July 2, 2026

For Immediate Release
(English translation of the original Japanese document)

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Notice Concerning the Receipt of a Legally Binding Proposal Regarding the Capital Policy of Kakaku.com, Inc.

As announced in the Company's press release dated May 12, 2026, titled "Notice regarding Expression of Opinion in favor of the Tender Offer for the Share Certificates, Etc. of the Company by Kamgras 1 K.K. and Recommendation to Tender Share Certificates, Etc." *, the Company resolved to (i) express its opinion in support of the tender offer (the "Kamgras 1 Tender Offer") by Kamgras 1 K.K. ("Kamgras 1") for the Company's common stock (the "Company Shares") and Share Acquisition Rights (the "Share Acquisition Rights"), (ii) recommend that the Company's shareholders tender their Company Shares in the Kamgras 1 Tender Offer, and (iii) leave the decision of whether or not to tender in the Kamgras 1 Tender Offer to the discretion of the holders of the Share Acquisition Rights (the "Share Acquisition Rights Holders"). Thereafter, as announced in the Company's release dated May 14, 2026, titled "Regarding the "Notice Concerning the Submission of a Proposal Regarding the Capital Policy of Kakaku.com, Inc." Published by LY Corporation," the Company had received, as of May 13, 2026, a non-binding proposal concerning the Company's capital policy from an investment fund and its group to which Bain Capital Private Equity, LP provides investment advice and LINE Yahoo Corporation ("LINE Yahoo", and together with Bain Capital, the "Offerors").

** The Japanese original of this release was published on May 12, 2026, and was subsequently corrected by a partial correction released on May 14, 2026. Owing to translation timing, the English translation of the release was first published on May 14, 2026, and reflects the content as corrected; accordingly, no separate English-language correction notice was issued.*

The Company has now received, as of July 1, 2026, from the Offerors a legally binding proposal (the "Proposal") regarding a tender offer aimed at taking the Company Shares private and the subsequent squeeze-out transaction, and on the same date, LINE Yahoo announced a release titled "(Interim Disclosure) Notice Concerning the Submission of a Legally Binding Proposal Regarding the Capital Policy of Kakaku.com, Inc." (the "Disclosure Release"). According to the Proposal and the Disclosure Release, if the preconditions set forth below are satisfied, a limited partnership formed under the laws of the Cayman Islands on June 1, 2026, whose entire equity interests are held and operated by Bain Capital and whose primary purpose is to invest in the Company (the "SPV") intends to acquire all of the Company Shares (excluding its treasury shares) and take the Company Shares private (the "Transaction") through a tender offer for cash consideration for the Company Shares and the Share Acquisition Rights (the "Tender Offer"), followed by squeeze-out procedures. The tender offer price for the Company Shares under this Tender Offer is set at ¥3,384 per share (the

"Tender Offer Price"), and the tender offer price for the Share Acquisition Rights is set at ¥1 per unit. In addition, if a non-tender agreement can be entered into between KDDI Corporation ("KDDI") and the Offerors providing for, among other things a structure in which the Company acquires the Company Shares held by KDDI as treasury shares, the Tender Offer Price is expected to be ¥3,500 per share. Furthermore, according to the Disclosure Release published by the Offerors, the SPV has entered into a tender agreement, dated as of July 1, 2026, with Oasis Management Company Ltd. and its affiliated funds or affiliated entities (collectively, "Oasis"), a major shareholder of the Company, providing that, if the Tender Offer is commenced, Oasis will tender 38,200,548 of the Company Shares held by it in the Tender Offer.

In addition, the Offerors anticipate that they will announce a press release regarding the scheduled commencement of the Tender Offer in late July 2026 and commence the Tender Offer around early September 2026.

According to the Offerors, the following matters have been set as preconditions for the commencement of the Tender Offer.

(i) A resolution of the Company's board of directors to express its opinion in support of the Tender Offer and to recommend that the Company's shareholders tender their shares in the Tender Offer has been obtained, and such resolution has not been withdrawn or amended and remains in effect;

(ii) A report from the Special Committee established by the Company to consider the going-private transaction of the Company, to the effect that it is appropriate for the Company's board of directors to resolve to express its opinion in support of the Tender Offer and to recommend that the Company's shareholders tender their shares in the Tender Offer, has been obtained, and such report has not been withdrawn or amended and remains in effect;

(iii) No material changes in the business or property of the Company or its subsidiaries, or any other circumstance that would materially impede the achievement of the purpose of the Tender Offer, as referred to in the proviso to Article 27-11, Paragraph 1 of the Financial Instruments and Exchange Act, has occurred;

(iv) All permits, approvals, licenses, authorizations, consents, registrations, filings and other similar actions or procedures required under applicable laws and regulations, including the competition laws of relevant jurisdictions, in order to implement the Transaction have been completed, or their completion is reasonably expected;

(v) There exists no material fact concerning the Company's operations, etc. (as defined in Article 166, Paragraph 2 of the Financial Instruments and Exchange Act) that has not been publicly disclosed by the Company (as such term is defined in Paragraph 4 of the same Article); and

(vi) The final approval of Bain Capital's investment committee and the resolution of LINE Yahoo's board of directors, both of which are required to implement the transaction, have been completed.

Having carefully reviewed the contents of the Proposal, the Company has come to believe that the proposal set forth in the Proposal constitutes a Qualified Competing Tender Offer Proposal (as defined in the tender offer statement filed by Kamgras 1 on May 13, 2026) under the tender offer agreement entered into between the Company and Kamgras 1 (the "Tender Offer Agreement"), and accordingly, as of July 1, 2026, has requested discussions with Kamgras 1 regarding a change in the tender offer price, pursuant to the Tender Offer Agreement. Given that the Kamgras 1 Tender Offer and this Tender Offer are mutually exclusive, the Company's Board of Directors and the Special

Committee intend to engage in sincere negotiations with both Kamgras 1 and the Offerors moving forward, and to carefully evaluate which transaction would better contribute to the enhancement of the Company's corporate value and the common interests of its shareholders. For details of the proposal made by the Offerors, please refer to the Disclosure Release.

This disclosure document does not constitute an expression of the Company's opinion regarding this Tender Offer. If any facts requiring disclosure are determined in the future, the Company will announce them promptly.