

(Billion Yen; Amounts Less Than 0.1Billion Omitted)

	Qtr end Mar 05	Qtr end Jun 05	Qtr end Sept 05	Qtr end Dec 05	Full yr FY05	Qtr end Mar 06	Qtr end Jun 06	Qtr end Sept 06	Qtr end Dec 06	Full yr FY06	Qtr end Mar 07	Qtr end Jun 07	Qtr end Sept 07	Qtr end Dec 07	Full yr FY07	Qtr end Mar 08	Qtr end Jun 08	Qtr end Sept 08	Qtr end Dec 08	Full yr FY08
E-Commerce Business Segment																				
Sales																				
Rakuten Ichiba	5,254	6,072	6,348	8,397	26,071	9,097	9,714	9,855	12,322	40,990	11,508	12,372	12,414	15,047	51,343	13,890	15,111	15,460	18,574	63,037
Package Media & Media Rental	-	-	-	-	-	1,504	1,982	2,176	3,413	9,076	3,476	3,196	3,509	4,939	15,121	4,819	4,251	4,057	4,766	17,895
Rakuten Auction	-	-	-	-	-	0,215	0,215	0,216	0,254	0,901	0,336	0,305	0,354	0,455	1,453	0,298	0,450	0,461	0,671	1,882
LinkShare	na	na	1,165	1,664	2,829	1,424	1,360	1,411	1,907	6,104	1,543	1,767	1,399	1,987	6,696	1,595	1,712	1,414	1,053	5,775
Other E-Commerce	1,646	1,735	0,670	2,108	6,160	0,481	0,500	0,538	0,558	2,078	0,451	0,682	0,522	0,608	2,264	0,509	0,913	0,999	1,370	3,792
Total E-Commerce Sales	6,900	7,807	8,183	12,169	35,060	12,722	13,774	14,198	18,455	59,150	17,316	18,325	18,199	23,038	76,879	21,113	22,439	22,393	26,436	92,383
Year on Year	-	-	-	-	-	84.4%	76.4%	73.5%	51.7%	68.7%	36.1%	33.0%	28.2%	24.8%	30.0%	21.9%	22.5%	23.0%	14.7%	20.2%
Quarter on Quarter	-	13.1%	4.8%	48.7%	-	4.5%	8.3%	3.1%	30.0%	-	-6.2%	5.8%	-0.7%	26.6%	-	-8.4%	6.3%	-0.2%	18.1%	-
Operating Income																				
Rakuten Ichiba	2,480	2,635	2,702	4,233	12,505	4,888	3,929	3,988	6,734	19,541	5,508	5,551	5,090	6,985	23,134	5,748	6,857	7,643	10,553	30,802
Package Media & Media Rental	-	-	-	-	-	0,001	0,040	0,026	-0,198	-0,130	-0,053	-0,078	-0,316	-0,343	-0,791	-0,381	0,000	-0,078	0,016	-0,444
Rakuten Auction	-	-	-	-	-	-0,022	-0,093	-0,092	-0,325	-0,532	-0,666	-0,471	-0,455	-0,255	-1,849	-0,296	-0,183	-0,165	0,043	-0,602
LinkShare	na	na	0,271	0,696	0,967	0,580	0,324	0,251	0,776	1,932	0,411	0,534	0,387	0,954	2,287	0,313	0,345	0,138	0,209	1,006
Other E-Commerce	-0,123	-0,141	-0,263	-0,813	-1,340	-1,177	-0,511	-0,717	-0,746	-3,153	-0,740	-0,228	-0,954	-1,306	-3,239	-1,346	-1,406	-1,092	-0,851	-4,695
Total E-Commerce Operating Income	2,356	2,493	2,709	4,115	11,673	4,270	3,690	3,455	6,241	17,657	4,459	5,306	3,951	6,025	19,541	4,038	5,611	6,445	9,971	26,066
Year on Year	-	-	-	-	-	81.2%	48.0%	27.6%	51.7%	51.3%	4.4%	43.8%	8.5%	-3.5%	10.7%	-9.4%	5.8%	71.8%	65.5%	33.4%
