September 16, 2026

To whom it may concern,

LY Corporation
Takeshi Idezawa,
President and Representative Director, CEO
Stock Code: 4689, TSE Prime Market

(Update) Notice Concerning Partial Change to Scheduled Commencement of Tender Offer for Kakaku.com, Inc. (Securities Code: 2371) by BCPE Blitz Cayman, L.P.

LY Corporation (the "Company"), together with the investment funds advised by Bain Capital Private Equity, LP and their group (collectively, "Bain Capital"), announced in the "(Update) Notice Concerning Scheduled Commencement of Tender Offer for Kakaku.com, Inc. (Securities Code: 2371) by BCPE Blitz Cayman, L.P. and Planned Indirect Joint Investment by the Company in BCPE Blitz Cayman, L.P." dated July 29, 2026 and the "(Update) Notice Concerning Updates on Scheduled Commencement of Tender Offer for Kakaku.com, Inc. (Securities Code: 2371) by BCPE Blitz Cayman, L.P." dated August 21, 2026 that BCPE Blitz Cayman, L.P. (the "Tender Offeror"), a limited partnership formed by Bain Capital and in which indirect investment by LY Corporation is planned, plans to implement a tender offer under the Financial Instruments and Exchange Act (Act No. 25 of 1948, as amended) (the "Tender Offer") for the common shares and share acquisition rights of Kakaku.com, Inc. ("Kakaku.com"), which is listed on the Prime Market of the Tokyo Stock Exchange, Inc.

The Company hereby announces that on September 16, 2026, the Tender Offeror published the attached "Notice Concerning Partial Change to 'Notice Concerning Scheduled Commencement of Tender Offer for Kakaku.com, Inc. (Securities Code: 2371).'"

As also described in the attachment, the Tender Offeror has decided to increase the price for purchase, etc. per Kakaku.com Share in the Tender Offer to JPY3,597 (provided, however, that if a non-tender agreement can be executed with KDDI CORPORATION, JPY3,720).

Furthermore, as of today, the obtaining of all Clearances necessary for the implementation of the Tender Offer has been completed. The Tender Offeror plans to promptly commence the Tender Offer at the time when a resolution of the board of directors of Kakaku.com is obtained to the effect that Kakaku.com expresses an opinion in support of the Tender Offer and recommends that its shareholders tender their shares in the Tender Offer.

For details, please refer to the attached press release.

If any matters that should be disclosed arise in the future, the Company will promptly announce them.

(Attachment) "Notice Concerning Partial Change to 'Notice Concerning Scheduled Commencement of Tender Offer for Kakaku.com, Inc. (Securities Code: 2371)'"

Disclaimer
This is an English translation of the release. This translation is prepared and provided for the reader's convenience. All readers are recommended to refer to the original version of the release in Japanese for complete information.

September 16, 2026

To whom it may concern,

BCPE Blitz Cayman, L.P.
BCPE Blitz GP, LLC
(General Partner)

Notice Concerning Partial Change to "Notice Concerning Scheduled Commencement of Tender Offer for Kakaku.com, Inc. (Securities Code: 2371)"

The investment funds advised by Bain Capital Private Equity, LP and their group (collectively, "Bain Capital"), together with LY Corporation ("LY Corporation"), announced in the "(Update) Notice Concerning Scheduled Commencement of Tender Offer for Kakaku.com, Inc. (Securities Code: 2371) by BCPE Blitz Cayman, L.P. and Planned Indirect Joint Investment by the Company in BCPE Blitz Cayman, L.P." dated July 29, 2026 (the "Tender Offeror's Press Release dated July 29") that BCPE Blitz Cayman, L.P. (the "Tender Offeror"), a limited partnership formed by Bain Capital and in which indirect investment by LY Corporation is planned, plans to implement a tender offer under the Financial Instruments and Exchange Act (Act No. 25 of 1948, as amended; the "Act") (the "Tender Offer") for the common shares (the "Kakaku.com Shares") and share acquisition rights (the "Share Acquisition Rights" and, together with the Kakaku.com Shares, the "Kakaku.com Share Certificates, Etc.") of Kakaku.com, Inc. (Securities Code: 2371; "Kakaku.com"), which is listed on the Prime Market of the Tokyo Stock Exchange, Inc. (the "Tokyo Stock Exchange").

