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## Press Release

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## Notice on Issuance of New Shares through International Offering

Cookpad Inc. (the “Company”) hereby announces that the Company today determined and resolved, at its management meeting on November 12, delegated by Board of Directors on October 17, 2014, to issue new shares of its common stock through an international offering (the “International Offering”).

### NOTE

#### 1. Background and Purpose of the International Offering

“Cookpad” is the largest recipe website in Japan and its gross number of users reached 50 million in October 2014. The Company is aiming to expand this recipe service globally (including Europe and US), and thus making it possible for everyone to enjoy cooking the local food of any country in the world. Between May 2013 and April 2014, the Company acquired the English recipe service “allthecoooks”, the Spanish recipe service “Mis Recetas” and the Indonesian recipe service “Dapur Masak”. In addition to this, on November 12, 2014, the Company announced the acquisition of the Arabic recipe service “Shahiya”, which is expected to be completed by January 2015. To enhance this globalization of its recipe service, the Company is planning to share its operational know-how with other recipe services and thus accelerate the increasing number of users of its recipe service.

In addition to this, the Company will focus on expanding new businesses to develop “Cookpad” from its current simple ‘search and post recipe service’ to become a wider “Food & Life infrastructure” business in the Japanese market. In particular, the Company operates “Tokubai Joho” which makes it possible for everyone to see daily supermarket and grocery stores discount information, an online sundries store included in EC business, a healthcare service which supports lifestyle diseases prevention and alimentary therapy, Cookpad-certified cooking schools, among others.

NOTE: This press release does not constitute an offer of any securities for sale. This press release has been prepared for the sole purpose of publicly announcing that the Company has resolved matters relating to the issuance of its new shares, and not for the purpose of soliciting investment or engaging in any other similar activities within or outside Japan. This press release is not an offer of securities for sale in the United States. The securities referred to above have not been, and will not be registered under the United States Securities Act of 1933, as amended (the “Securities Act”). The securities may not be offered or sold in the United States absent registration or an exemption from registration under the Securities Act. If any public offering of securities is made in the United States, it will be by means of a prospectus that may be obtained from the Company that will contain detailed information about the Company and its management, as well as financial statements of the Company. The securities referred to above will not be publicly offered or sold in the United States

