



May 14, 2026

To whom it may concern,

LY Corporation  
Takeshi Idezawa  
President and Representative Director, CEO  
Stock Code: 4689

### **Notice Concerning the Submission of a Proposal Regarding the Capital Policy of Kakaku.com, Inc.**

LY Corporation (the "Company") hereby announces that, as referred to in the "Notice Regarding Expression of Support for and Recommendation to Tender Shares in the Tender Offer for Kakaku.com, Inc.'s Share Certificates, etc. by Kamgras 1 Kabushiki Kaisha" (the "Press Release Expressing Intention of Support") disclosed and publicly announced by Kakaku.com, Inc. ("Kakaku.com") on May 12, 2026, the Company, jointly with an investment fund advised by Bain Capital Private Equity, LP and its group (collectively, the "Proposing Parties"), submitted a proposal dated May 7, 2026 (the "May 7 Proposal") to Kakaku.com regarding its capital policy, including a potential going private transaction. Furthermore, in response to the Press Release Expressing Intention of Support, the Proposing Parties have submitted to Kakaku.com a revised proposal regarding its capital policy on May 13, 2026 (the "May 13 Proposal" and, together with the May 7 Proposal, the "Proposals").

The Company continually explores various strategic management opportunities, and strategic M&A is a key pillar of its growth strategy. Amid the current period of transformation driven by the rise of generative AI, the businesses operated by Kakaku.com, as well as the overwhelming volume of data and high-frequency conversion touchpoints it possesses, are considered to have extremely high strategic value. Accordingly, the Company determined that, through collaboration with Kakaku.com, it would be possible to unlock next-generation scale and new revenue models. With the aim of creating synergies and more, the Proposing Parties have presented their current preliminary intent regarding Kakaku.com's capital policy. Unless a separate legally binding agreement or other documents are executed in writing, the Proposals shall have no legal effect.

In the Proposals, the Proposing Parties offer to acquire all the shares of Kakaku.com and take them private through a cash tender offer for the shares and stock acquisition rights of Kakaku.com, followed by a squeeze-out procedure (The standard terms and conditions typically assumed in comparable transactions are included as the principal assumptions for the commencement of the tender offer.). In the May 7 Proposal, the tender offer price initially assumed by the Proposing Parties was set at JPY3,000 per share based on publicly available information. However, in the May 13 Proposal, the proposal was revised setting the assumed tender offer price at JPY3,232 per share on the premise of examining an assumed transaction structure similar to that for effecting a going-private transaction with respect to the shares of Kakaku.com, as presented in the tender offer registration statement filed by Kamgras 1 Kabushiki Kaisha on May 13, 2026 (the final structure and offer price will be proposed again following the completion of due diligence).

#### Disclaimer

This is an English translation of the release. This translation is prepared and provided for the reader's convenience. All readers are recommended to refer to the original version of the release in Japanese for complete information.

Going forward, the Company will continue to deepen its consideration and dialogue with a view to maximizing the corporate value of both the Proposing Parties and Kakaku.com, and will proceed with a further examination of the feasibility of the structure assumed in the Proposals and the realization of business synergies, as well as the consideration of various possibilities.

Should any matters requiring disclosure be determined in the future, the Company will promptly disclose such information.

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