15.77%, KYOCERA Corporation 14.75%, etc. (as of March 31, 2026)	
(8)	Relationship with the Company	Capital	The relevant company holds 35,016,000 shares of common stock of the Company, accounting for 17.67% of the total number of issued shares.
		Personnel	Not applicable
		Business	Transactions related to the advertising business, etc. between the Company and the relevant company.
		Related party	The company is "Other Affiliate" of the Company and falls under the category of a related party; however, this relationship is scheduled to be terminated upon the dissolution of the capital alliance.
(9)	Operating results and financial position for the last three years (Unit: million yen)		
		Fiscal year ended March 31, 2024	Fiscal year ended March 31, 2025
			Fiscal year ended March 31, 2026
	Equity attributable to	5,188,048	5,032,495
			5,076,738

owners of parent (Net assets)			
Total assets	14,054,762	16,714,708	19,063,364
Net assets per share (yen)	1,245.78	1,264.94	1,333.50
Revenue	5,699,724	5,835,525	6,071,915
Operating income	912,031	1,087,468	1,099,125
Profit before tax	943,172	1,073,418	1,117,904
Profit for the period	600,281	655,416	707,112
Basic earnings per share (yen)	141.75	161.86	183.59

4. Schedule of dissolution of capital alliance

(1) Resolution by the Board of Directors	September 28, 2026
(2) Signing of agreement on dissolution of capital alliance	September 28, 2026
(3) Effective date of dissolution of capital alliance	September 28, 2026 (scheduled)

II. Changes in Other Affiliated Companies

1. Background for the change

At the Board of Directors meeting held today, the Company resolved to mutually terminate the "Capital Alliance Agreement" with KDDI and executed an agreement on the termination of the alliance. As a result, governance agreements such as the obligation of prior consultation with KDDI will lapse, and KDDI will no longer fall under the category of "Other Affiliated Companies" of the Company.

2. Overview of the shareholder subject to the change

(1) Name	KDDI CORPORATION
(2) Head office location	THE LINKPILLAR 1 NORTH, 2-21-1 Takanawa, Minato-ku, Tokyo
(3) Representative	Hiromichi Matsuda, President, Representative Director

Note: For details regarding the specific business activities, financial condition, etc. of the said shareholder, please refer to "I. Dissolution of Capital Alliance and Continuation of Business Alliance 3. Outline of the counterparty" above.

3. Number of voting rights (number of shares) held by the said shareholder and its ratio to the voting rights held by all shareholders before and after the change

	Attributes	Ratio of voting rights held (Number of shares held)	Ranking among major shareholders
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Before the change (As of September 28, 2026)	Major shareholder and Other Affiliated Company	17.70% (35,016,000 shares)	2 nd
After the change	Major shareholder	17.70% (35,016,000 shares)	2 nd

Note 1: The ratio of voting rights held does not change before and after the change, as this change is resulting from the termination of contractual relationships upon the dissolution of the capital alliance.

Note 2: The ratio of voting rights held and the ranking among major shareholders are stated based on the most recent shareholder registry as of March 31, 2026.

4. Date of change

September 28, 2026

III. Future Outlook

The direct impact of the dissolution of this capital alliance on the Company's consolidated financial results for the fiscal year ending March 31, 2027, will be minimal.

At present, the impact on business results arising from the success or failure of the ongoing tender offer (TOB), as well as the specific progress of future business alliances, remains undetermined. If any matters requiring disclosure or any events that could significantly affect business results arise in the future, the Company will promptly announce them.