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July 17, 2015

Company: Cookpad Inc.
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Notice on Minnano Wedding Co., Ltd. Becoming a Consolidated Subsidiary

Cookpad Inc. (the “Company”) hereby gives notice that Minnano Wedding Co., Ltd. has become a subsidiary for consolidated accounting purposes.

1. Background

As stated in our news release of May 26, 2015 “Notice on the Result of Tender Offer for Shares of Minnano Wedding Co., Ltd. (code: 3685)” (Only available in Japanese), the Company acquired 2,047,000 shares (26.88% of voting rights) in Minnano Wedding Co., Ltd. as of May 29, 2015. The Company holds 40% of voting rights as of June 10, 2015 combined with the shares held by Yoshiteru Akita (“Mr. Akita”), a director and CEO of the Company. The Company and Mr. Akita have concluded an Agreement between Shareholders as stated in our news release of April 21, 2015 “Notice on Commencing Tender Offer for Shares of Minnano Wedding Co., Ltd. (code: 3685) and Forming a Business and Capital Alliance with Minnano Wedding Co., Ltd.”.

Minnano Wedding Co., Ltd. held an extraordinary general meeting of shareholders today, at which the appointment of directors was approved. As a result, directors or those appointed directors of the Company account for the majority of its board of directors. Based on the resolutions of today’s extraordinary general meeting of shareholders, Minnano Wedding Co., Ltd. becomes a consolidated subsidiary of the Company, which adopted International Financial Reporting Standards (IFRS) from the first quarter of the fiscal year ending December 2015.

2. Overview of New Consolidated Subsidiary (Minnano Wedding Co., Ltd.) as of July 17, 2015

1) Company Name	Minnano Wedding Co., Ltd.
2) Principal Office	1-13-1 Tsukiji, Chuo-ku, Tokyo, Japan
3) Representative	Shinsuke Ishiwatari, Representative Director
4) Principal Lines of Business	Management of web sites for information and word-of-mouth communications on wedding halls; production of bridal ceremonies
5) Capital Stock	1,436,302, 000 yen (as of March 31, 2015)
6) Date of Incorporation	October 1, 2010

7) Major Shareholders and Percentage of Shares Held (as of March 31, 2015)	Globis Fund III , L.P.	17.84%	
	DeNA Co., Ltd.	13.57%	
	Yoshiteru Akita	13.12%	
	Keisuke Iio	11.35%	
	YJI Investment Partnership	7.86%	
	Globis Fund III (B), L.P.	4.98%	
	BNY GCM Client Account JPRD AC ISG (FE-AC) (standing proxy: The Bank of Tokyo-Mitsubishi UFJ, Ltd.)	3.65%	
	Trust and Custody Services Bank, Ltd. (trust account E)	2.14%	
	Yoshiyuki Nakamura	1.83%	
	Matsui Securities Co., Ltd.	1.35%	
8) Relationships between Listed Company and the Consolidated Subsidiary			
Capital Relationships	The Company holds a 26.84% stake in the consolidated subsidiary.		
Personal Relationships	Not applicable. As of July 17, 2015, directors and employees of the Company also hold positions as three directors (including the representative director) and one auditor of the consolidated subsidiary.		
Transactional Relationships	The Company recognized sales revenue from the consolidated subsidiary in the advertising business, as well as an expense payable to the consolidated subsidiary associated with PR tools in its advertising business for the year ended September 30, 2014.		
9) The Consolidated Subsidiary's operating results and financial position for the most recent three years (thousand yen)			
Fiscal year ended:	September 30, 2012	September 30, 2013	September 30, 2014
Net assets	216,086	350,035	3,158,191
Total assets	315,874	536,251	3,258,099
Net assets per share	¥29.46	¥61.69	¥414.61
Net sales	555,243	1,011,381	1,504,194
Operating income	70,447	175,443	327,318
Ordinary income	70,598	175,932	292,241
Net income	60,967	109,869	183,030
Net income per share	¥42.08	¥35.80	¥27.07

3. Date that Minnano Wedding Becomes a Consolidated Subsidiary

Scheduled for August 1, 2015

4. Future Outlook

The Company adopted IFRS from the first quarter of the fiscal year ending December 2015. Under IFRS rules, Minnano Wedding will become a consolidated subsidiary from the third quarter of the fiscal year ending December 2015.