

March 15, 2023

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; Prime, Tokyo Stock Exchange)

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## **Notice of Organizational and Personnel Changes**

Kakaku.com, Inc. (the Company) hereby announces that its Board of Directors approved on March 15, 2023, the following organizational and personnel changes.

### 1. Organizational changes (effective April 1, 2023)

The Company will implement the following organizational changes for more efficient intra-departmental coordination.

- ① The CSR Promotion Office will be renamed Sustainable Management Promotion Department, with the purpose of strengthening sustainable management.
- ② The Business Development Department of the Travel Business Division will be renamed Sales Department. In addition, the management and planning functions of the Kakaku.com Travel business and the icotto business will be consolidated in a newly established Media Planning Department.
- ③ With the aim of strengthening strategic planning and business promotion for the Kakaku.com Business as a whole, a Business Planning Department will be established within the Media Business Division.
- ④ The System Development Departments 1 through 5 of the System Division will be renamed, to clarify the services for which each department is responsible, and the development functions of the Kakaku.com business and the New Media business will be divided into two departments respectively. In addition, a Developer Experience Office will be established to improve the development environment of the entire division.
- ⑤ To strengthen the planning of Tabelog's services for users and restaurants, the Restaurant Service Planning Department will be transferred to the Tabelog Media Division. In conjunction with this change, the Tabelog Media Division will be renamed Tabelog Service Division, and the Media Planning Department will be renamed User Service Planning Department, to clarify the roles of the division and the department.
- ⑥ Sales Department 2 of the Sales Division will be transferred to the Tabelog Business Division and renamed as Tabelog Advertising Sales Department, with the aim of strengthening sales of advertisements on Tabelog. In conjunction with this change, Sales Department 3 of the Sales Division will be renamed Sales Department 2.
- ⑦ The following Departments in the Tabelog Business Division will be renamed in accordance with their actual functions: the Restaurant Business Planning Department as Business Planning Department, the Tabelog Business Management Department as Sales Management Department, and the New Restaurant Business Department as New Business Development Office.
- ⑧ With the aim to promote and strengthen Tabelog's Mobile Order business, a Mobile Order Promotion Office will be established within the Business Division.

- ⑨ A CRM Promotion Department will be established within the Business Division, for the purpose of a centralized management of customer information and to strengthen sales promotion of Tabelog's new services.
- ⑩ With the aim of improving the quality of systems related to Tabelog's services, a Quality Control Office will be established within the Tabelog System Division.

## 2. Personnel changes (Effective April 1, 2023)

### (1) Executive Officers

New position	Name	Current position
- Executive Officer and CTO	Norihiko Fukuda	- Executive Officer and CTO - Manager, Information Security Office
- Executive Officer - Director, Pathee Inc.	Hitoshi Ishii	- Executive Officer - General Manager, Sales Div.
- Executive Officer - Manager, Sustainable Management Promotion Dept.	Minako Kohyama	- Executive Officer - General Manager, Tabelog Media Div. - Manager, New User Business Dept., Tabelog Media Div.
- Executive Officer - General Manager, Travel Business Div. - Manager, Media Planning Dept., Travel Business Div.	Yuzo Takamatsu	- Executive Officer - General Manager, Travel Business Div.
- Executive Officer - General Manager, Media Business Div. - Manager, Business Planning Dept., Media Business Div.	Ryu Shibaki	- Executive Officer - General Manager, Kakaku.com Business Div.
- Executive Officer - General Manager, Corporate Planning Div. - Manager, Planning Dept., Corporate Planning Div.	Yusuke Aizawa	- Executive Officer - General Manager, Corporate Planning Div.
- Executive Officer - General Manager, Tabelog Business Div. - Manager, New Business Development Office, Tabelog Business Div.	Taku Konoike	- Executive Officer - General Manager, Tabelog Business Div. - Manager, New Restaurant Business Dept., Tabelog Business Div.
- Executive Officer - General Manager, Tabelog System Div. - Manager, Quality Control Office, Tabelog System Div.	Takayuki Kyowa	- Executive Officer - General Manager, Tabelog System Div. - Manager, Engineering Dept., Tabelog System Div.

### (2) General Managers

New position	Name	Current position
- General Manager, Tabelog Service Div. - Manager, Restaurant Service Planning Dept., Tabelog Service Div.	Takahiro Saito	- Manager, Media Planning Dept., Tabelog Media Div.

New position	Name	Current position
- General Manager, System Div. - Manager, Developer Experience Office, System Div.	Kenji Ando	- General Manager, System Div.
- General Manager, Tabelog Sales Div.	Yuji Ogino	- General Manager, Tabelog Sales Div. - Manager, Metropolitan Area Sales Dept. 1, Tabelog Sales Div.

