

June 7, 2017

For Immediate Release

(English translation of the original Japanese document)

Company name: Kakaku.com, Inc.

Representative: Shonosuke Hata, President and Representative Director

(Stock code: 2371; First Section of the Tokyo Stock Exchange)

Contact: Ichiro Sakuta, Senior Managing Executive Officer, Administrative Division General Manager

Phone: +81 3-5725-4554

### Notice Concerning Investment in Singapore Company

Kakaku.com, Inc. hereby announces a strategic investment in MoneySmart.sg (Head Office: Singapore, CEO: Vinod Nair), an online personal finance portal with operations in Southeast Asia.

June 7, 2017  
Kakaku.com, Inc.

**Kakaku.com, Inc. announces strategic investment in MoneySmart.sg,  
Singapore's leading personal finance comparison website**

**Accelerates business development in Asia's rapidly growing online market**

Kakaku.com, Inc. (Head Office : Shibuya-ku Tokyo, Representative Director: Shonosuke Hata) hereby announces a strategic investment in MoneySmart.sg (Head Office: Singapore, CEO: Vinod Nair), an online personal finance portal with operations in Southeast Asia, in an effort to drive its global business. Kakaku.com has acquired a 20% stake in MoneySmart.sg and has a seat on its Board of Directors, which will make the company an affiliated company accounted for using the equity method.

**Kakaku.com's Global Strategy**

With a total population of more than 600 million and GDP growth rate of 4.7% in the year 2015 [1], the ASEAN economy continues to grow rapidly. At the same time, we expect the high penetration rate of smartphones and improvements in the telecommunications and logistics infrastructure to drive growth in the E-commerce market [2].

Kakaku.com has been actively pursuing its global business development since 2011 it started the shopping support site Priceprice.com, which now operates in 4 Asian countries (the Philippines, Thailand, Indonesia and India). With the aim to drive its business expansion overseas, Kakaku.com has announced today, that it has made an investment in MoneySmart.sg, which operates personal finance comparison websites in Singapore and Indonesia. Both companies share the common value of "Creating user-oriented services" and Kakaku.com plans to provide its 20 year of experience and know-how to strengthen the development of consumer oriented services in each market as well as supporting business growth.

[1] Source: ASEAN Statistical Leaflet. Selected Key Indicators 2016

[2] The E-commerce market in the six major Southeast Asian countries is expected to grow with a CAGR of 17.7% during the period 2015-2020. Source: Frost & Sullivan: Analysis of Southeast Asian eCommerce Market. Published: August 18, 2016

**About MoneySmart.sg**

MoneySmart.sg was founded in 2009 with the simple aim to help Singaporeans make better financial decisions. By aggregating and consolidating product information to a single platform for comparison that's personalised to users' unique consumer profiles, MoneySmart puts the power back into people's hands. Whether it's a loan, insurance or credit card, MoneySmart makes information easy to understand and products easy to apply for - all in one place. MoneySmart also provides readers with awesome tips, tricks, news, reviews and commentary on all things money related that's written in a style to amuse, entertain and enlighten.

**MoneySmart.sg Corporate Profile**

Official company name: Catapult Ventures Pte. Ltd.

Founded: 2009

Head Office: Singapore

CEO and Founder: Vinod Nair

Investment Ratio: 20%.

Description of business:

Planning and operation of personal finance comparison websites – MoneySmart.sg (Singapore) and DuitPintar.com (Indonesia)

URL: <http://www.moneysmart.sg/>, <https://www.duitpintar.com/>

Kakaku will actively support MoneySmart.sg and aim to expand business on Asian countries by taking this opportunity of strategic investment.

**Kakaku.com, Inc. Corporate Profile**

Address: 3-5-7 Ebisu-Minami, Shibuya-ku, Tokyo

Representative Director: Shonosuke Hata

Description of business: Planning and operation of websites

Services operated by Kakaku.com: <http://corporate.kakaku.com/company/service?lang=en>