[Translation]

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To whom it may concern

Company Name: Kakaku.com, Inc.
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(Prime Market of Tokyo Stock Exchange, Securities Code 2371)
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Notice on Developments regarding the "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 the 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, 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 "(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 August 3, 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 August 14, 2026), Kakaku.com, Inc. (the "Company") resolved to express its opinion in favor of the tender offer by Kamgras 1 K.K. ("Kamgras 1") for the Company's common shares (the "Company Shares") and share acquisition rights (the "Share Acquisition Rights") (the "Kamgras 1 Tender offer"), as well as to take a neutral position on whether the Company's shareholders should tender their shares in the Kamgras 1 Tender Offer, to leave the decision on whether the Company's shareholders tender their shares in the Kamgras 1 Tender Offer to the discretion of those shareholders, and to leave the decision on whether the share acquisition rights holders (the “Share Acquisition Rights Holders”) tender their Share Acquisition Rights in the Kamgras 1 Tender Offer to the discretion of those Share Acquisition Rights Holders.

The Company has received a notice dated August 19, 2026 from 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”) stating to the effect that BCPE Blitz Cayman, L.P. (“BCPE Blitz”), a limited partnership formed by Bain Capital in which LY Corporation is expected to make an indirect investment, does not intend to propose to Oasis Management Company Ltd., a major shareholder of the Company, and its affiliated funds or affiliated entities (collectively, “Oasis”) any change in the tender offer price during the period of five business days for changing the price (which expired on August 20, 2026) under the tender agreement entered into between BCPE Blitz and Oasis (the “Tender Agreement”), and that, as of August 19, 2026, the Proposers also do not intend to propose to the Company any increase in the tender offer price during the tender offer period for the Kamgras 1 Tender Offer (which lasts until August 27, 2026). In addition, the Company confirmed that LY Corporation published a press release dated August 21, 2026 and titled “(Update) Notice Concerning Progress of Scheduled Commencement of Tender Offer for Kakaku.com, Inc. (Securities Code: 2371) by BCPE Blitz Cayman, L.P.” (including the press release published by Bain Capital and titled “Notice Concerning the Progress of Scheduled Commencement of Tender Offer for Kakaku.com, Inc. (Securities Code: 2371),” the “Public Announcement Press Releases”). According to the Public Announcement Press Releases, in light of the increase in the tender offer price in the Kamgras 1 Tender Offer on August 13, 2026, BCPE Blitz has, for the time being, decided to await the expiration of the tender offer period in the Kamgras 1 Tender Offer in order to seek the judgment of the Company’s shareholders, including Oasis, regarding Kamgras 1’s proposal as of August 21, 2026 (which stated a tender offer price of 3,570 yen per share) and BCPE Blitz’s proposal as of August 21, 2026 (which stated a tender offer price of 3,520 yen per share (or 3,640 yen per share if BCPE Blitz is able to enter into a non-tender agreement with KDDI Corporation (“KDDI”))), and BCPE Blitz did not propose to Oasis any change to the tender offer price during the period of five business days for changing the price (which expired on August 20, 2026) under the Tender Agreement. As a result, the Tender Agreement terminated upon the expiration of August 20, 2026. Nevertheless, taking into account the meeting held between BCPE Blitz and Oasis on August 14, 2026 in which BCPE Blitz explained the prospects for the implementation of the tender offer by BCPE Blitz and its policy for future actions, as well as the contents of the press release dated August 18, 2026 and titled “Oasis Does Not Support a Tender Offer for Kakaku.com Below JPY 3,640 per Share (Stock Code: 2371 JT)” published by Oasis (which included statements by Oasis that, among others, Oasis’s understanding was that, as of August 18, 2026, the highest tender offer price proposal to minority shareholders was the proposal from BCPE Blitz of 3,640 yen per share, which was premised on obtaining cooperation from KDDI), BCPE Blitz understands that Oasis continues to support BCPE Blitz’s proposal. Accordingly, when commencing the tender offer by BCPE Blitz, BCPE Blitz plans to negotiate with Oasis to enter into a new agreement equivalent to the Tender Agreement, and BCPE Blitz’s understanding is that, so long as Oasis continues to support BCPE Blitz’s proposal, there will be no obstruction to entering into such agreement.

Please note that there has been no change to the Company’s opinion in favor of the Kamgras 1 Tender Offer and 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 Share Acquisition

Rights Holders. Because the Kamgras 1 Tender Offer and the tender offer by BCPE Blitz are in a competing relationship, going forward the Company's board of directors and the Special Committee intend to engage in good-faith discussions and other communications with Kamgras 1 and the Proposers and to 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 and whether there is a possibility that a tender offer will be successfully completed.

For details of the progress of the tender offer by BCPE Blitz, 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 tender offer by BCPE Blitz. If any matters requiring disclosure arise in the future, the Company will promptly disclose such matters.

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