[Translation]

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To whom it may concern

Company Name: Kakaku.com, Inc.
Representative: Atsuhiro Murakami, President
(Prime Market of Tokyo Stock Exchange, Securities Code 2371)
Contact: Shinichi Kasuya
Director, Senior Managing Executive Officer, and CFO
(Tel: +81-3-5725-4554)

Notice regarding the Scheduled Commencement of a Tender Offer for the Share Certificates, Etc. of the Company by BCPE Blitz Cayman, L.P.

As stated in its press release published on May 12, 2026 and 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." (including the matters corrected or amended by the "(Amendment) Notice regarding Partial Amendment to '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.'" published on July 2, 2026, the "(Amendment) Notice regarding Partial Amendment to '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.'" published on July 3, 2026, the "(Amendment) Notice regarding Partial Amendment to '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.'" published on July 8, 2026, and the "(Amendment) Notice regarding Partial Amendment to '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.'" published on July 17, 2026 (the "Press Release Dated July 17, 2026")), Kakaku.com, Inc. (the "Company") has resolved to express an opinion in favor of a tender offer for the Company's common stock (the "Company Shares") and the share acquisition rights of the Company (the "Share Acquisition Rights") by Kamgras 1 K.K. ("Kamgras 1"; such tender offer, the "Kamgras 1 Tender Offer") and to take a neutral position on whether the shareholders of the Company should tender their shares in the Kamgras 1 Tender Offer, as well as to leave the decision on whether to tender their shares in the Kamgras 1 Tender Offer to the discretion of the shareholders and to leave the decision on whether to tender their Share Acquisition Rights in the Kamgras 1 Tender Offer to the discretion of the holders of the Share Acquisition Rights (the "Share Acquisition Rights Holders").

In addition, as described in the press release published by the Company on July 2, 2026 and titled "Notice Concerning the Receipt of a Legally Binding Proposal Regarding the Capital Policy of Kakaku.com, Inc.," because, on July 1, 2026, the investment funds advised by Bain Capital

Private Equity, LP and their group ("Bain Capital") and LY Corporation ("LY Corporation"; together with Bain Capital, collectively, the "Proposers") publicly announced their legally binding proposal regarding a tender offer for the purpose of taking the Company Shares private with a tender offer price that is higher than the tender offer price in the Kamgras 1 Tender Offer as of July 1, 2026 (the "July 1 Proposal"), the Company submitted to Kamgras 1 a request to enter into discussions regarding a change to the tender offer price in the Kamgras 1 Tender Offer pursuant to the tender offer agreement entered into between the Company and Kamgras 1 (the "Tender Offer Agreement"). Subsequently, as stated in the Press Release Dated July 17, 2026, on July 17, 2026, Kamgras 1 changed the tender offer price per share in the Kamgras 1 Tender Offer to 3,450 yen and changed the share buyback price per share in the Kamgras 1 Tender Offer to 2,805 yen. In addition, as of July 17, 2026, there had been no changes to the content of the report of the special committee of the Company established for the examination of the transactions for taking the Company Shares private (the "Special Committee"), nor had there been any change to the Company's opinion, which is in favor of the Kamgras 1 Tender Offer, leaves the decision on whether to tender shares in the Kamgras 1 Tender Offer to the discretion of each shareholder, and leaves the decision on whether to tender the Share Acquisition Rights in the Kamgras 1 Tender Offer to the discretion of each Share Acquisition Rights Holder.

The Company, on July 29, 2026, received from the Proposers a proposal for increasing the tender offer price as an updated version of the July 1 Proposal (the "July 29 Proposal"), and confirmed that LY Corporation published a press release titled "(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." (including a press release published by Bain Capital and titled "Notice Concerning Scheduled Commencement of Tender Offer for Kakaku.com, Inc. (Securities Code: 2371)," the "Public Announcement Press Releases"). According to the Public Announcement Press Releases, BCPE Blitz Cayman, L.P. ("BCPE Blitz"), a limited partnership formed by Bain Capital, decided on July 29, 2026 to implement a tender offer under the Financial Instruments and Exchange Act (Act No. 25 of 1948, as amended; the "Act") as part of a series of transactions to acquire all of the Company Shares (excluding the treasury shares owned by the Company) and thereby take the Company Shares private through a tender offer for the Company Shares and the Share Acquisition Rights with cash as the consideration, followed by squeeze-out procedures (the "Transactions"; such tender offer, the "BCPE Blitz Tender Offer").

