FY2023 Second Quarter Consolidated Financial Results Appendix

August 10, 2023

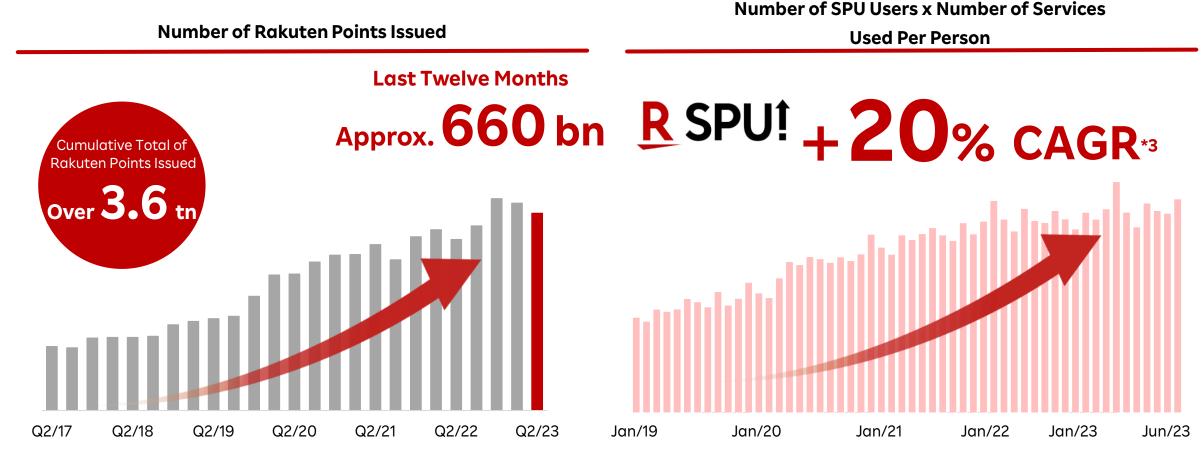
Rakuten Group, Inc.



1. Consolidated Results

Rakuten's Competitive Advantage: Rakuten Point and SPU*1

■ Rakuten Point ranks no. 1 in satisfaction*2 and SPU growth is robust



^{*1} Super Point Up. By achieving certain conditions related to cross-use, members are awarded extra Rakuten Points.

^{*3} Calculated using SPU usage between Jul 2019 – Jun 2020 and Jul 2022- Jun 2023



^{*2} My voice com, Survey on points, November 2022.

Consolidated Results Summary*

- While Mobile segment revenue decreased, both Internet Services and FinTech segments recorded strong double digits YoY revenue growth
- Consolidated EBITDA continued to improve

(JPY bn, rounded)	Q2/22	Q2/23	YoY
Revenue	453.2	497.2	+9.7%
Non-GAAP Operating Income (Losses)	-80.4	-39.4	+41.0
Amortization of Intangible Assets	-2.2	-2.2	+0.0
Stock Based Compensation	-2.9	-3.9	-0.9
One-Off Items	0.0	-3.4	-3.4
IFRS Operating Income (Losses)	-85.5	-48.9	+36.7
EBITDA	-16.7	33.6	+50.3

^{*} The Rakuten Group has adopted IFRS 17 from the beginning of the three months ended March 31, 2023, and reflected the cumulative effect of this accounting standard change on the date of initial transition of January 1, 2022. As a result, figures for the fiscal year ended December 31, 2022 reflect the retrospective application of IFRS 17



