[Translation]

October 27, 2026

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 regarding Partial Amendment to "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, 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, 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, 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 28, 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 September 11, 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 September 30, 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 October 15, 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").

On October 26, 2026, the Company received a proposal from Bain Capital Private Equity, LP and LY Corporation ("LY Corporation") to increase the tender offer price in the tender offer for the Company Shares and the Share Acquisition Rights by BCPE Blitz Cayman, L.P. ("BCPE Blitz"), a limited partnership formed by the investment funds advised by Bain Capital Private Equity, LP and their group ("Bain Capital"; together with LY Corporation, collectively, the "Proposers") and in which LY Corporation is expected to make an indirect investment (such tender offer, the "BCPE Blitz Tender Offer"; such tender offer price, the "BCPE Blitz Tender Offer Price"), to 3,700 yen per share (or 3,720 yen per share if BCPE Blitz is able to enter into a non-tender agreement with KDDI Corporation) (the "October 26 Proposal"), and on October 26, 2026, the Company confirmed that LY Corporation published a press release titled "(Update) Notice Concerning Partial Change to Scheduled Commencement of Tender Offer for Kakaku.com, Inc. (Securities Code: 2371) by BCPE Blitz Cayman, L.P." (including a press release published by Bain Capital and titled "Notice Concerning Partial Change to '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, all of the Clearances (as defined in the press release published by the Company on July 30, 2026 and titled "Notice regarding the Scheduled Commencement of a Tender Offer for the Share Certificates, Etc. of the Company by BCPE Blitz Cayman, L.P.") required for the implementation of the BCPE Blitz Tender Offer have been obtained or completed as of October 26, 2026. In addition, BCPE Blitz intends to commence the BCPE Blitz Tender Offer promptly if the special committee of the Company, which was established to consider transactions related to taking the Company Shares private (the "Special Committee"), submits a report 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 the Company's board of directors resolves 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, based on such report of the Special Committee.

In addition, according to the Public Announcement Press Releases, BCPE Blitz believes that, if the price for purchase, etc. per Company Share in the Kamgras 1 Tender Offer is not increased to a price equal to or higher than the BCPE Blitz Tender Offer Price within 10 business days from the business day immediately following the date on which the Company makes a request to

Kamgras 1, the Company will be released from its obligation to express an opinion in favor of the Kamgras 1 Tender Offer under the tender offer agreement entered into between the Company and Kamgras 1 (the "Tender Offer Agreement"), and therefore, in such case, the Company will express an opinion in favor of the BCPE Blitz Tender Offer to be implemented at the BCPE Blitz Tender Offer Price, which is a price higher than the tender offer price in the Kamgras 1 Tender Offer, and recommend that the Company's shareholders tender their shares in the BCPE Blitz Tender Offer, and, as a result, the conditions precedent to the BCPE Blitz Tender Offer will be satisfied. Based on these circumstances, BCPE Blitz anticipates, as of October 26, 2026, that the BCPE Blitz Tender Offer will commence in mid-November 2026.

From the perspective of maintaining and enhancing the Company's corporate value and ensuring the interests of its general shareholders, the Company believes that it is not desirable for a situation in which the tender offer period of the Kamgras 1 Tender Offer is repeatedly extended while the BCPE Blitz Tender Offer has not yet commenced to continue for a prolonged period of time. Based on this view, 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 will continue to engage in good-faith discussions and other communications with Kamgras 1 and the Proposers and, taking into account current circumstances, appropriately 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. Furthermore, the Company believes that the October 26 Proposal constitutes 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. Accordingly, today, 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.

There has been no 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.

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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