[Translation]

October 28, 2026

To whom it may concern:

Company Name:	Kakaku.com, Inc.
Representative:	Atsuhiro Murakami President and Representative Director (Securities Code: 2371; Prime Market of the Tokyo Stock Exchange)
Contact:	Shinichi Kasuya Director, Senior Managing Executive Officer and CFO (Phone: +81-3-5725-4554)
Company Name:	Kamgras 1 K.K.
Representative:	Robert Patrick Ryan Representative Director

Notice Regarding Amendment to the Terms and Conditions of the Tender Offer for Share Certificates, Etc. of Kakaku.com, Inc. (Securities Code: 2371) by Kamgras 1 K.K.

We hereby announce that Kamgras 1 K.K. has issued today the attached "Notice Regarding Amendment to the Terms and Conditions of the Tender Offer for Share Certificates, Etc. of Kakaku.com, Inc. (Securities Code: 2371) by Kamgras 1 K.K." in connection with the tender offer for the share certificates, etc. of Kakaku.com, Inc. that it commenced on May 13, 2026.

This material is published pursuant to Article 30, paragraph (1), item (iv) of the Order for Enforcement of the Financial Instruments and Exchange Act at the request of Kamgras 1 K.K. (the offeror) to Kakaku.com, Inc. (the target company of the tender offer).

(Attachment)
"Notice Regarding Amendment to the Terms and Conditions of the Tender Offer for Share Certificates, Etc. of Kakaku.com, Inc. (Securities Code: 2371) by Kamgras 1 K.K." dated October 28, 2026

October 28, 2026

To whom it may concern:

Company Name: Kamgras 1 K.K.
Representative: Robert Patrick Ryan
Representative Director

Notice Regarding Amendment to the Terms and Conditions of the Tender Offer for Share Certificates, Etc. of Kakaku.com, Inc. (Securities Code: 2371) by Kamgras 1 K.K.

Kamgras 1 K.K. (the "**Offeror**") has commenced, as of May 13, 2026, a tender offer (the "**Tender Offer**") pursuant to the Financial Instruments and Exchange Act (Law No. 25 of 1948, as amended; the "**FIEA**") for the common shares (the "**Target Company Shares**") and share options of Kakaku.com, Inc. (Securities Code: 2371; on the Prime Market of Tokyo Stock Exchange, Inc.; the "**Target Company**").

The Offeror decided to change the purchase price per Target Company Share in the Tender Offer from 3,682 yen to 3,683 yen, and on October 28, 2026, submitted an Amendment to the Tender Offer Statement (including the matters amended by the amendments to the Tender Offer Statement submitted on May 19, 2026, May 27, 2026, June 4, 2026, June 17, 2026, July 2, 2026, July 7, 2026, July 17, 2026, July 31, 2026, August 13, 2026, August 27, 2026, September 10, 2026, September 29, 2026, and October 14, 2026) and, in connection therewith, pursuant to applicable laws and regulations, decided to extend the Tender Offer Period to November 12, 2026, which is the day falling 10 Business Days from October 28, 2026, the date of submission of such Amendment, resulting in a total of 125 Business Days.

In connection with the foregoing, the contents of the "Notice Regarding Commencement of Tender Offer for Kakaku.com, Inc. (Securities Code: 2371) by Kamgras 1 K.K." dated May 12, 2026 (as amended by the "Notice Regarding the Extension of the Tender Offer Period of the Tender Offer for the Share Certificates, Etc. of Kakaku.com, Inc. (Securities Code: 2371)" dated July 2, 2026 and July 7, 2026 and "Notice Regarding Amendment to the Terms and Conditions of the Tender Offer for Share Certificates, Etc. of Kakaku.com, Inc. (Securities Code: 2371) by Kamgras 1 K.K." dated July 17, 2026, July 31, 2026, August 13, 2026, August 27, 2026, September 10, 2026, September 29, 2026, and October 14, 2026) are corrected as set forth below. The amended portions are underlined.

Description

(Before Amendment)

<Omitted>

However, in addition to the publication of the September 16 Proposing Party Press Release, which involves the issues described below, the Proposing Party has continued its public announcement regarding the scheduled commencement of the Tender Offer (Proposing Party) (the "Pre-Announced Tender Offer"). As a result, the market price of the Target Company Shares has remained above the Tender Offer Price as of September 29, 2026, and the uncertain and unstable circumstances surrounding the shareholders of the Target Company and the holders of the Share Options have continued.