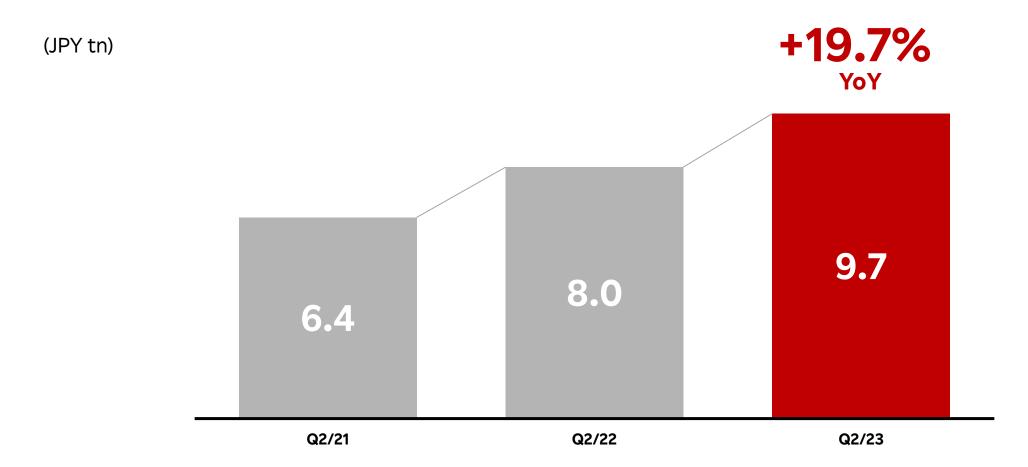
Revenue and Operating Income*

(JPY bn, rounded)	Q2/22	Q2/23	YoY
Domestic E-Commerce			
Revenue	190.9	216.7	+13.5%
Operating Income	20.2	20.6	+2.0%
Others _	70.0	70.0	7.004
Revenue	72.8	78.0	
Operating Income	-1.4	-6.1	-4.7
Internet Services Segment			
Revenue	263.8	294.7	+11.7%
Operating Income	18.8	14.5	-23.0%
FinTech Segment			
Revenue	159.8	181.0	+13.3%
Operating Income	25.2	33.0	+31.2%
Mobile Segment			
Revenue	80.8	80.1	-0.9%
Operating Income	-121.5	-82.4	+39.1
Adjustments			
Revenue	-51.1	-58.6	-7.5
Operating Income	-2.8	-4.5	-1.7
Consolidated			
Revenue	453.2	497.2	+9.7%
Non-GAAP Operating Income	-80.4	-39.4	+41.0
IFRS Operating Income	-85.5	-48.9	+36.7
Non-GAAP Operating Income	20.7	45.6	47.00/
(Excluding Mobile Segment & Investment Businesses)	38.7	45.6	17.8%

^{*}From Q1/23, Rakuten Tickets was transferred from Mobile segment to Internet Service segment (Growth Investment Business of Domestic EC category). Point Gallery was transferred from Other Internet Services to Domestic EC (Core Business of Domestic EC category). Past figures have been retroactively adjusted. In addition, Contents Media, Streaming JP, NBA Broadcast, Rakuten TV Europe, IP Content, and Pacific League, etc. were transferred from Mobile segment to Internet Services Others segment. Past figures have been retroactively adjusted.