Quarter on Quarter	-	5.8%	8.7%	51.9%	-	3.8%	-13.6%	-6.3%	80.6%	-	-28.6%	19.0%	-29.3%	60.6%	-	-33.0%	39.0%	14.9%	54.7%	-
Operating Income Margin (%)	34.2%	31.9%	33.1%	33.8%	33.3%	33.6%	26.8%	24.3%	33.8%	29.9%	25.8%	29.0%	20.6%	26.2%	25.4%	19.1%	25.0%	28.8%	37.7%	28.2%
Credit and Payment Business Segment																				
Sales																				
Rakuten KC	na	na	22,100	20,300	42,400	21,035	19,093	16,444	15,658	72,231	14,707	15,216	15,478	15,040	60,443	14,098	13,944	14,147	14,627	56,819
Rakuten Credit	0,831	1,007	1,184	1,361	4,382	1,474	1,740	2,011	2,157	7,384	3,339	2,687	2,399	2,170	10,596	2,490	2,476	2,438	2,403	9,808
Banking (Alliance with TTB)	na	na	na	na	na	na	na	na	na	-	0,020	0,017	0,023	0,054	0,116	0,097	0,072	0,072	0,049	0,293
Other Credit & Payment	na	0,000	0,174	0,182	0,356	0,042	0,018	-0,042	-0,030	-0,012	-0,011	0,019	-0,010	-0,054	-0,057	-0,050	-0,039	-0,037	-0,037	-0,165
Total Credit & Payment Sales	0,831	1,006	23,458	21,843	47,139	22,552	20,852	18,412	17,785	79,602	18,055	17,941	17,890	17,210	71,098	16,636	16,454	16,621	17,043	66,755
Year on Year	-	-	-	-6.9%	-	261.8%	1971.8%	-21.5%	-18.6%	68.9%	-19.9%	-14.0%	-2.8%	-3.2%	-10.7%	-7.9%	-8.3%	-7.1%	-1.0%	-6.1%
Quarter on Quarter	-	21.1%	-	-	-	3.2%	-7.5%	-11.7%	-3.4%	-	1.5%	-0.6%	-0.3%	-3.8%	-	-3.3%	-1.1%	1.0%	2.5%	-
Operating Income																				
Rakuten KC	na	na	4,600	2,100	6,700	0,410	-0,474	-8,640	1,794	-6,910	-0,604	0,046	0,217	-24,022	-24,363	3,254	2,798	2,538	3,816	12,408
Rakuten Credit	-0,071	-0,219	0,063	0,074	-0,152	0,047	0,049	0,335	0,536	0,969	1,146	0,324	0,330	0,363	2,164	0,144	0,547	0,496	0,551	1,740
Banking (Alliance with TTB)	na	na	na	na	na	na	na	na	na	-	-0,153	-0,178	-0,543	-0,659	-1,535	-0,690	-0,648	-0,625	-0,567	-2,471
Other Credit & Payment	na	0,000	-0,087	-0,126	-0,213	-0,202	-0,133	-0,116	0,244	-0,208	-0,737	-0,173	0,219	-0,309	-1,440	-0,239	-0,230	-0,252	-0,251	-0,973
Total Credit & Payment Operating Income	-0,071	-0,219	4,575	2,047	6,332	0,256	-0,558	-8,421	2,574	-6,149	-0,349	0,018	-0,215	-24,628	-25,175	2,529	2,467	2,157	3,549	10,703
Year on Year	-	-	-	-	-	-	-	-	25.8%	-197.1%	-	-	-	-	-	-	-2.4%	-12.6%	64.5%	-
Quarter on Quarter	-	-	-	-55.3%	-	-87.5%	-	-	25.8%	-	-	-	-	-	-	-	-	-	-	-
Operating Income Margin (%)	-8.6%	-21.8%	19.5%	9.4%	13.4%	1.1%	-2.7%	-45.7%	14.5%	-7.7%	-1.9%	0.1%	-1.2%	-143.1%	-35.4%	15.2%	15.0%	13.0%	20.8%	16.0%
Portal and Media Business Segment																				
Sales																				
