

October 21, 2016

Company: Cookpad Inc.

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## Notice of the Shareholder Benefit Program for the 20th Fiscal Year

Cookpad Inc. (the "Company") hereby announces that the company resolved at a meeting of the Board of Directors held on October 21, 2016 the details of the shareholder benefit program for the 20th fiscal year (shareholder benefits for eligible shareholders as of December 31, 2016), as disclosed below.

### 1. Purpose of the Shareholder Benefit Program

The purpose of the shareholder benefit program is to reward shareholders for their continuing support, to enhance the attractiveness of Cookpad shares and increase the number of shareholders who hold Cookpad shares over the medium to long term, and to promote understanding of Cookpad's business among a greater number of people.

### 2. Details of the Shareholder Benefit Program for the 20th Fiscal Year

#### (1) Eligible shareholders

Shareholders who are listed or recorded on the registry of shareholders as of December 31, 2016 and own one trading unit (100 shares) or more are eligible for the program. In addition, in order to be listed on the shareholders register as of the end of December 2016, due to the book-entry transfer system for stocks, etc., it is necessary to purchase shares by the close of trading on the last cum-rights date (December 27, 2016).

#### (2) Details of Shareholder Benefits

Number of shares held	Shareholder Benefits
100 shares or more	One-year free-of-charge coupon <sup>*2</sup> for the use of Cookpad <sup>*1</sup> premium services

<sup>\*1</sup> Cookpad (<http://cookpad.com/>) is a recipe service that makes it possible to post and search for culinary recipes on the Internet. Although Cookpad provides some site functions, such as recipe searches, free of charge, it also provides charged premium services that enable the use of functions such as popularity rank searches that facilitate searching for recipes that meet user needs by sorting more than 2.5 million recipes by popularity rank.

<sup>\*2</sup> The e-commerce service discount coupon (provided as one of shareholder benefits for the 19th fiscal year) has been discontinued due to termination of the service.

#### (3) Shareholder benefits registration period<sup>\*3</sup>

April 1 to June 30, 2017

<sup>\*3</sup> Shareholder benefits can be used for a period of one year from the registration date.

This document is provided for informational purposes only. If there are any discrepancies between the translation and the corresponding Japanese original, the Japanese original shall take precedence.

**(4) Time and Method of Presentation**

Shipment of shareholder benefits is planned for after the annual shareholders meeting (late March, 2017).

The content of this press release is not intended to be an offer to sell or invitation to purchase any securities.