[1] No Prospect of Satisfaction of the Conditions Precedent to the Commencement of the Tender Offer (Proposing Party) as Long as the Tender Offer Continues

The Proposing Party changed the Tender Offer Price (Proposing Party) to 3,597 yen. However, under the tender offer agreement executed between the Offeror and the Target Company on May 12, 2026, in order for the Target Company to adopt a resolution expressing its support of the Tender Offer (Proposing Party) and recommending that the shareholders of the Target Company tender their shares in the Tender Offer (Proposing Party), the Tender Offer Price (Proposing Party) must be equal to or greater than the Tender Offer Price (3,680 yen or more as of the publication of the September 16 Proposing Party Press Release and 3,682 yen or more after the October 14 Conditions Amendment (as defined below)). Since the Tender Offer Price (Proposing Party) is below the Tender Offer Price as of September 16, 2026, it is objectively clear that, as long as the Tender Offer continues, there is no prospect that the Target Company will express its support of the commencement of the Tender Offer (Proposing Party) or recommend that its shareholders tender their shares therein. Nevertheless, solely on the basis that, in substance, the Target Company's support and tender recommendation cannot be obtained, the Proposing Party continues to maintain the Pre-Announced Tender Offer without specifying the

timing of commencement of the Tender Offer (Proposing Party). Specifically, despite the fact that the Proposing Party Clearance Procedures required to commence the Tender Offer (Proposing Party) have already been completed, the Proposing Party changed the scheduled commencement date of the Tender Offer (Proposing Party) from "mid-September 2026" to "undetermined" on the grounds that the condition precedent relating to the Receipt of Support and Tender Recommendation Opinions (Tender Offer (Proposing Party)) has not been satisfied. In other words, although the Proposing Party itself has created a situation in which the relevant condition precedent cannot be satisfied, it has refrained from commencing the Tender Offer (Proposing Party) by relying on such condition precedent and has instead continued to maintain its proposal in the form of the Pre-Announced Tender Offer. Such conduct could be regarded as significantly deviating from the circumstances contemplated for pre-announcement of a tender offer (Question 31 of the "Q&A Regarding Tender Offers for Share Certificates, Etc." issued by the Planning and Markets Bureau of the Financial Services Agency states that "for example, if a person publicly announces that it intends to conduct a tender offer despite there being no reasonable basis for actually conducting the tender offer (including where there is no reasonable degree of certainty regarding the procurement of funds required for settlement of the tender offer), such conduct may constitute, among other things, the spreading of rumors (Article 158 of FIEA) or market manipulation (Article 159, Paragraph 2, Item 2 of FIEA)." Accordingly, it can be said that there must be a reasonable basis for the tender offer to actually be conducted in order to lawfully make a pre-announcement of a tender offer). In light of the foregoing, the Offeror believes that such contradictory conduct can no longer possibly be regarded as a sincere proposal. The Offeror believes that such conduct by the Proposing Party provides no certainty whatsoever to the shareholders of the Target Company and is materially contrary to the interests of the shareholders as a whole.

[2] Lack of Realizability of the Conditional Tender Offer Price as Long as the Tender Offer Continues

The Proposing Party also changed the tender offer price that is conditional upon an agreement being reached with KDDI regarding KDDI's non-tender of its shares in the Tender Offer (Proposing Party) (the "Conditional Tender Offer Price (Proposing Party)") to 3,720 yen. However, under the Non-Tender Agreement (KDDI), in order for KDDI to tender its shares in the Tender Offer (Proposing Party), the Proposing Party is required to set the Tender Offer Price (Proposing Party) at a price that is at least 2% higher than the Tender Offer Price (3,754 yen as of the publication of the September 16 Proposing Party Press Release and 3,756 yen following the October 14 Conditions Amendment (as defined below); the "KDDI Price Threshold") and commence the Tender Offer (Proposing Party). However, not only the Tender Offer Price (Proposing Party) of 3,597 yen, but even the Conditional Tender Offer Price (Proposing Party) of 3,720 yen, is below the KDDI Price Threshold. Accordingly, it is also objectively clear that, as long as the Tender Offer continues, there is no prospect that the Proposing Party will be able to realize the Conditional Tender Offer Price (Proposing Party). In other words, with respect to the Conditional Tender Offer Price (Proposing Party) as well, the Proposing Party itself has created a situation in which the condition necessary for its realization cannot be satisfied. The Offeror believes that, by announcing, in a Pre-Announced Tender Offer for which there is no prospect of satisfaction of the conditions precedent, a Conditional Tender Offer Price (Proposing Party) that likewise has no prospect of being realized, the Proposing Party intends to impede the successful completion of the Tender Offer without being subject to the various restrictions that would otherwise apply if it were to commence a tender offer. The Offeror believes that this not only can hardly be regarded as a sincere proposal, but also unnecessarily causes confusion in the market and is materially contrary to the interests of the shareholders as a whole. Furthermore, in light of the fact that the Proposing Party has previously increased its proposed price on two occasions to a level satisfying the KDDI Price Threshold and has disclosed such fact as the reason for those price increases, the Offeror believes it is clear that, on this occasion, the Proposing Party is not seeking to obtain the Target Company's support and tender recommendation, but rather is deliberately making a proposal that has no prospect of realization with the intention of impeding the successful completion of the Tender Offer.

