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

Company Name: Kakaku.com, Inc.

Representative: Atsuhiko Murakami, President and Representative Director

(Stock code: 2371; Prime, Tokyo Stock Exchange)

Contact: Shinichi Kasuya, Director and Senior Managing Executive Officer and CFO

Phone: +81 3-5725-4554

Notice Regarding Disposal of Treasury Shares as Restricted Shares Remuneration

At a meeting of the Board of Directors held on July 17, 2024, Kakaku.com, Inc. (the “Company”) resolved to conduct a disposal of treasury shares as restricted shares remuneration (the “Disposal of Treasury Shares” or the “Disposal”) as described below.

1. Overview of the Disposal

(1) Disposal date	August 16, 2024
(2) Class and number of shares for disposal	47,823 common shares of the Company
(3) Disposal value	2,154 yen per share
(4) Total disposal value	103,010,742 yen
(5) Scheduled recipients of disposal	Directors (excluding non-executive Directors) 3 persons, 32,499 shares Executive Officers 5 persons, 15,324 shares

2. Purpose and reason for the Disposal

At the 24th Annual General Meeting of Shareholders held on June 17, 2021, the Company received approval to grant stock compensation to its Directors, of up to 100 million yen and up to 1,500 units (150,000 shares) per year as a stock compensation-type stock option plan, and up to 250 million yen and up to 2,000 units (200,000 shares) per year as a tax-qualified stock option plan. However, as part of a review of the remuneration system for officers, the Board of Directors, at a meeting held on May 15, 2024, resolved to introduce a new restricted shares remuneration plan (the “Plan”) for the purpose of providing incentives to continuously increase the Company’s corporate value, and further promoting shared value between Eligible Officers and shareholders. “Eligible Officers” are the Company’s Directors (excluding non-executive Directors; the “Eligible Directors”) and Executive Officers (collectively, the “Eligible Officers”).

Furthermore, at the 27th Annual General Meeting of Shareholders held on June 19, 2024, approval was given to grant Eligible Directors with monetary compensation claims of up to 350 million yen per

year for the allocation of restricted shares, and to issue/dispose of up to 300,000 common shares annually. The restricted stock transfer period will extend until the Eligible Directors resign from their positions as Directors etc. or retire.

Due to the introduction of the Plan, the Company will discontinue the stock compensation-type stock option plan and the tax-qualified stock option plan and no new share acquisition rights as stock options will be issued to Directors in the future.

Details of the Plan are as follows:

At the beginning of each fiscal year, Eligible Officers shall be granted monetary claims as in-kind contribution for the allocation of common shares of the Company to be issued/disposed of by the Company.

The total amount of monetary compensation claims granted to Eligible Directors shall be up to 350 million yen per year. The specific timing and allocation of these claims shall be determined by the Board of Directors.

The total number of common shares to be issued/disposed of under the Plan shall be up to 300,000 shares per year. The amount to be paid per share shall be based on the closing price of the Company's common shares on the Tokyo Stock Exchange on the business day preceding the date of each Board of Directors resolution (or the closing price on the trading day immediately prior thereto, if no trading occurred on the date in question).

When issuing/disposing of common shares under the Plan, the Company and the Eligible Officers shall enter into a Restricted Share Allotment Agreement, which shall include, among others, the following provisions (i) allotted shares shall not be transferred, used to create a security interest, or otherwise disposed of during a certain period and (ii) in the event of certain circumstances, the Company shall acquire such common shares without compensation.

In consideration of the purpose of the Plan, the business performance of the Company, the scope of responsibility of the Eligible Officers, and various other factors, the Company has decided to allocate a total of 103,010,742 yen in monetary compensation claims and 47,823 shares of the Company's common stock to the Eligible Officers.

Furthermore, in order to provide incentives to continuously increase the Company's corporate value and promote shared value with shareholders, the restricted share transfer period is set to continue until the Eligible Officers resign or retire.

In this disposal of treasury shares, based on the Plan, the eight Eligible Officers who are the scheduled allottees shall pay all monetary compensation claims to the Company as a contribution in kind, to receive common shares to be disposed of by the Company.

3. Overview of restricted share allotment agreement

The Company shall enter into a restricted share allotment agreement (the "Allotment Agreement") with each of the Eligible Officers. The main points of the Allotment Agreement are as follows.

(1) Transfer restriction period

Eligible Officers shall not transfer, create a security interest, or otherwise dispose of the common shares of the Company allotted under the Allotment Agreement (the "Allotted Shares"); from the date of disposal (August 16, 2024; the "Disposal Date") until the time when the Eligible Officer resigns or

retires as Director, Audit & Supervisory Board Member, Executive Officer, or employee of the Company (the "Restriction Period"). (However, if this happens before the expiration date which is three months after the end of the fiscal year in which the Disposal Date falls, the expiration day shall be the expiration date three months after the end of the fiscal year in which the Disposal Date falls.)

