
NEWS RELEASE

Digital Garage and Kakaku.com Sign MOU to Establish a Joint Company for Smart E-Commerce Business

**~ Providing Services for E-Commerce Operators with Next-Generation Technologies
of the Gen AI and web3 era ~**

- **DG and Kakaku.com sign a memorandum of understanding (MOU) for developing a smart E-Commerce business using next-generation technology, including founding a joint company based on "Kakaku.com."**

Digital Garage, Inc. (TSE Prime section: 4819; HQ: Tokyo; Representative Director, President Executive Officer and Group CEO: Kaoru Hayashi; DG) and its group companies provide one of Japan's largest comprehensive payment platforms that serve as social infrastructure and services in the DX and Fintech business areas that connect payments and data.

Kakaku.com, Inc. (TSE Prime section: 2731; HQ: Tokyo; Representative Director, President and Executive Officer: Shonosuke Hata; Kakaku.com) supports an optimal E-Commerce experience for consumers and effective online marketing for businesses through "Kakaku.com," one of Japan's largest online shopping platforms, which offers various genres related to daily life and attracts users with a high purchasing intent.

DG and Kakaku.com will continue to collaborate closely, primarily through the establishment of joint companies, utilizing the resources and expertise of both companies.

Specifically, the companies intend to create a fair and borderless E-Commerce environment by providing Smart E-Commerce businesses with the same customer attraction and payment experience as powerful platforms. In addition, a next-generation technology/passwordless authentication and one-click payment will be implemented to develop and provide a "Smart E-Commerce solution."

DG and Kakaku.com aim to create an even smarter E-Commerce environment by providing a payment experience that has evolved with the capabilities of "Kakaku.com," which attracts more than 42 million monthly customers, and next-generation technology.

[About Digital Garage, Inc.] <https://www.garage.co.jp/en/>

Digital Garage's corporate purpose is "Designing "New Context" for a sustainable society with technology." Digital Garage operates a payment business that provides one of the largest comprehensive payment platforms in Japan, a marketing business that leverages data to deliver solutions that integrate real and cyberspace, and an investment and development business that discovers and supports promising startups from around the world.

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[About Kakaku.com, Inc.] <https://corporate.kakaku.com/?lang=en>

Based on its mission “LIFE with – To Become a part of people’s daily lives –” Kakaku.com, Inc. operates a wide range of user-oriented internet services, such as the shopping support site Kakaku.com, the restaurant discovery and reservation site Tabelog or the comprehensive search site for job classifieds Kyujin Box, all of which seek to enrich people’s daily lives.

[About “Kakaku.com”] <https://kakaku.com/>

Established in 1997, the purchasing support site Kakaku.com provides price information, reviews, and opinions on a wide variety of products and services, including personal computers, home appliances, smartphones, interior goods, fashion, telecommunication providers, insurance, and more. As a service which aims to help users make “satisfying purchases”, Kakaku.com attracts approximately 42million users per months.