The Offeror believes that the conduct of the Proposing Party described above distorts the decision-making of the shareholders of the Target Company as to whether to tender their shares in the Tender Offer and unnecessarily causes confusion in the market, and that this situation should be resolved promptly. In such circumstances, the Offeror, with a view to providing the shareholders of the Target Company with a more favorable opportunity to sell their shares and enhancing the likelihood of the successful completion of the Tender Offer, comprehensively considered factors such as the market price of the Target Company Shares, the status of tenders in the Tender Offer by the shareholders of the Target Company and the holders of the Share Options, and the outlook for future tenders, and decided to change the Tender Offer Price from 3,680 yen to 3,681 yen. Accordingly, on September 29, 2026, the Offeror filed an Amendment to the Tender Offer Statement and, in connection therewith, pursuant to applicable laws and regulations, decided to extend the Tender Offer Period to October 14, 2026, which is the day falling 10 Business Days from September 29, 2026, the date of filing of such

amendment, resulting in a total of 105 Business Days (the change to the Tender Offer Price and the extension of the Tender Offer Period are collectively referred to as the "September 29 Conditions Amendment").

Following the September 29 Conditions Amendment, the Proposing Party has continued to maintain the Pre-Announced Tender Offer involving the issues described in [1] and [2] above, and the market price of the Target Company Shares has remained above the Tender Offer Price as of October 14, 2026, and the uncertain and unstable circumstances surrounding the shareholders of the Target Company and the holders of the Share Options have continued. The Offeror continues to believe that the conduct of the Proposing Party distorts the decision-making of the shareholders of the Target Company as to whether to tender their shares in the Tender Offer and unnecessarily causes confusion in the market, and that this situation should be resolved promptly. In particular, the Offeror considers it problematic that, with respect to the Pre-Announced Tender Offer by the Proposing Party, it remains unclear whether there is a prospect of satisfaction of the conditions precedent to the commencement of the Tender Offer (Proposing Party), and the timing of the commencement of the Tender Offer (Proposing Party) remains uncertain. If the Proposing Party believes that the Tender Offer (Proposing Party) offers the most attractive terms to the shareholders of the Target Company, the Proposing Party would be expected to commence the Tender Offer (Proposing Party); however, even as of this time, the timing of its commencement has not been made clear. Under these circumstances, where the Proposing Party continues to maintain the Pre-Announced Tender Offer without making clear the timing of the commencement of the Tender Offer (Proposing Party), and the uncertain and unstable circumstances surrounding the shareholders of the Target Company continue, the Offeror believes that providing the shareholders of the Target Company with a more favorable opportunity to sell their shares than the opportunity currently being offered would assist the shareholders in making their decisions as to whether to tender their shares and would also enhance the likelihood of the successful completion of the Tender Offer. Accordingly, the Offeror, with a view to providing the shareholders of the Target Company with a more favorable opportunity to sell their shares and enhancing the likelihood of the successful completion of the Tender Offer, comprehensively considered factors such as the market price of the Target Company Shares following the September 29 Conditions Amendment, the status of tenders in the Tender Offer by the shareholders of the Target Company and the holders of the Share Options, and the outlook for future tenders, and decided to change the Tender Offer Price from 3,681 yen to 3,682 yen. Accordingly, on October 14, 2026, the Offeror filed an Amendment to the Tender Offer Statement and, in connection therewith, pursuant to applicable laws and regulations, decided to extend the Tender Offer Period to October 28, 2026, which is the day falling 10 Business Days from October 14, 2026, the date of filing of such amendment, resulting in a total of 115 Business Days (the change to the Tender Offer Price and the extension of the Tender Offer Period are collectively referred to as the "October 14 Conditions Amendment").

In addition, in order to further enhance the likelihood of the successful completion of the Tender Offer, the Offeror has held discussions with Oasis on multiple occasions and has continued, following the September 29 Conditions Amendment, to engage in discussions with Oasis regarding the tender of shares into the Tender Offer; however, no matters have been decided as of this time.