(2) Conditions for lifting transfer restrictions

(i) Directors (excluding non-executive Directors)

As a rule, the Company shall lift transfer restrictions on all Allotted Shares upon the expiration of the Restriction Period, provided that the Eligible Director has remained a Director of the Company during the period from the day following the Annual General Meeting of Shareholders immediately preceding the Disposal Date until the day of the next Annual General Meeting of Shareholders.

(ii) Executive Officers

As a rule, the Company shall lift transfer restrictions on all Allotted Shares upon the expiration of the Restriction Period, provided that the Executive Officer has remained an Executive Officer of the Company during the period from July 1 of the fiscal year in which the Disposal Date falls to June 30 of the following year.

(3) Reasons for the Company's acquisition of Allotted Shares without compensation

(i) If an Eligible Officer retires or resigns from their position as Director, Audit & Supervisory Board Member, Executive Officer, or employee of the Company, for reasons excluding their death, completion of their term of office or reaching their retirement age, or any other reason the Company's Board of Directors deems justifiable, the Company shall acquire all Allotted Shares without compensation.

(ii) Other reasons for acquisition without compensation shall be as specified in the Allotment Agreement based on a resolution of the Company's Board of Directors.

(4) Treatment in case of death or early retirement

Notwithstanding the provisions of (2) above, if an Eligible Officer retires or resigns from any position as Director, Audit & Supervisory Board Member, Executive Officer, or employee of the Company due to their death or other justifiable reasons before the end of the periods specified in (2) (i) and (ii), the transfer restrictions shall be lifted as follows:

The number of shares shall be calculated by multiplying the number of the Allotted Shares held at the time of the aforementioned resignation or retirement, (i) in the case of an Eligible Director, by the quotient obtained by dividing the number of months from the month after the Annual General Meeting of Shareholders held immediately before the Disposal Date until the month in which the date of the aforementioned retirement or resignation falls by 12, (ii) in the case of an Executive Officer, by the quotient obtained by dividing the number of months from July 1 of the year in which the Disposal Date falls until the month in which the date of the aforementioned retirement or resignation falls by 12. (However, if the calculation results in a quotient exceeding 1, the quotient shall be deemed as 1. If the calculation results in a fraction of less than 1 share, the fraction shall be rounded up.) Furthermore, the Company shall rightfully acquire without compensation the Allotted Shares on which the transfer restrictions have not been lifted, immediately following the lifting of the transfer restrictions.

(5) Treatment in case of organizational restructuring

Notwithstanding the provisions of (1) and (2) above, if the Company's General Meeting of Shareholders (or by the Board of Directors in cases where approval at the Company's General Meeting of Shareholders is not required) approves a merger in which the Company is absorbed, or a share-exchange or share-transfer plan in which the Company becomes a wholly-owned subsidiary, or other reorganization during the Restriction Period, transfer restriction on Allotted Shares shall be lifted as based on a resolution by the Board of Directors, immediately prior to the business day preceding the effective date of the reorganization, etc. The transfer restrictions shall be lifted for the number of Allotted Shares calculated by multiplying the number of the Allotted Shares by (i) in the case of an Eligible Director, by the quotient obtained by dividing the number of months from the month after the Annual General Meeting of Shareholders held immediately before the Disposal Date until the month in which the aforementioned approval is made by 12, (ii) in the case of an Executive Officer, by the quotient obtained by dividing the number of months from July 1 of the year in which the Disposal Date falls until the month in which the aforementioned approval is made by 12. (However, if the calculation results in a quotient exceeding 1, the quotient shall be deemed as 1. If the calculation results in a fraction of less than 1 share, the fraction shall be rounded up.) Furthermore, the Company shall rightfully acquire without compensation the Allotted Shares on which the transfer restrictions have not been lifted, immediately following the lifting of the transfer restrictions.

(6) Management of Allotted Shares

Allotted Shares are managed in a dedicated account opened by each of the Eligible Officers with Nomura Securities Co., Ltd., to ensure that the shares cannot be transferred, used to create a security interest or otherwise disposed of during the Restriction Period. The Company and Eligible Officers have entered into an agreement with Nomura Securities Co., Ltd. related to the management of the accounts for the Allotted Shares held by each of the Eligible Officers to ensure the effectiveness of the transfer restrictions.

4. Basis for determining the amount to be paid and its specific details

To avoid arbitrary pricing, the amount to be paid for the Disposal of Treasury Shares, has been set as the closing price of the Company's common shares on the Prime Market of the Tokyo Stock Exchange on July 16, 2024 (the business day preceding the date of the Board of Directors resolution), which is 2,154 yen. The Company believes that this price is reasonable not particularly favorable, as it reflects the market share price on the day immediately preceding the date of the Board of Directors resolution.

(Reference) Administration flow of restricted shares (RS) under the RS plan