Advertising, Infoseek Businesses	0,992	1,196	1,330	1,447	4,966	1,559	1,498	1,626	1,634	6,319	1,625	1,631	1,468	1,276	6,002	1,481	1,305	1,324	1,365	5,477
Other portal & media	0,711	0,962	1,356	1,441	4,471	1,695	1,686	1,527	1,850	6,759	2,039	1,968	1,924	2,743	8,676	2,155	2,080	1,947	3,635	9,818
Total Portal and Media Sales	1,703	2,158	2,687	2,888	9,438	3,255	3,184	3,153	3,484	13,078	3,664	3,600	3,393	4,020	14,678	3,636	3,385	3,272	5,000	15,295
Year on Year	-	-	-	-	-	91.0%	47.5%	17.4%	20.6%	38.6%	12.6%	13.0%	7.6%	15.4%	12.2%	-0.8%	-5.9%	-3.6%	24.4%	4.2%
Quarter on Quarter	-	26.7%	24.5%	7.5%	-	12.7%	-2.2%	-1.0%	10.5%	-	5.2%	-1.8%	-5.7%	18.5%	-	-9.6%	-6.9%	-3.4%	52.8%	-
Operating Income																				
Advertising, Infoseek Businesses	0,194	0,354	0,262	0,220	1,032	0,187	-0,060	-0,013	0,090	0,205	0,170	0,006	-0,053	-0,118	0,005	0,000	-0,010	-0,009	0,079	0,060
Other portal & media	0,174	0,185	0,258	0,277	0,899	0,247	-0,092	-0,048	0,082	0,188	0,030	-0,046	-0,253	-0,098	-0,368	0,050	-0,142	-0,209	0,035	-0,265
Total Portal and Media Operating Income	0,369	0,540	0,520	0,498	1,929	0,435	-0,153	-0,061	0,173	0,393	0,201	-0,039	-0,307	-0,217	-0,362	0,051	-0,152	-0,219	0,114	-0,205
Year on Year	-	-	-	-	-	17.8%	-	-	-65.3%	-79.6%	-53.7%	-	-	-	-	-74.2%	-	-	-	-
Quarter on Quarter	-	46.3%	-3.7%	-4.4%	-	-12.6%	-	-	5.0%	-	16.3%	-	-	-	-	-	-	-	-	-
Operating Income Margin (%)	21.7%	25.0%	19.4%	17.2%	20.4%	13.4%	-4.8%	-1.9%	5.0%	3.0%	5.5%	-1.1%	-9.1%	-5.4%	-2.5%	1.4%	-4.5%	-6.7%	2.3%	-1.3%
Travel Business Segment																				
Sales																				
Total Travel Sales	1,478	1,609	2,015	2,262	7,367	2,325	2,468	3,027	2,905	10,726	2,885	3,116	3,786	3,573	13,361	3,705	3,733	4,723	4,387	16,549
Year on Year	-	-	-	-	-	57.3%	53.3%	50.2%	28.4%	45.6%	24.1%	26.2%	25.1%	23.0%	24.6%	28.4%	19.8%	24.8%	22.8%	23.9%
Quarter on Quarter	-	8.9%	25.2%	12.2%	-	2.8%	6.2%	22.6%	-4.0%	-	-0.7%	8.0%	21.5%	-5.6%	-	3.7%	0.7%	26.5%	-7.1%	-
Operating Income																				
Total Travel Operating Income	0,600	0,603	0,887	0,891	2,982	1,014	0,989	1,332	1,323	4,659	1,291	1,423	1,879	1,409	6,004	1,327	1,421	2,439	2,273	7,462
Year on Year	-	-	-	-	-	69.1%	63.9%	50.2%	48.4%	56.2%	27.3%	43.9%	41.1%	6.5%	28.9%	2.8%	-0.2%	29.8%	61.3%	24.3%
Quarter on Quarter	-	0.6%	47.0%	0.5%	-	13.8%	-2.5%	34.6%	-0.7%	-	-2.4%	10.2%	32.0%	-25.0%	-	-5.8%	7.1%	71.6%	-6.8%	-
Operating Income Margin (%)	40.6%	37.5%	44.0%	39.4%	40.5%	43.6%	40.1%	44.0%	45.5%	43.4%	44.8%	45.7%	49.6%	39.4%	44.9%	35.8%	38.1% </			