







COOKPAD Inc.
COOKPAD Goes Global
January, 2014






COOKPAD Goes Global



<u>Service</u>	<u>Summary</u>	<u>Language</u>
 COOKPAD English version	Translate COOKPAD's popular recipes from Japanese Launched for Aug. 2013	English
 <i>allthecoops</i> allthecoops	U.S. based Mobile recipes apps To acquire equity interest of ALLTHECOOKS, LLC. in Jan. 2014	English
 Mis Recetas	"User-generated" recipe service based in Spain To take over "Mis Recetas" from ITYIS SIGLO XXI, S.L. in Jan. 2014	Spanish
 Dapur Masak	"User-generated" recipe service based in Indonesia Invested in Oct. 2013	Indonesian

Reach to one billion people



		Population by mother tongue (millions)
	Spanish	400
 	English	330
	Indonesian	140
	Japanese	120
		Total 1 billion

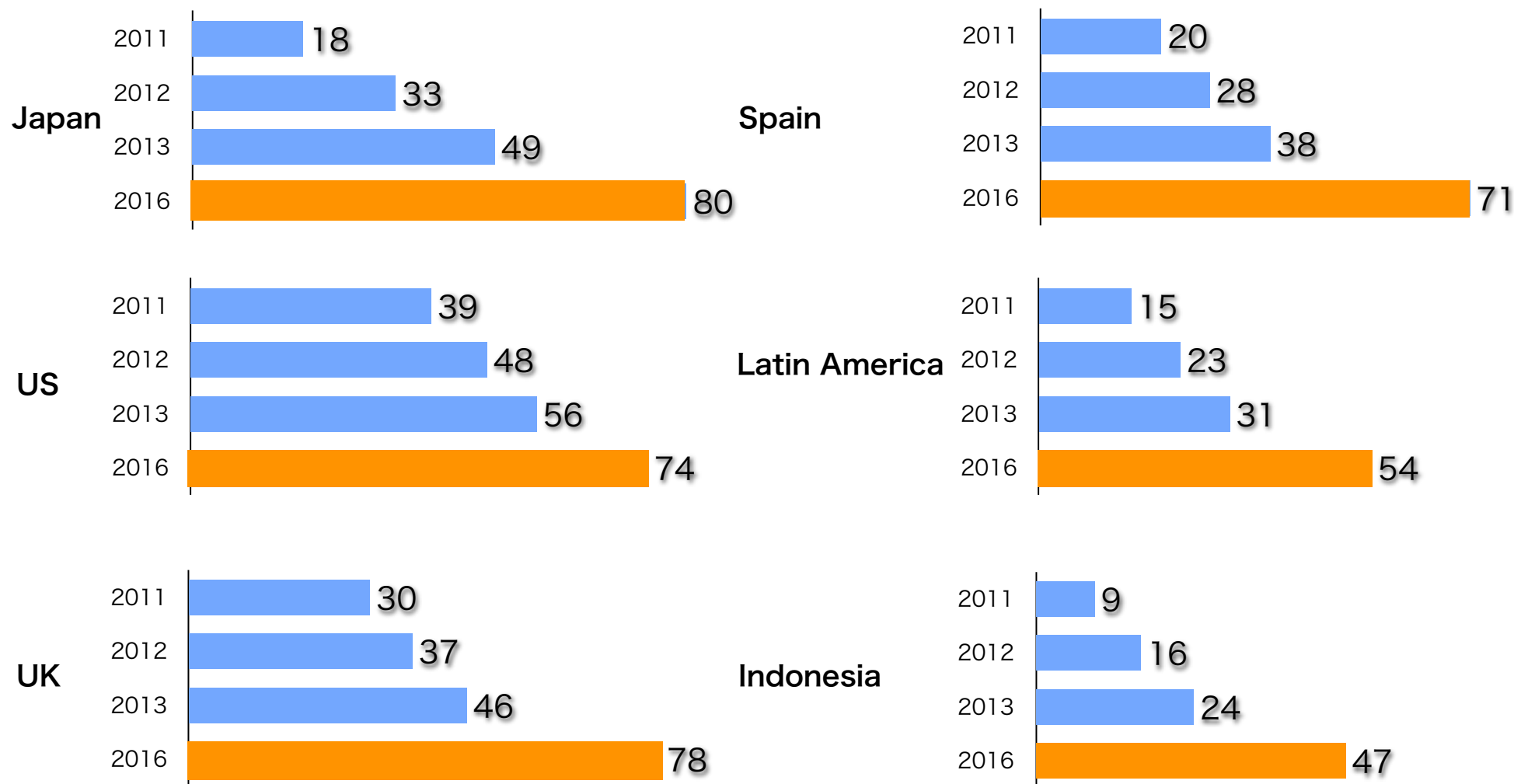
Source: <http://www.ethnologue.com/>

Expands to the Smartphone Market



Smartphone User Penetration (% of mobile users)

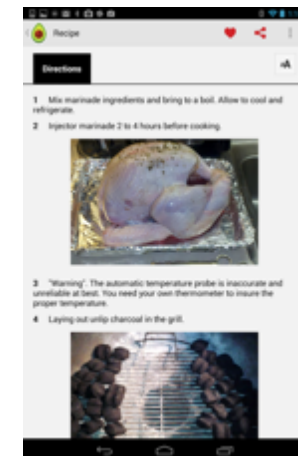
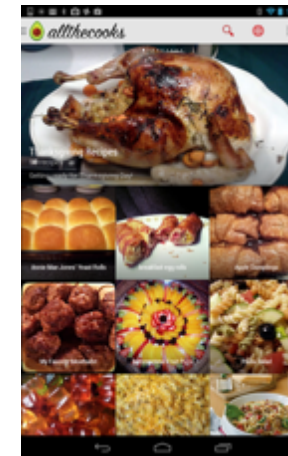
- Smartphone User Penetration Worldwide have reached over 31% in 2013 -



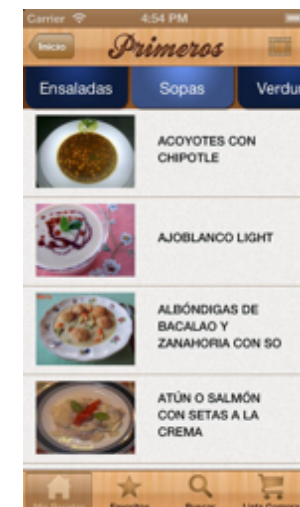
Source: eMarketer, 2013



- **1** million monthly unique users
- Ranked No. **1** in the recipe category on Google Play



- The website has approximately **6** million monthly unique users
- The mobile app is ranked No. **1** in the Food & Beverage category among **17** Spanish speaking countries





Recipe services in U.S.