<Omitted>

The Offeror plans that following the Squeeze-out Procedures, the Target Company will acquire all Non-Tendered Shares ("Share Buyback"; the price per share for the acquisition of treasury shares in the Share Buyback, on a basis prior to the share consolidation, is referred to as the "Share Buyback Price"). The Share Buyback may be implemented following the Share Consolidation and before the securities report submission exemption is approved, but it will be after Target Company Shares are delisted, and since the delisted shares do not fall under "Listed Share Certificates etc." (Article 24-6, Paragraph 1 of FIEA; Article 4-3 of the Order) subject to a tender offer for own shares (the tender offer set forth in Article 27-22-2 of FIEA; hereinafter the same), the Offeror will not implement a tender offer for own shares. Taking into account the fact that the provisions for non-inclusion of deemed dividends in taxable income will apply, the Share Buyback Price will be set at 2,992 yen per Target Company Share prior to the Share Consolidation so that the amount of post-tax proceeds obtained in the case where the Non-Tendering Shareholders sell their shares in the Share Buyback will be substantially equivalent to the post-tax proceeds that the Non-Tendering Shareholders would obtain were they to tender their shares in the Tender Offer. The Share Buyback was proposed by EQT to the Non-Tendering Shareholders aiming to maximize the Tender Offer Price while giving consideration to fairness among shareholders.

<Omitted>

(After Amendment)

<Omitted>

However, in addition to the publication of the September 16 Proposing Party Press Release, which involves the issues described below, the Proposing Party has continued its public announcement regarding the scheduled commencement of the Tender Offer (Proposing Party) (the "Pre-Announced Tender Offer"). As a result, the market price of the Target Company Shares has remained above the Tender Offer Price as of September 29, 2026, and the uncertain and unstable circumstances surrounding the shareholders of the Target Company and the holders of the Share Options have continued.

[1] No Prospect of Satisfaction of the Conditions Precedent to the Commencement of the Tender Offer (Proposing Party) as Long as the Tender Offer Continues

The Proposing Party changed the Tender Offer Price (Proposing Party) to 3,597 yen. However, under the tender offer agreement executed between the Offeror and the Target Company on May 12, 2026 (the "Tender Offer Agreement"), in order for the Target Company to adopt a resolution expressing its support of the Tender Offer (Proposing Party) and recommending that the shareholders of the Target Company tender their shares in the Tender Offer (Proposing Party), the Tender Offer Price (Proposing Party) must be equal to or greater than the Tender Offer Price (3,680 yen or more as of the publication of the September 16 Proposing Party Press Release and 3,683 yen or more after the October 28 Conditions Amendment (as defined below)). Since the Tender Offer Price (Proposing Party) is below the Tender Offer Price as of September 16, 2026, it is objectively clear that, as long as the Tender Offer continues, there is no prospect that the Target Company will express its support of the commencement of the Tender Offer (Proposing Party) or recommend that its shareholders tender their shares therein. Nevertheless, solely on the basis that, in substance, the Target Company's support and tender recommendation cannot be obtained, the Proposing Party continues to maintain the Pre-Announced Tender Offer without specifying the timing of commencement of the Tender Offer (Proposing Party). Specifically, despite the fact that the Proposing Party Clearance Procedures required to commence the Tender Offer (Proposing Party) have already been completed, the Proposing Party changed the scheduled commencement date of the Tender Offer (Proposing Party) from "mid-September 2026" to "undetermined" on the grounds that the condition precedent relating to the Receipt of Support and Tender Recommendation Opinions (Tender Offer (Proposing Party)) has not been satisfied. In other words, although the Proposing Party itself has created a situation in which the relevant condition precedent cannot be satisfied, it has refrained from commencing the Tender Offer (Proposing Party) by relying on such condition precedent and has instead continued to maintain its proposal in the form of the Pre-Announced Tender Offer. Such conduct could be regarded as significantly deviating from the circumstances contemplated for pre-announcement of a tender offer (Question 31 of the "Q&A Regarding Tender Offers for Share Certificates, Etc." issued by the Planning and Markets Bureau of the Financial Services Agency states that "for example, if a person publicly announces that it intends to conduct a tender offer despite there being no reasonable basis for actually conducting the tender offer (including where there is no reasonable degree of certainty regarding the procurement of funds required for settlement of the tender offer), such conduct may constitute, among other things, the spreading of rumors (Article 158 of FIEA) or market manipulation (Article 159, Paragraph 2, Item 2 of FIEA)." Accordingly, it can be said that there must be a reasonable basis for the tender offer to actually be conducted in order to lawfully make a pre-announcement of a tender offer). In light of the foregoing, the Offeror believes that such contradictory conduct can no longer possibly be regarded as a sincere proposal. The Offeror believes that such conduct by the Proposing Party provides no certainty whatsoever to the shareholders of the Target Company and is materially contrary to the interests of the shareholders as a whole.