Total Global GTV*1*2

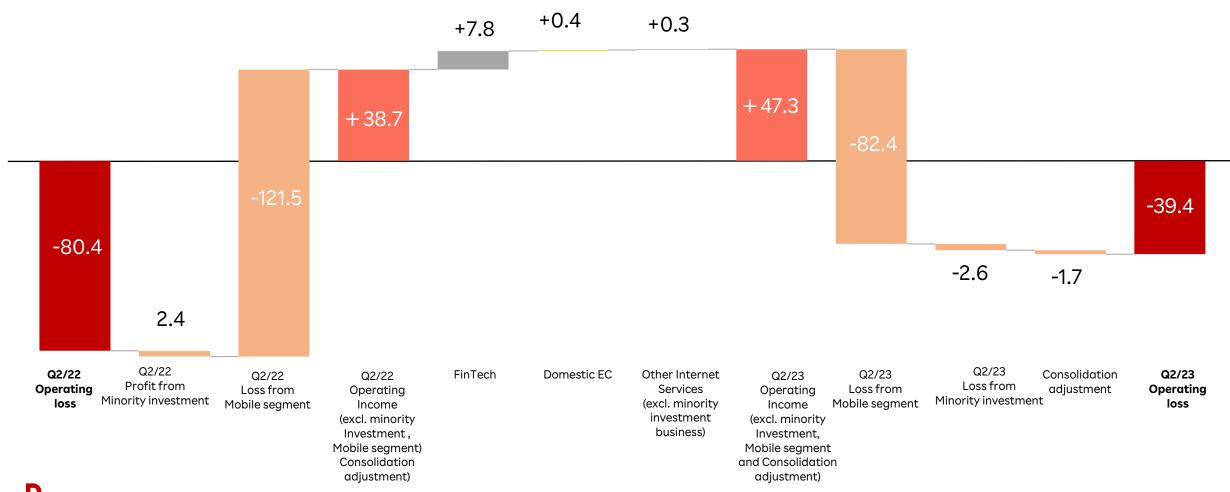


^{*1} Global Gross Transaction Value = Domestic E-Commerce GMS + Credit Card GTV + Rakuten Edy GTV + Rakuten Pay GTV+ Rakuten Point Card GTV + Overseas E-Commerce GTV + Rakuten Rewards (Ebates) GTV + Digital Contents GTV + Rakuten Advertising (Rakuten Marketing) GTV *2 Including intercompany transactions for settlement and affiliate services



Q2/23 Non-GAAP Operating Income or Loss Breakdown

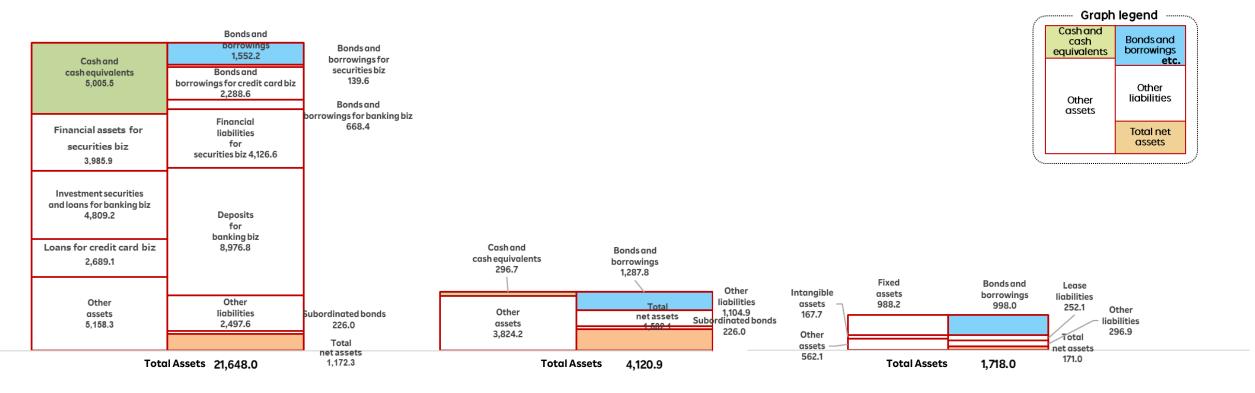
(JPY bn)



Consolidated and Major Subsidiaries' Balance Sheets (1) - As of June 30, 2023*1*2

(Non-consolidated Balance Sheets include internal transactions)

(JPY bn)



Consolidated Rakuten Group, Inc. Rakuten Mobile, Inc.

^{*3} Mainly lease financing and Loans from Rakuten Group, Inc.



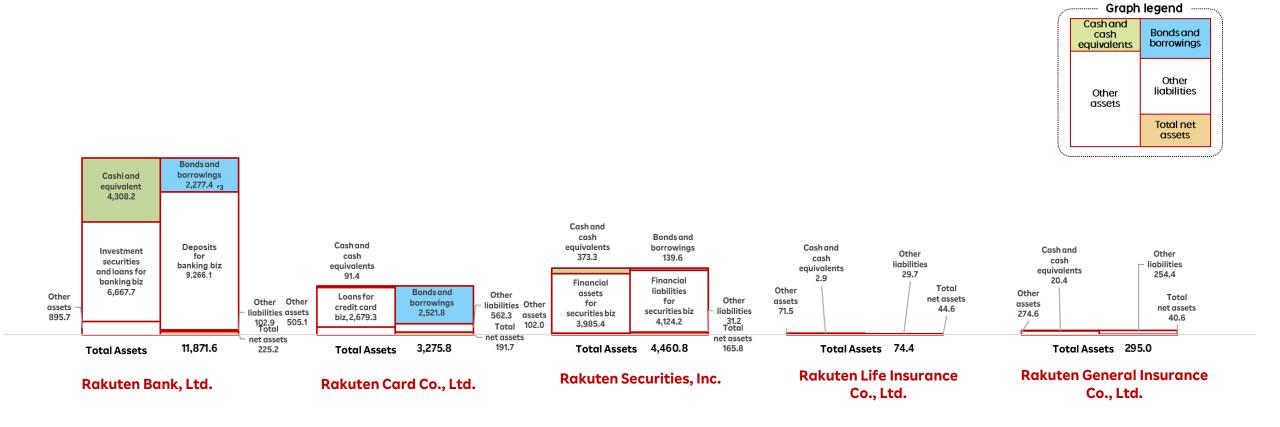
^{*1} Rakuten Group, Inc., Rakuten Bank, Ltd., Rakuten Card Co., Ltd., Rakuten Securities, Inc., Rakuten Life Insurance Co., Ltd., Rakuten General Insurance Co., Ltd. and Rakuten Mobile, Inc. are based on IFRS non-consolidated balance sheets.