- allthecoops has succeed as Smartphone apps -

Website (PC)

1 st	Allrecipes.com
2 nd	Food.com
3 rd	Cooks.com

Recipe services on Google Play

1 st	allthecoops
2 nd	BigOven
3 rd	Must-Have Recipes from BHG



Recipe services in Spain

- Mis Recetas is the largest "user-generated" recipe service in Spain -

Websites (PC)

1 st	Hogarutil.com
2 nd	Todareceta.es
3 rd	Mis-Recetas.org

Around 70% of the users accessing the website are from countries other than Spain

Recipe services on App Store

1 st	Todas Mis-Recetas
2 nd	Petitchef: recipes for all
3 rd	¿Que cocino hoy?

Source: Website ranking: <http://www.similarweb.com/> (Most visited websites in Nov. 2013)

Smartphone apps ranking: <http://www.appannie.com> (Most downloaded recipe apps in past 90days)

To become the world's No.1 recipe service COOKPAD



100 million users is the next target

Focusing our efforts on increasing the number of users through our various services by sharing COOKPAD's know-how in each major language to strengthen our recipe services globally

Make Cooking Fun

- This document includes some forecasts, which are based on currently available information. It may contain an element of uncertainty. Actual performance data and similar information may differ due to diverse factors.

- We appreciate your understanding. When producing this document, we were careful not to include errors or omissions, but the authenticity and integrity of the information are not guaranteed.