[2] Lack of Realizability of the Conditional Tender Offer Price as Long as the Tender Offer Continues

The Proposing Party also changed the tender offer price that is conditional upon an agreement being reached with KDDI regarding KDDI's non-tender of its shares in the Tender Offer (Proposing Party) (the "Conditional Tender Offer Price (Proposing Party)") to 3,720 yen. However, under the Non-Tender Agreement (KDDI), in order for KDDI to tender its shares in the Tender Offer (Proposing Party), the Proposing Party is required to set the Tender Offer Price (Proposing Party) at a price that is at least 2% higher than the Tender Offer Price (3,754 yen as of the publication of the September 16 Proposing Party Press Release and 3,757 yen following the October 28 Conditions Amendment (as defined below); the "KDDI Price Threshold") and commence the Tender Offer (Proposing Party). However, not only the Tender Offer Price (Proposing Party) of 3,597 yen, but even the Conditional Tender Offer Price (Proposing Party) of 3,720 yen, is below the KDDI Price Threshold. Accordingly, it is also objectively clear that, as long as the Tender Offer continues, there is no prospect that the Proposing Party will be able to realize the Conditional Tender Offer Price (Proposing Party). In other words, with respect to the Conditional Tender Offer Price (Proposing Party) as well, the Proposing Party itself has created a situation in which the condition necessary for its realization cannot be satisfied. The Offeror believes that, by announcing, in a Pre-Announced Tender Offer for which there is no prospect of satisfaction of the conditions precedent, a Conditional Tender Offer Price (Proposing Party) that likewise has no prospect of being realized, the Proposing Party intends to impede the successful completion of the Tender Offer without being

subject to the various restrictions that would otherwise apply if it were to commence a tender offer. The Offeror believes that this not only can hardly be regarded as a sincere proposal, but also unnecessarily causes confusion in the market and is materially contrary to the interests of the shareholders as a whole. Furthermore, in light of the fact that the Proposing Party has previously increased its proposed price on two occasions to a level satisfying the KDDI Price Threshold and has disclosed such fact as the reason for those price increases, the Offeror believes it is clear that, on this occasion, the Proposing Party is not seeking to obtain the Target Company's support and tender recommendation, but rather is deliberately making a proposal that has no prospect of realization with the intention of impeding the successful completion of the Tender Offer.

In addition, the Offeror believes that, as long as the Tender Offer continues, DG is not permitted to tender its shares in the Tender Offer (Proposing Party) under the Non-Tender Agreement (DG), and unless the Proposing Party changes the Tender Offer Price (Proposing Party) to a price exceeding the KDDI Price Threshold, KDDI is not permitted to tender its shares in the Tender Offer (Proposing Party) under the Non-Tender Agreement (KDDI). Accordingly, under such circumstances, it would be difficult for the Proposing Party to secure the number of voting rights equivalent to two-thirds of the total voting rights of all shareholders of the Target Company necessary to take the Target Company private, and the Offeror believes that such proposal by the Proposing Party cannot be regarded as a proposal for taking the Target Company private with a high likelihood of successful completion.

The Offeror believes that the conduct of the Proposing Party described above distorts the decision-making of the shareholders of the Target Company as to whether to tender their shares in the Tender Offer and unnecessarily causes confusion in the market, and that this situation should be resolved promptly. In such circumstances, the Offeror, with a view to providing the shareholders of the Target Company with a more favorable opportunity to sell their shares and enhancing the likelihood of the successful completion of the Tender Offer, comprehensively considered factors such as the market price of the Target Company Shares, the status of tenders in the Tender Offer by the shareholders of the Target Company and the holders of the Share Options, and the outlook for future tenders, and decided to change the Tender Offer Price from 3,680 yen to 3,681 yen. Accordingly, on September 29, 2026, the Offeror filed an Amendment to the Tender Offer Statement and, in connection therewith, pursuant to applicable laws and regulations, decided to extend the Tender Offer Period to October 14, 2026, which is the day falling 10 Business Days from September 29, 2026, the date of filing of such amendment, resulting in a total of 105 Business Days (the change to the Tender Offer Price and the extension of the Tender Offer Period are collectively referred to as the "September 29 Conditions Amendment").

