

OMAKASE, Inc. has joined GMO Internet Group: develops reservation management service specializing in restaurants that are difficult to make reservations at

Tokyo, Japan – May 24, 2021 – GMO Internet (<https://www.gmo.jp/en/>) hereby announces that it has passed a resolution at the Board of Directors meeting held today to have OMAKASE, Inc. ("OMAKASE"), which develops reservation management service specializing in restaurants that are difficult to make reservations at, join GMO Internet Group by share delivery.

The management expertise and brand image in the Ecommerce Solutions, Payment, and other areas GMO Internet Group has and the customer base and knowledge of the operation of a reservation management site OMAKASE has will become integrated. GMO Internet strives to pursue synergies, ensure an increase in corporate value of both companies, and further enhance the benefits of both users and restaurants.



[Background of OMAKASE's joining GMO Internet Group]

OMAKASE offers "OMAKASE" (<https://omakase.in/>) - a reservation management service connecting restaurants with customers - since 2017, and its ultimate aim is "Allowing chefs to concentrate more and more on cooking." Two hundred thirty restaurants or more, which are difficult to make reservations at, are posted on the "OMAKASE" and the number of registered users is 250,000 (as of May 2021). Restaurants posted on the "OMAKASE" have been limited to restaurants selected in accordance with OMAKASE's assessment standards, and 9 of them have received the best evaluation score on good food guides.

Restaurants have to deal with the increasing number of customers, such as taking reservations via phone calls, informing customers of confirmed reservations, etc. This is especially the case for popular restaurants due to good food guides.

In this regard, "OMAKASE" merchants can accept reservations online, manage existing reservations, provide cancellation information, etc., promoting high-quality communication with all customers. On the other hand, customers can make reservations at popular restaurants, which is often difficult, and receive the vacancy information or seasonal letter from popular restaurants through "OMAKASE."

Under the corporate slogan "Internet for Everyone" GMO Internet Group comprehensively develops Internet Infrastructure, Online Advertising & Media, Internet Finance, and Cryptoassets businesses.

OMAKASE's ultimate aim of "Allowing chefs to concentrate more and more on cooking" is related to the philosophy of the GMO Internet Group, which is "Bringing smiles to our customers and creating excitement through our No. 1 services, and creating many fans." We believe that there can be synergies among the OMAKASE's customer base and Ecommerce Solutions and Payment of GMO Internet Group's Internet Infrastructure business. GMO Internet has thus decided to have OMAKASE join GMO Internet Group by share delivery.

GMO Internet is the second Japanese listed company to use the share delivery system adopted by Amendment of the Companies Act enforced on March 1, 2021.

(Reference) Notice of making OMAKASE, Inc. a subsidiary through share delivery (a simple form share delivery) of OMAKASE, Inc., which develops reservation management service for popular restaurants

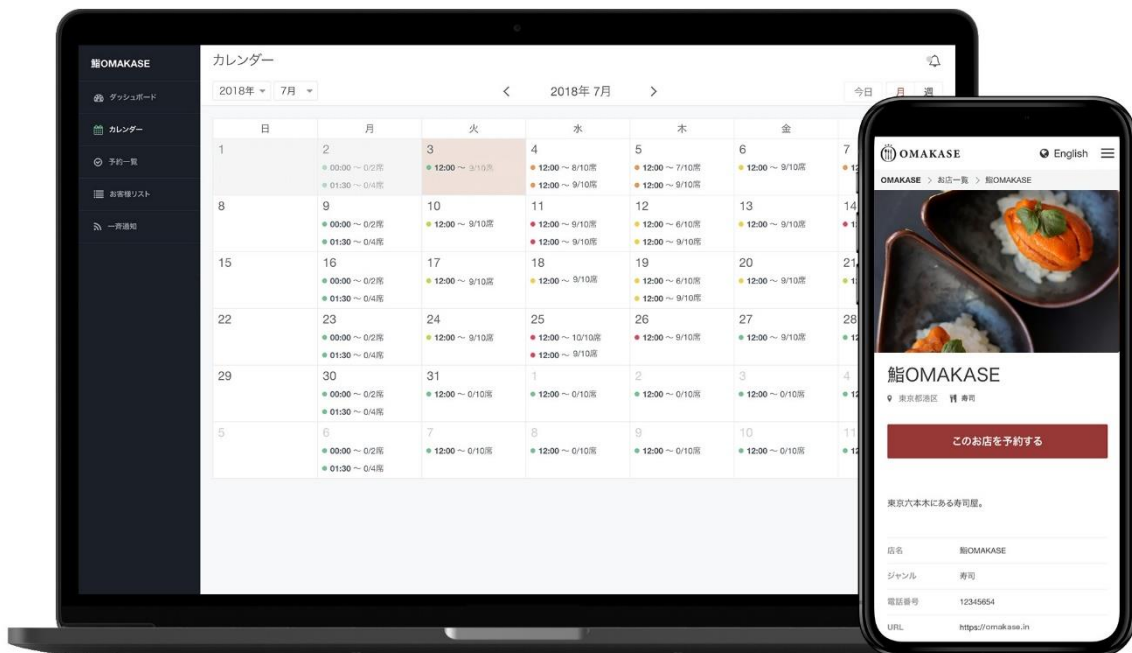
(URL: <https://www.release.tdnet.info/inbs/140120210524426737.pdf>)

[OMAKASE]

The major characteristic of "OMAKASE" is that it has been expanding its functions related to reservations, such as accepting reservations online, etc., and providing them to merchants, allowing chefs of merchants to concentrate on cooking. Users may view restaurant information, register as members of "OMAKASE", and receive cancellation information for free but must pay a reservation fee of JPY 390 per seat/reservation when making reservations. "OMAKASE" merchants may provide OTC collection and operate EC sites - process orders, payment, and shipping - in addition to managing reservations.



▲ "OMAKASE" homepage (<https://omakase.in/>)



▲ The image of the reservation screen of "OMAKASE" merchants

Overview

Company name	OMAKASE, Inc.
Location	4C, 4-12-8 Roppongi, Minato City, Tokyo
Representative	Shumpei Asai, Representative Director
Business description	Development and operation of restaurant reservation management service “OMAKASE”
Capital	5.50 million yen (as of March 31, 2021)

GMO Internet Group

GMO Internet Group is an Internet service industry leader, developing and operating Japan’s most widely used domain, hosting & cloud, ecommerce, security, and payment solutions. The Group also includes the world’s largest online FX trading platform, as well as online advertising, Internet media, and cryptoassets related services. GMO Internet, Inc. (TSE: 9449) is headquartered in Tokyo, Japan. For more information, please visit <https://www.gmo.jp/en/>

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