According to the Public Announcement Press Releases, the principal terms of the BCPE Blitz Tender Offer are as follows:

- Tender offer price (the "BCPE Blitz Tender Offer Price"): 3,520 yen (or 3,640 yen if BCPE Blitz is able to enter into a non-tender agreement with KDDI Corporation ("KDDI"))
- Minimum number of shares to be purchased: 131,805,000 shares (ownership ratio of share certificates, etc. after the purchase, etc., including the ownership ratio of share certificates, etc. of specially related parties: 66.05%)
- Tender offer period: 20 business days (the "BCPE Blitz Tender Offer Period")

BCPE Blitz plans to commence the BCPE Blitz Tender Offer promptly after 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 the relevant countries, for the implementation of the Transactions (the "Clearances") are reasonably expected to be obtained or completed and the Company has obtained a resolution of its board of directors for the Company to express an opinion in favor of the BCPE Blitz Tender Offer and to recommend that the Company's shareholders tender their shares in the BCPE Blitz Tender Offer, and BCPE Blitz expects such commencement to occur in mid-September 2026.

The conditions precedent to the implementation of the BCPE Blitz Tender Offer are as follows, and BCPE Blitz expects that each of those conditions precedent will be satisfied:

(i) the Company has obtained a resolution of its board of directors for the Company to express an opinion in favor of the BCPE Blitz Tender Offer and to recommend that the Company's shareholders tender their shares in the BCPE Blitz Tender Offer and such resolution remains unchanged without any withdrawal thereof or change thereto;

(ii) the Company has obtained a report from the Special Committee stating that it is appropriate for the Company's board of directors to resolve for the Company to express an opinion in favor of the BCPE Blitz Tender Offer and to recommend that the Company's shareholders tender their shares in the BCPE Blitz Tender Offer, and that the Special Committee continues to have such opinion without any withdrawal thereof or change thereto;

(iii) no material change in the business or property of the Company or its subsidiaries, or any other circumstance that would significantly compromise its ability to achieve the purpose of the BCPE Blitz Tender Offer, as stipulated in the proviso to Article 27-11, Paragraph 1 of the Act, has occurred;

(iv) the Clearances have been or are reasonably expected to be obtained or completed; and

(v) there exists no material fact about business (as defined in Article 166, Paragraph 2 of the Act) of the Company that has not been publicized (as such term is defined in Paragraph 4 of Article 166 of the Act) by the Company.

In connection with the implementation of the BCPE Blitz Tender Offer, BCPE Blitz entered into a tender agreement (the "Tender Agreement") on July 1, 2026 with Oasis Management Company Ltd., a major shareholder of the Company, and Oasis Investments II Master Fund Ltd., Oasis Japan Strategic Fund Ltd., and Oasis Japan Strategic Fund Y Ltd., which are affiliated funds or affiliated entities of Oasis Management Company Ltd. (collectively, "Oasis"), pursuant to which Oasis has agreed, subject to the satisfaction of certain conditions precedent, to tender in the BCPE Blitz Tender Offer all of the Company Shares held by Oasis as of the commencement of the BCPE Blitz Tender Offer if BCPE Blitz commences the BCPE Blitz Tender Offer at the BCPE Blitz Tender Offer Price, which has been set at a price equal or greater than 3,384 yen. On July 27, 2026, BCPE Blitz also entered into an additional agreement regarding the Tender Agreement with Oasis, and agreed that (i) the BCPE Blitz Tender Offer Price will be set at 3,520 yen (or 3,640 yen if BCPE Blitz is able to enter into a non-tender agreement with KDDI), (ii) BCPE Blitz intends, by July 31, 2026, to make a legally binding proposal to the Company setting the BCPE Blitz Tender Offer Price at 3,520 yen (or 3,640 yen if BCPE Blitz is able to enter into a non-tender agreement with KDDI), or to make a prior announcement of the BCPE Blitz Tender Offer setting the BCPE Blitz Tender Offer Price at 3,520 yen (or 3,640 yen if BCPE Blitz is able to enter into a non-tender agreement with KDDI), and (iii) by making a legally binding proposal to the Company, or making a prior announcement of the BCPE Blitz Tender Offer, as described in (ii), the BCPE Blitz Tender Offer Price will be deemed to have been changed to an amount equal to or greater than the "Competing Price" described in item (a) below. Subsequently, BCPE Blitz issued yesterday a prior announcement regarding the BCPE Blitz Tender Offer to the effect that the BCPE Blitz Tender Offer Price will be set at 3,520 yen (or 3,640 yen if BCPE Blitz is able to enter into a non-tender agreement with KDDI) upon the publication of the Public Announcement Press Releases. Accordingly, Oasis will continue to have an obligation to tender its Company Shares in the BCPE Blitz Tender Offer unless the price for purchase, etc. per Company Share in the Kamgras 1 Tender Offer is increased to 3,556 yen or greater and the same process as that described above is completed.