The Tender Offeror understands that the price for purchase, etc. per Kakaku.com Share in the tender offer by Kamgras 1 K.K. ("Kamgras 1") for the Kakaku.com Share Certificates, Etc. (the "Kamgras 1 Tender Offer") (the "Kamgras 1 Tender Offer Price") was raised from JPY3,570 to JPY3,571 on August 27, 2026 and from JPY3,571 to JPY3,680 on September 10, 2026, respectively.

In light of the foregoing, the Tender Offeror has decided to set the price for purchase, etc. per Kakaku.com Share in the Tender Offer (the "Tender Offer Price") at JPY3,597 (provided, however, that if a non-tender agreement (the "Non-Tender Agreement") can be executed with KDDI CORPORATION ("KDDI") pursuant to which KDDI would agree not to tender all of the Kakaku.com Shares owned by KDDI (number of shares owned: 35,016,000 shares; Ownership Ratio: 17.55%) in the Tender Offer and would instead vote in favor of the proposal for a share consolidation, which is part of the procedures for taking Kakaku.com private, at a subsequent extraordinary general meeting of shareholders of Kakaku.com to make the Tender Offeror and KDDI the sole shareholders of Kakaku.com, and, after completion of such procedures, would accept a share buyback by Kakaku.com, JPY3,720).

Furthermore, as of today, as described in "Conditions Precedent to the Tender Offer" below, the obtaining of all Clearances (as defined below) necessary for the implementation of the Tender Offer has been completed. The Tender Offeror plans to promptly commence the Tender Offer at the time when the Special Committee established by Kakaku.com to consider the going-private transaction for Kakaku.com (the "Special Committee") has issued a recommendation to the effect that it is appropriate for Kakaku.com to pass a resolution of its board of directors expressing an opinion in support of the Tender Offer and recommending that its shareholders tender their shares in the Tender Offer and, based thereon, a resolution of the board of directors of Kakaku.com is obtained to the effect that Kakaku.com expresses an opinion in support of the Tender Offer and recommends that its shareholders tender their shares in the Tender Offer.

Details of the foregoing changes are as follows.

[Tender Offer Price]

As announced in the Tender Offeror's Press Release dated July 29, on July 29, 2026, subject to the satisfaction of the Conditions Precedent to the Tender Offer (as defined in "Conditions Precedent to the Tender Offer" below), the Tender Offeror had decided to implement the Tender Offer with the Tender Offer Price set at JPY3,520 (provided, however, that if the Tender Offeror can execute the Non-Tender Agreement with KDDI, JPY3,640).

Thereafter, as announced in "(Update) Notice Concerning Updates on Scheduled Commencement of Tender Offer for Kakaku.com, Inc. (Securities Code: 2371) by BCPE Blitz Cayman, L.P." dated August 21, following the increase in the Kamgras 1 Tender Offer Price on August 13, 2026, the Tender Offeror decided, for the time being, not to raise the Tender Offer Price and to observe the expiration of the Kamgras 1 Tender Offer in order to allow the shareholders of Kakaku.com, including Oasis Management Company Ltd. and its related funds or related entities, a major shareholder of Kakaku.com, to make their own determination regarding the Kamgras 1 proposal (the Kamgras 1 Tender Offer Price: JPY3,570 per share) and the Tender Offeror's proposal (the Tender Offer Price: JPY3,520 per share; provided, however, that if a Non-Tender Agreement can be executed with KDDI, JPY3,640 per share) as of August 21, 2026.

Thereafter, the Tender Offeror understands that the Kamgras 1 Tender Offer Price was raised from JPY3,570 to JPY3,571 on August 27, 2026, and from JPY3,571 to JPY3,680 on September 10, 2026, respectively.

