

November 5, 2021



Company: Cookpad Inc.
Representative: Rimpei Iwata, Chief Executive Officer
Code: 2193 (TSE, first section)
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Notice on the 25th Term Shareholders Special Benefits Program

Cookpad Inc. (the “Company”) decided on the content of the 25th term shareholders special benefits (shareholders benefits for shareholders as of the end of December 2021) at the Board of Directors Meeting held on November 5, 2021, and hereby notifies as follows.

1. Purpose of Shareholders Special Benefits Program

The purpose of the shareholders special benefits program is to respond to the daily support of our shareholders, enhance the attractiveness of investing in our shares, thus to increase the number of shareholders who hold our shares for the long term, and to help more people understand our business.

2. Contents of the 25th Term Shareholders Special Benefits Program

(1) Eligible shareholders

This applies to shareholders who hold one unit (100 shares) or more of the Company’s shares listed or recorded in the shareholder registry as of December 31, 2021.

(2) Details of shareholders special benefits

Holding period	Shareholders special benefits
Less than a year	“Cookpad” *1 Use of the Premium Service 6-month free-of-charge coupon: 1 “Introductory offer coupon for shareholders only” *2 Use of the Premium Service 6-month free-of-charge coupon: 3
1 year or longer *3	“Cookpad” *1 Use of the Premium Service 1-year free-of-charge coupon: 1 “Introductory offer coupon for shareholders only” *2 Use of the Premium Service 6-month free-of-charge coupon: 3

*1 We operate a service on the Internet that makes daily cooking fun, centered on a cooking recipe posting/searching service. The Premium Service provides functions that make cooking even more enjoyable with Cookpad, such as searching in order of popularity to find popular recipes, daily menu items, and suggesting recipes by themes carefully selected by professionals. <https://cookpad.com>

*2 A coupon that can be used by shareholders’ families and friends. Note that a user will need to register his/her credit card to use this coupon.

*3 Shareholders subject to the “holding period of one year or longer” means a shareholder who is listed in the shareholder’s registry as of the end of June and the end of December of the following year,

with the reference date as of the end of December each year, and who hold 100 or more shares of the Company three times in a row under the same number.

(3) Special benefits period by use of shareholders special benefits items

From the arrival date of the special benefits item in late March 2022 to March 31, 2023 (*4)

*4 Depending on the holding period, can be used for up to 6 months or 1 year within the above-stated special benefits period.

(4) Timing and method of grant of benefits

These will be sent together with the resolution notice after the Ordinary General Meeting of Shareholders (late March 2022).

(5) Information on Cookpad Mart discount coupons

Discount coupons for “Cookpad Mart” (*5), which is currently expanding its service area, mainly in the Tokyo metropolitan area, are planned to be offered.

*5 A fresh food online supermarket where you can purchase selected ingredients from local famous butcher shops, fresh fish dealers, farmers, etc. with the app. <https://cookpad-mart.com/>

To use it, you need to install the iOS or Android app.

The content of this release is not intended to place or solicit securities.