(a) If, by the business day immediately preceding the last day of the BCPE Blitz Tender Offer Period, a tender offer for the purpose of acquiring all of the Company Shares (a "Competing Tender Offer") with a tender offer price corresponding to an amount that exceeds the BCPE Blitz Tender Offer Price (Note 1) by 1% or more is commenced by a third party (including a case where the tender offer price is raised in a tender offer already in progress), or Oasis receives from a third party a bona fide and specific proposal (a "Competing Proposal") to acquire the shares agreed to be tendered with a price corresponding to an amount that exceeds the BCPE Blitz Tender Offer Price by 1% or more, and, where Oasis requests BCPE Blitz to change the BCPE Blitz Tender Offer Price to an amount equal to or greater than the tender offer price under such Competing Tender Offer or the purchase price under such Competing Proposal (the "Competing Price"), and the BCPE Blitz Tender Offer Price is not changed to an amount equal to or greater than the Competing Price by the earlier of the day on which five business days have elapsed from the date of such request or the day two business days prior to the last day of the BCPE Blitz Tender Offer Period (provided, however, that if the date of such request is later than the day two business days prior to the last day of the BCPE Blitz Tender Offer Period, the last day of the BCPE Blitz Tender Offer Period), then Oasis shall not bear the obligation to tender, so long as there is no breach of its own obligations set forth in the Tender Agreement (Note 2).

(Note 1) At the time the Tender Agreement was executed, this meant 3,384 yen (or 3,500 yen if BCPE Blitz was able to enter into a non-tender agreement with KDDI), but it has been raised to 3,520 yen (or 3,640 yen if BCPE Blitz is able to enter into a non-tender agreement with KDDI) by the execution of the agreement dated July 27, 2026.

(Note 2) BCPE Blitz entered into an additional agreement regarding the Tender Agreement with Oasis on July 27, 2026 and agreed that (i) the BCPE Blitz Tender Offer Price will be set at 3,520 yen (or 3,640 yen if BCPE Blitz is able to enter into a non-tender agreement with KDDI), (ii) BCPE Blitz intends, by July 31, 2026, to make a legally binding proposal to the Company setting the BCPE Blitz Tender Offer Price at 3,520 yen (or 3,640 yen if BCPE Blitz is able to enter into a non-tender agreement with KDDI), or to make a prior announcement of the BCPE Blitz Tender Offer setting the BCPE Blitz Tender Offer Price at 3,520 yen (or 3,640 yen if BCPE Blitz is able to enter into a non-tender agreement with KDDI), and (iii) by making a legally binding proposal to the Company, or making a prior announcement of the BCPE Blitz Tender Offer, as described in (ii), the BCPE Blitz Tender Offer Price will be deemed to have been changed to an amount equal to or greater than the "Competing Price" with the BCPE Blitz Tender Offer Price described in this item (a).

The Company has the view that the July 29 Proposal will constitute a Qualified Competing Tender Offer Proposal (as defined in the Tender Offer Statement filed by Kamgras 1 on May 13, 2026) as stipulated in the Tender Offer Agreement entered into between the Company and Kamgras 1. Accordingly, on July 29, 2026, the Company submitted to Kamgras 1 a request to enter into discussions regarding a change to the tender offer price pursuant to the Tender Offer Agreement. Because the Kamgras 1 Tender Offer and the BCPE Blitz Tender Offer are in a competing relationship, the Company's board of directors and the Special Committee intend, going forward, to engage in good-faith discussions and other communications with Kamgras 1 and the Proposers and carefully consider, among other matters, which transaction would more greatly 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 Proposers, please refer to the Public Announcement Press Releases. Please note that this disclosure document does not constitute an expression of the Company's opinion regarding the BCPE Blitz Tender Offer. If any matters requiring disclosure arise in the future, the Company will promptly disclose such matters.

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