In light of the foregoing, Bain Capital and LY Corporation, having comprehensively considered the materials such as the financial information including the annual securities reports and earnings summaries disclosed by Kakaku.com, the results of the due diligence conducted on Kakaku.com, and the likelihood of Kakaku.com's board of directors expressing an opinion in support of the Tender Offer and the outlook for tendering in the Tender Offer, and, in the case of LY Corporation, also having taken into account the valuation analysis report obtained from Goldman Sachs Japan Co., Ltd. ("Goldman Sachs") dated July 28, 2026 and Goldman Sachs' advice from a financial perspective, have decided to set the Tender Offer Price at JPY3,597 (provided, however, that if the Non-Tender Agreement can be executed with KDDI, JPY3,720).

The Tender Offer Price of JPY3,597 (provided, however, that if the Non-Tender Agreement can be executed with KDDI, JPY3,720) represents a premium of 69.59% (provided, however, that in the case of the Tender Offer Price if the Non-Tender Agreement can be executed with KDDI (JPY3,720), 75.39%; rounded to two decimal places; hereinafter the same in the calculation of premiums or discounts) over JPY2,121, the closing price of the Kakaku.com Shares on the Prime Market of the Tokyo Stock Exchange on April 22, 2026, which is the business day immediately preceding April 23, 2026, the date on which certain speculative media reports were made regarding the Kamgras 1 Tender Offer, a premium of 71.04% (76.89%) over JPY2,103, the simple average closing price for the one-month period ending on that date, a premium of 84.56% (90.87%) over JPY1,949, the simple average closing price for the three-month period ending on that date, and a premium of 66.07% (71.75%) over JPY2,166, the simple average closing price for the six-month period ending on that date. In addition, the Tender Offer Price of JPY3,597 (provided, however, that if the Non-Tender Agreement can be executed with KDDI, JPY3,720) represents a discount of 6.30% (3.10%) to JPY3,839, the closing price of the Kakaku.com Shares on the Prime Market of the Tokyo Stock Exchange on September 15, 2026, which is the business day immediately preceding the date of announcement of this press release (today), a discount of 2.97% to (a premium of 0.35% over) JPY3,707, the simple average closing price for the one-month period ending on that date, a discount of 0.42% to (a premium of 2.99% over) JPY3,612, the simple average closing price for the three-month period ending on that date, and a premium of 13.76% (17.65%) over JPY3,162, the simple average closing price for the six-month period ending on that date.

[Conditions Precedent to the Tender Offer]

As announced in the Tender Offeror's Press Release dated July 29, the implementation of the Tender Offer is subject to conditions precedent (the "Conditions Precedent to the Tender Offer") consisting of: (i) obtaining a resolution of the board of directors of Kakaku.com to the effect that Kakaku.com expresses an opinion in support of the Tender Offer and recommends that its shareholders tender their shares in the Tender Offer, and such resolution having been maintained without being withdrawn or changed; (ii) the Special Committee having issued a recommendation to the effect that it is appropriate for Kakaku.com to pass a resolution of its board of directors expressing an opinion in support of the Tender Offer and recommending that its shareholders tender their shares in the Tender Offer, and such recommendation having been maintained without being withdrawn or changed; (iii) no material change in the business or assets of Kakaku.com or any of its subsidiaries, or any other circumstance that would materially impede the achievement of the purpose of the Tender Offer, as prescribed in the proviso to Article 27-11, Paragraph 1 of the Act, having occurred; (iv) the obtaining of permits, authorizations, licenses, approvals, consents, registrations, notifications, and other similar acts or procedures required under laws and regulations, including competition laws of various countries, in implementing the Transaction (collectively, the "Clearances") having been completed, or their completion being reasonably expected; and (v) there existing no material fact concerning the business, etc. of Kakaku.com (as defined in Article 166, Paragraph 2 of the Act) that has not been publicly disclosed (within the meaning set forth in Paragraph 4 of the same Article) by Kakaku.com.