Following the September 29 Conditions Amendment, the Proposing Party has continued to maintain the Pre-Announced Tender Offer involving the issues described in [1] and [2] above, and the market price of the Target Company Shares has remained above the Tender Offer Price as of October 14, 2026, and the uncertain and unstable circumstances surrounding the shareholders of the Target Company and the holders of the Share Options have continued. The Offeror continues to believe that the conduct of the Proposing Party distorts the decision-making of the shareholders of the Target Company as to whether to tender their shares in the Tender Offer and unnecessarily causes confusion in the market, and that this situation should be resolved promptly. In particular, the Offeror considers it problematic that, with respect to the Pre-Announced Tender Offer by the Proposing Party, it remains unclear whether there is a prospect of satisfaction of the conditions precedent to the commencement of the Tender Offer (Proposing Party), and the timing of the commencement of the Tender Offer (Proposing Party) remains uncertain. If the Proposing Party believes that the Tender Offer (Proposing Party) offers the most attractive terms to the shareholders of the Target Company, the Proposing Party would be expected to commence the Tender Offer (Proposing Party); however, even as of October 14, 2026, the timing of its commencement has not been made clear. Under these circumstances, where the Proposing Party continues to maintain the Pre-Announced Tender Offer without making clear the timing of the commencement of the Tender Offer (Proposing Party), and the uncertain and unstable circumstances surrounding the shareholders of the Target Company continue, the Offeror believes that providing the shareholders of the Target Company with a more favorable opportunity to sell their shares than the opportunity currently being offered would assist the shareholders in making their decisions as to whether to tender their shares and would also enhance the likelihood of the successful completion of the Tender Offer. Accordingly, the Offeror, with a view to providing the shareholders of the Target Company with a more favorable opportunity to sell their shares and enhancing the likelihood of the successful completion of the Tender Offer, comprehensively considered factors such as the market price of the Target Company Shares following the September 29 Conditions Amendment, the status of tenders in the Tender Offer by the shareholders of the Target Company and the holders of the Share Options, and the outlook for future tenders, and decided to change the Tender Offer Price from 3,681 yen to 3,682 yen. Accordingly, on October 14, 2026, the Offeror filed an Amendment to the Tender Offer Statement and, in connection therewith, pursuant to applicable laws and regulations, decided to extend the Tender Offer Period to October 28, 2026, which is the day falling 10 Business Days from October 14, 2026, the date of filing of such

amendment, resulting in a total of 115 Business Days (the change to the Tender Offer Price and the extension of the Tender Offer Period are collectively referred to as the "October 14 Conditions Amendment").

Thereafter, on October 16, 2026, the Consortium received a request from the special committee established by the Target Company (the "Special Committee") to increase the Tender Offer Price to a level at which the successful completion of the Tender Offer at an early stage could reasonably be expected, taking into account the market price of the Target Company Shares. The Consortium was also informed that, on the same date, the Special Committee had also requested the Proposing Party to submit a proposal in a way that would resolve the dual-price structure. In response, on October 26, 2026, the Consortium responded that it could not accept the request that the Consortium increase the Tender Offer Price based on the market price of the Target Company Shares, given that such market price had been formed under the influence of the Pre-Announced Tender Offer by the Proposing Party involving the dual-price structure, and that the Consortium would consider how to respond after reviewing the details of the proposal to be presented by the Proposing Party in response to the Target Company's request.