^{*2} Bonds and borrowings include Straight corporate bonds, CP, Bank borrowings, etc.

Consolidated and Major Subsidiaries' Balance Sheets (2) - As of June 30, 2023*1*2

(Non-consolidated Balance Sheets include internal transactions)

(JPY bn)



^{*3} Borrowings for banking business are mainly debt from Bank of Japan under eligible collateral. Joint venture in Taiwan (Rakuten International Commercial Bank.) is not included in the figures above.

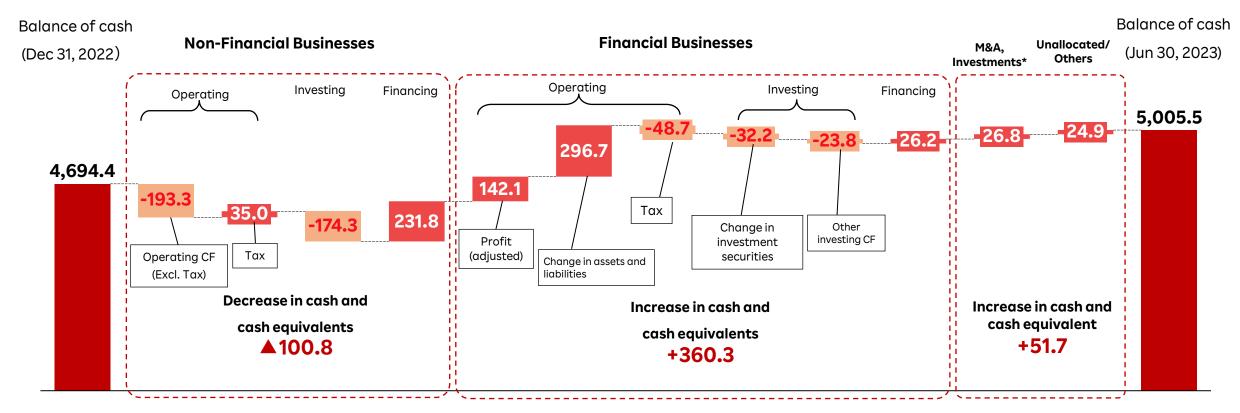


^{*1} Rakuten Group, Inc., Rakuten Bank, Ltd., Rakuten Card Co., Ltd., Rakuten Securities, Inc., Rakuten Life Insurance Co., Ltd., Rakuten General Insurance Co., Ltd. and Rakuten Mobile, Inc. are based on IFRS non-consolidated balance sheets.

^{*2} Bonds and borrowings include Straight corporate bonds, CP, Bank borrowings, etc.

Cash Flow Breakdown: January – June 2023

(JPY bn)