With respect to item (iv) above, the Tender Offeror, on August 14, 2026, filed a notification regarding the plan for the acquisition of Kakaku.com Shares through the Tender Offer (the "Share Acquisition") with the Japan Fair Trade Commission pursuant to Article 10, Paragraph 2 of the Act on Prohibition of Private Monopolization and Maintenance of Fair Trade (Act No. 54 of 1947, as amended; the "Antimonopoly Act"), which was accepted on the same date. Where such a notification has been filed, if the Japan Fair Trade Commission is to issue a cease and desist order as prescribed in Article 17-2, Paragraph 1 of the Antimonopoly Act, it is required to give prior notice of such order within a measures period of, in principle, 30 days (Article 10, Paragraph 9 of the Antimonopoly Act). The Tender Offeror received from the Japan Fair Trade Commission a "notice to the effect that it would not issue a cease and desist order" dated September 11, 2026 on the same date, and the measures period ended on September 13, 2026.

In addition, on July 3, 2026, the Tender Offeror submitted a notification to the Minister of Finance and the ministers having jurisdiction over the relevant businesses through the Bank of Japan pursuant to Article 27, Paragraph 1 of the Foreign Exchange and Foreign Trade Act (Act No. 228 of 1949, as amended), and such notification was accepted on the same date. Following acceptance of such notification, a 30-day waiting period was required before the Tender Offeror would be permitted to carry out the Share Acquisition; however, such waiting period was shortened as of July 27, 2026, and the Tender Offeror has been permitted to carry out the Share Acquisition since July 28, 2026 (permit number: JD-619).

In addition, in connection with the Australian competition law, the Tender Offeror submitted the documents required to obtain a decision to the effect that no filing is required for the Tender Offer (the "Exemption Decision") to the Australian Competition and Consumer Commission ("ACCC") on July 30, 2026 (local time). Thereafter, the Tender Offeror received the Exemption Decision from the ACCC on August 14, 2026 (local time).

In addition, in connection with the German Act against Restraints of Competition, the Tender Offeror made a prior notification to the Federal Cartel Office on August 11, 2026 (local time). Thereafter, the Tender Offeror received a notice from the Federal Cartel Office on September 7, 2026 (local time) to the effect that the Share Acquisition does not fall under any grounds for prohibition and may be carried out.

As described above, all Clearances have now been obtained, and the Tender Offeror has confirmed the satisfaction of item (iv) of the Conditions Precedent to the Tender Offer. Accordingly, the Tender Offeror plans to promptly commence the Tender Offer at the time when the Special Committee has issued a recommendation to the effect that it is appropriate for Kakaku.com to pass a resolution of its board of directors expressing an opinion in support of the Tender Offer and recommending that its shareholders tender their shares in the Tender Offer (item (ii) of the Conditions Precedent to the Tender Offer) and, based thereon, a resolution of the board of directors of Kakaku.com is obtained to the effect that Kakaku.com expresses an opinion in support of the Tender Offer and recommends that its shareholders tender their shares in the Tender Offer (item (i) of the Conditions Precedent to the Tender Offer), subject to items (iii) and (v) of the Conditions Precedent to the Tender Offer being satisfied at such time (Note 1) (Note 2).

(Note 1) As of today, the Tender Offeror has not confirmed that any circumstance falling under item (iii) of the Conditions Precedent to the Tender Offer has occurred, and because such circumstances rarely occur, the Tender Offeror believes that such condition is also likely to be sufficiently satisfied. With respect to item (v) of the Conditions Precedent to the Tender Offer, the Tender Offeror also believes that such condition will be easily satisfied if cooperation from Kakaku.com is obtained.

(Note 2) Regarding the timing of commencement of the Tender Offer, it was announced in the Tender Offeror's Press Release dated July 29 that mid-September 2026 was anticipated; however, the tender offer period for the Kamgras 1 Tender Offer has been extended beyond the statutory maximum period of, in principle, 60 business days on an exceptional basis (as of today, the tender offer period is expected to extend to 95 business days), and because it is undetermined whether and when items (i) and (ii) of the Conditions Precedent to the Tender Offer will be satisfied, the timing of commencement is undetermined as of today.