Thereafter, the Proposing Party, in the name of BCPE Blitz Cayman, L.P., published on October 26, 2026 the "Notice Concerning Partial Change to 'Notice Concerning Scheduled Commencement of Tender Offer for Kakaku.com, Inc. (Securities Code: 2371)'" (the "October 26 Proposing Party Press Release"). According to the October 26 Proposing Party Press Release, the Proposing Party decided to change the Tender Offer Price (Proposing Party) from 3,597 yen to 3,700 yen. The Conditional Tender Offer Price (Proposing Party) remains unchanged at 3,720 yen. In addition, according to the "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.'" announced by the Target Company on October 27, 2026, on October 27, 2026, the Target Company requested the Offeror to enter into consultations regarding a change of the Tender Offer Price pursuant to the Tender Offer Agreement. As of October 27, 2026, there has been no change to the contents of the recommendation of the Special Committee or to the Target Company's opinion announced on July 2, 2026 to express an opinion in support of the Tender Offer, to leave it to the Target Company's shareholders to determine whether to tender their shares in the Tender Offer, and to leave it to the holders of the Share Options to determine whether to tender their share options in the Tender Offer. However, neither the Tender Offer Price (Proposing Party) of 3,700 yen nor the Conditional Tender Offer Price (Proposing Party) of 3,720 yen satisfies the KDDI Price Threshold (3,756 yen as of the October 26 Proposing Party Press Release and 3,757 yen following the October 28 Conditions Amendment (as defined below)). Furthermore, in light of the fact that, in the course of its previous price increases, the Proposing Party has changed the Tender Offer Price (Proposing Party) to prices exceeding the KDDI Price Threshold, the Offeror believes that the Proposing Party is fully aware of the conditions necessary for its proposal, including the Conditional Tender Offer Price (Proposing Party), which is premised on KDDI's cooperation, to have a prospect of realization. Nevertheless, in the October 26 Proposing Party Press Release, the Proposing Party did not state that it would commence the Tender Offer (Proposing Party) at a price exceeding the KDDI Price Threshold. Accordingly, the Offeror understands that, even following the publication of the terms of the proposal in the October 26 Proposing Party Press Release, the continuing uncertainty has not been resolved. Under these circumstances, the Offeror believes that providing the shareholders of the Target Company with a more favorable opportunity to sell their shares than the opportunity currently being offered would assist the shareholders in making their decisions as to whether to tender their shares and would also enhance the likelihood of the successful completion of the Tender Offer. Accordingly, the Offeror comprehensively considered factors such as the market price of the Target Company Shares following the October 14 Conditions Amendment, the status of tenders in the Tender Offer by the shareholders of the Target Company and the holders of the Share Options, and the outlook for future tenders, and, with a view to making the opportunity to sell their shares currently being offered to the shareholders of the Target Company more favorable and enhancing the likelihood of the successful completion of the Tender Offer, decided to change the Tender Offer Price from 3,682 yen to 3,683 yen. Accordingly, on October 28, 2026, the Offeror filed an Amendment to the Tender Offer Statement and, in connection therewith, pursuant to applicable laws and regulations, decided to extend the Tender Offer Period to November 12, 2026, which is the day falling 10 Business Days from October 28, 2026, the date of filing of such amendment, resulting in a total of 125 Business Days (the change to the Tender Offer Price and the extension of the Tender Offer Period are collectively referred to as the "October 28 Conditions Amendment"). Following the Proposing Party's increase of the Tender Offer Price (Proposing Party) to 3,700 yen, on October 27, 2026, the Offeror received from the Target Company a request for consultation regarding a change to the Tender Offer Price pursuant to the Tender Offer Agreement, taking into account the likelihood of satisfaction of the conditions precedent to the commencement of the Tender Offer (Proposing Party) by the Proposing Party in the event that the Tender Offer continues. The Offeror is considering how to respond in light of the contents of such request; however, no matters have been decided as of this time.

In addition, in order to further enhance the likelihood of the successful completion of the Tender Offer, the Offeror has held discussions with Oasis on multiple occasions and has continued, following the October 14 Conditions Amendment, to engage in discussions with Oasis regarding the tender of shares into the Tender Offer; however, no matters have been decided as of this time.

<Omitted>

The Offeror plans that following the Squeeze-out Procedures, the Target Company will acquire all Non-Tendered Shares ("Share Buyback"; the price per share for the acquisition of treasury shares in the Share Buyback, on a basis prior to the share consolidation, is referred to as the "Share Buyback Price"). The Share Buyback may be implemented following the Share Consolidation and before the securities report submission exemption is approved, but it will be after Target Company Shares are delisted, and since the delisted shares do not fall under "Listed Share Certificates etc." (Article 24-6, Paragraph 1 of FIEA; Article 4-3 of the Order) subject to a tender offer for own shares (the tender offer set forth in Article 27-22-2 of FIEA; hereinafter the same), the Offeror will not implement a tender offer for own shares. Taking into account the fact that the provisions for non-inclusion of deemed dividends in taxable income will apply, the Share Buyback Price will be set at 2,994 yen per Target Company Share prior to the Share Consolidation so that the amount of post-tax proceeds obtained in the case where the Non-Tendering Shareholders sell their shares in the Share Buyback will be substantially equivalent to the post-tax proceeds that the Non-Tendering Shareholders would obtain were they to tender their shares in the Tender Offer. The Share Buyback was proposed by EQT to the Non-Tendering Shareholders aiming to maximize the Tender Offer Price while giving consideration to fairness among shareholders.

<Omitted>

(3) Purchase Period

(Before Amendment)

From May 13, 2026 (Wednesday), to October 28, 2026 (Wednesday) (115 business days)

(After Amendment)

From May 13, 2026 (Wednesday), to November 12, 2026 (Thursday) (125 business days)

(4) Purchase Prices

(Before Amendment)

(i) Common stock: 3,682 yen per share

(ii) Share Options

[1] Series 8 Share Options: 1 yen per option
[2] Series 10 Share Options: 1 yen per option
[3] Series 11 Share Options: 1 yen per option
[4] Series 13 Share Options: 1 yen per option
[5] Series 14 Share Options: 1 yen per option
[6] Series 15 Share Options: 1 yen per option
[7] Series 16 Share Options: 1 yen per option
[8] Series 17 Share Options: 1 yen per option
[9] Series 18 Share Options: 1 yen per option
[10] Series 19 Share Options: 1 yen per option
[11] Series 20 Share Options: 1 yen per option