### (3) Managers

New position	Name	Current position
- Manager, Sales Dept. 1, Sales Div.	Mariko Sakai	- Assistant Manager, Sales Dept. 1, Sales Div.
- Manager, Sales Dept. 2, Sales Div.	Yuri Shinoda	- Assistant Manager, Sales Dept. 1, Sales Div.
- Manager, Commerce Marketing Dept., Media Business Div.	Shunsuke Yanagisawa	- Manager, Commerce Marketing Dept., Kakaku.com Business Div.
- Manager, Service Marketing Dept. 1, Media Business Div.	Tomoki Takase	- Manager, Service Marketing Dept. 1, Kakaku.com Business Div.
- Manager, Service Marketing Dept. 2, Media Business Div.	Yasuyuki Sakurano	- Manager, Service Marketing Dept. 2, Kakaku.com Business Div.
- Manager, Business Support Dept., Media Business Div.	Koichi Tomotsune	- Manager, Business Support Dept., Sales Div.
- Manager, Kakaku.com Shopping System Dept., System Div.	Akira Yamanouchi	- Assistant Manager, System Development Dept. 1, System Div.
- Manager, Kakaku.com Service System Dept., System Div.	Hiroya Yasui	- Assistant Manager, System Development Dept. 1, System Div.
- Manager, Kakaku.com Base System Dept., System Div.	Hiroataka Maniwa	- Manager, System Development Dept. 1, System Div. - Manager, System Development Dept. 2, System Div.
- Manager, Kyujin Box System Dept., System Div.	Shinji Ikawa	- Manager, System Development Dept. 3, System Div.
- Manager, New Media System Dept. 1, System Div.	Shingo Taguchi	- Manager, System Development Dept. 4, System Div.
- Manager, New Media System Dept. 2, System Div.	Toru Akasaka	- Assistant General Manager, System Div.
- Manager, Travel Media System Dept., System Div.	Tatsuhiko Yokoyama	- Manager, System Development Dept. 5, System Div.
- Manager, User Service Planning Dept., Tabelog Service Div.	Toshihiko Kozai	- Assistant Manager, Media Planning Dept., Tabelog Media Div.
- Manager, Design Dept., Tabelog Service Div.	Yosuke Iida	- Manager, Design Dept., Tabelog Media Div.

New position	Name	Current position
- Manager, Web Development Dept., Tabelog System Div.	Hiroki Doi	- Manager, Restaurant System Development Dept., Tabelog System Div.
- Manager, Application Development Dept., Tabelog System Div.	Tatsuaki Sato	- Manager, Web Development Dept., Tabelog System Div.
- Manager, Restaurant System Development Dept., Tabelog System Div.	Taichiro Sasaki	- Manager, Application Development Dept., Tabelog System Div.
- Manager, Engineering Dept., Tabelog System Div.	Satoshi Ikegami	- Manager, New Business Development Dept., Tabelog System Div.
- Manager, Tabelog Advertising Sales Dept., Tabelog Business Div.	Masanobu Hoshina	- Manager, Sales Dept. 2, Sales Div.
- Manager, Business Planning Dept., Tabelog Business Div.	Noriaki Sawada	- Manager, Restaurant Business Planning Dept., Tabelog Business Div.
- Manager, Sales Management Dept., Tabelog Business Div.	Kenji Uchino	- Manager, Tabelog Business Management Dept., Tabelog Business Div.
- Manager, Mobile Order Promotion Office, Tabelog Business Div.	Kazuya Shinozaki	- Manager, Strategic Sales Dept., Tabelog Sales Div.
- Manager, CRM Promotion Dept., Tabelog Business Div.	Daiki Iwata	- Assistant Manager, Restaurant Business Planning Dept., Tabelog Business Div.
- Manager, Metropolitan Area Sales Dept. 1, Tabelog Sales Div.	Takeshi Shimizu	- Manager, Metropolitan Area Sales Dept. 2, Tabelog Sales Div.
- Manager, Metropolitan Area Sales Dept. 2, Tabelog Sales Div.	Yu Kanegae	- Manager, Sales Dept. 3, Sales Div.
- Manager, Corporate Sales Dept., Tabelog Sales Div.	Shinji Watanabe	- Manager, Corporate Sales Dept. 1, Tabelog Sales Div. - Manager, Corporate Sales Dept. 2, Tabelog Sales Div.
- Manager, Customer Success Dept., Tabelog Sales Div.	Yu Iwami	- Manager, Sales Support Dept., Tabelog Sales Div.
- Manager, Sales Dept., Travel Business Div.	Hirromichi Ide	- Manager, Business Development Dept., Travel Business Div.
- Manager, Public Relations and Investor Relations Office, Corporate Management Div.	Nozomi Naoe	- Manager, Public Relations and Investor Relations Office, Corporate Management Div. - Manager, CSR Promotion Office
- Manager, Information Security Office	Teruo Takahashi	- Assistant Manager, Information Security Office

For Reference: New Organizational Chart (As of April 1, 2023)