End

Restrictions on Solicitation

This press release is intended to publicly announce the Tender Offer and has not been prepared for the purpose of soliciting an offer to sell share certificates, etc. If the Tender Offer is commenced and shareholders wish to tender their shares, they should first be sure to carefully read the Tender Offer Explanatory Statement for the Tender Offer and make their own independent decision. This press release does not constitute, nor form part of, any offer to sell, solicitation of a sale of, or any solicitation of any offer to buy, any securities. In addition, neither this press release (or any part of it) nor the fact of its distribution shall form the basis of any agreement pertaining to the Tender Offer or be relied upon in the event of the execution of any such agreement.

U.S. Regulations

In the event that the Tender Offer is commenced, the Tender Offer will be conducted in compliance with the procedures and information disclosure standards provided under the Financial Instruments and Exchange Act of Japan, and those procedures and standards are not always the same as those applicable in the United States. In particular, neither Section 13(e) nor Section 14(d) of the U.S. Securities Exchange Act of 1934 (as amended, the "U.S. Securities Exchange Act of 1934") or the rules under these sections apply to the Tender Offer; therefore, the Tender Offer is not conducted in accordance with those procedures or standards. All of the financial information included or referred to in this press release and reference materials of this press release do not conform to the U.S. accounting standards and may not be equivalent or comparable to the financial statements prepared pursuant to the U.S. accounting standards. In addition, because the Tender Offeror is an entity organized outside the United States and some or all of its officers are non-U.S. residents, it may be difficult for investors to enforce against them any rights or claims arising under U.S. securities laws. It also may be impossible to bring an action against an entity organized outside the United States or its officers in a court outside of the United States on the grounds of a violation of U.S. securities laws. Furthermore, there is no guarantee that an entity organized outside the United States or its subsidiaries or affiliates may be compelled to submit themselves to the jurisdiction of a U.S. court.

Unless otherwise specified, all procedures regarding the Tender Offer will be conducted in Japanese. All or part of the documents regarding the Tender Offer are to be prepared in English; however, if there is any discrepancy between the documents in English and those in Japanese, the documents in Japanese shall prevail. Before the commencement of the Tender Offer or during the purchase period, Bain Capital, LY Corporation, the Tender Offeror and its affiliates (including Kakaku.com), and the affiliates of the financial advisors and tender offer agents of each of the foregoing might purchase, etc. by means other than the Tender Offer or conduct an act aimed at such a purchase, etc. of the Kakaku.com Shares on their own account or the account of their client to the extent permitted by Japanese legislation related to financial instruments transactions in the scope of their ordinary business and in accordance with the requirements of Rule 14e-5(b) of the U.S. Securities Exchange Act of 1934. If information regarding such a purchase, etc. is disclosed in Japan, the person that conducted that purchase, etc. will disclose such information in English on the website of such person.

Forward-looking Statements

This press release includes forward-looking statements as defined in Section 27A of the U.S. Securities Act of 1933 (as amended) and Section 21E of the U.S. Securities Exchange Act of 1934. The actual results may be significantly different from the predictions expressly or implicitly indicated in the forward-looking statements, due to known or unknown risks, uncertainties, or other factors. The Tender Offeror or its affiliates cannot promise that the predictions expressly or implicitly indicated as the forward-looking statements will turn out to be correct. The forward-looking statements included in this press release were prepared based on the information held by the Tender Offeror as of the date of this press release, and unless obligated by laws or regulations or the rules of a financial instruments exchange, Bain Capital, LY Corporation, the

Tender Offeror, or its affiliates shall not be obligated to update or revise the statements to reflect future incidents or situations.

In the event that the shareholders exercise their right to require Kakaku.com to purchase shares constituting less than one share unit in accordance with the Companies Act, Kakaku.com may purchase its own shares during the Tender Offer Period in accordance with the procedures stipulated in laws and regulations.

Other Countries

Some countries or regions may impose legal restrictions on the announcement, issue, or distribution of this press release. In such cases, please take note of such restrictions and comply therewith. The announcement, issue, or distribution of this press release shall not constitute a solicitation of an offer to sell or an offer to buy share certificates, etc. relating to the Tender Offer and shall be deemed a distribution of materials for informative purposes only.