(After Amendment)

(i) Common stock: 3,683 yen per share

(ii) Share Options

[1] Series 8 Share Options: 1 yen per option
[2] Series 10 Share Options: 1 yen per option
[3] Series 11 Share Options: 1 yen per option
[4] Series 13 Share Options: 1 yen per option
[5] Series 14 Share Options: 1 yen per option
[6] Series 15 Share Options: 1 yen per option
[7] Series 16 Share Options: 1 yen per option
[8] Series 17 Share Options: 1 yen per option
[9] Series 18 Share Options: 1 yen per option

[10] Series 19 Share Options: 1 yen per option
[11] Series 20 Share Options: 1 yen per option

(6) Commencement Date of Settlement

(Before Amendment)

November 5, 2026 (Thursday)

(After Amendment)

November 19, 2026 (Thursday)

End

Regulations on Solicitation

This press release is intended to provide information relating to the Tender Offer to the public and has not been prepared for the purpose of soliciting an offer to sell shares. Shareholders who wish to tender their shares are advised to carefully read the Tender Offer Explanation Statement concerning the Tender Offer and to make their tender decisions at their own discretion. This press release does not constitute, or form part of, an offer to sell or a solicitation of an offer to sell securities, or a solicitation of an offer to purchase securities. Neither this press release (or any part thereof) nor its distribution shall form the basis of any contract relating to the Tender Offer, or be relied upon when entering into any such agreement.

U.S. Regulations

The Tender Offer shall be implemented in compliance with the procedures and information disclosure standards provided by Japanese law; however, such procedures and standards are not necessarily identical to the procedures and information disclosure standards applied in the United States. In particular, Section 13(e) or Section 14(d) of the U.S. Securities Exchange Act of 1934 (as amended, the "**U.S. Securities Exchange Act**") and the rules promulgated thereunder do not apply to the Tender Offer, and the Tender Offer is not necessarily in compliance with such procedures and standards. All financial information included or referred to in this press release and the documents incorporated by reference herein has not been prepared in accordance with accounting principles generally accepted in the United States; and it may not be equivalent to, or comparable with, financial information prepared in accordance with accounting principles generally accepted in the United States. The Offeror is a corporation incorporated outside the United States, and some or all of its officers are residents outside the United States; accordingly, it may be difficult to exercise or enforce rights or claims that may be asserted under U.S. securities laws. In addition, it may be difficult to initiate legal proceedings in courts outside the United States against non-U.S. corporations or their officers based on a breach of U.S. securities laws. Furthermore, U.S. courts are not necessarily granted jurisdiction over non-U.S. corporations or their affiliates. All procedures relating to the Tender Offer will be conducted in Japanese unless otherwise specified. Some or all of the documents relating to the Tender Offer will be prepared in English; however, in the event of any discrepancy between the English-language documents and the Japanese-language documents, the Japanese-language documents shall prevail. The financial advisors of the Offeror, the Target Company, DG and KDDI, the tender offer agent, and their respective affiliates may, within their ordinary course of business and to the extent permitted by Japanese financial instruments and exchange-related laws and regulations and other applicable laws and regulations, purchase, or conduct any act toward the purchase of, the shares of the Target Company for their own account or for their customers' accounts outside the Tender Offer, either prior to the commencement of, or during, the period of the Tender Offer, in accordance with the requirements of Rule 14e-5(b) under the U.S. Securities Exchange Act. If information concerning such purchase is disclosed in Japan, such information will also be disclosed in English on the website of the person making such purchases (or by other disclosure methods).

Forward-Looking Statements

This press release contains "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. Due to known or unknown risks, uncertainties, or other factors, actual results may differ materially from those expressly or implicitly indicated by projections or other information presented as forward-looking statements. Neither the Offeror nor any of its affiliates makes any undertaking that the projections or other information expressly or implicitly indicated as forward-looking statements will prove to be correct. The forward-looking statements contained in this press release have been prepared based on the information available to the Offeror as of the date of this press release; and, unless required by applicable laws or the rules of a financial instruments exchange, none of the Offeror, the Target Company, or their respective affiliates has any obligation to update or correct the statements made herein in order to reflect future events or circumstances.

Other National Regulations

Some countries or regions may impose legal restrictions on the announcement, issuance, or distribution of this press release. In such cases, persons into whose possession this press release comes are required to inform themselves of, and to observe, any such restrictions. The announcement, issuance, or distribution of this press release shall not constitute a solicitation of an offer to purchase or sell any securities relating to the Tender Offer, and it shall be deemed a distribution of materials for informational purposes only.