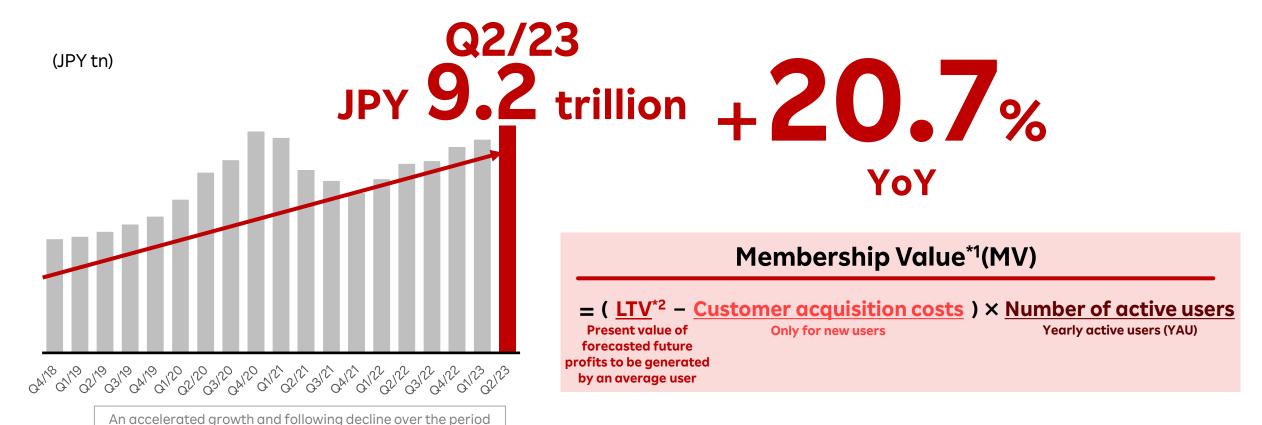


^{* &}quot;M&A and investments" includes "Purchase of investment securities" and "Proceeds from sales and redemption of investment securities" of Non-Financial activities in addition to "Acquisition of subsidiaries", "Acquisition of investments in associates and joint ventures" and "Proceeds from Sales of Investments in Associates and Joint Ventures".



Rakuten Ecosystem Membership Value

 Membership Value increased due to an increase in active users, an increase in ARPU, and an improvement in the retention rate in the main businesses (especially Rakuten Ichiba and Rakuten Travel)



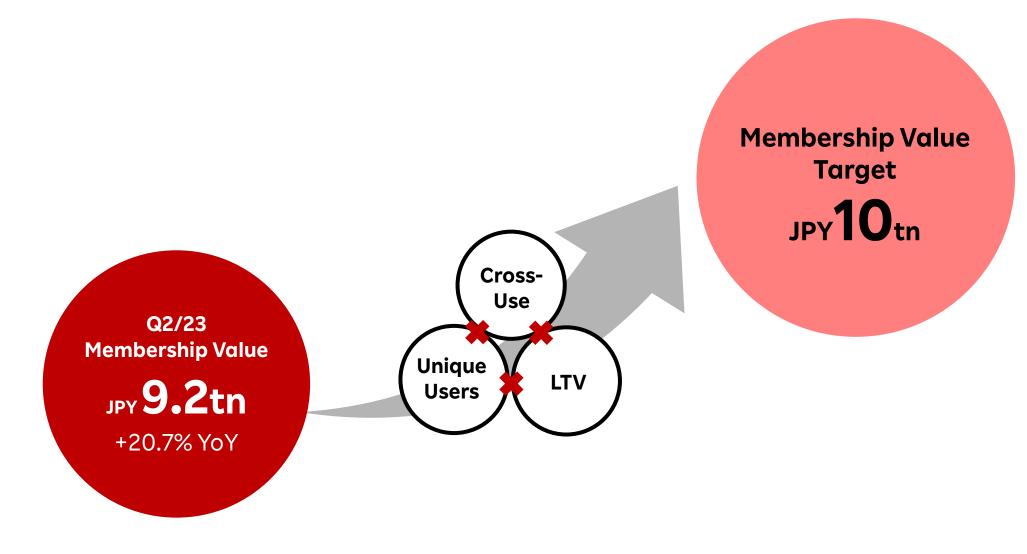
^{*1} Calculated by Rakuten Group

of Q1/20 to Q4/21 was a temporary effect of Pandemic.

R

^{*2} LTV=Abbreviation for Lifetime Value. LTV = Σ (ARPU x Profit Rate*3xRetention Rate) ÷ (1 + Discount)^{K-1} ①K is Projection Years ②ARPU=Revenue/YAU
Profit Rate = {(Revenue x Marginal profit ratio)-Retention cost*4} ÷ Revenue ①Marginal profit = Revenue – Variable Cost (cost of revenue, commissions, etc.)
Retention cost = Marketing costs- Customer acquisition cost ① Marketing cost = Advertising cost + Promotion cost + Point cost ②Customer acquisition cost = Marketing cost prorated to new users

Massive Expansion of Rakuten Ecosystem*

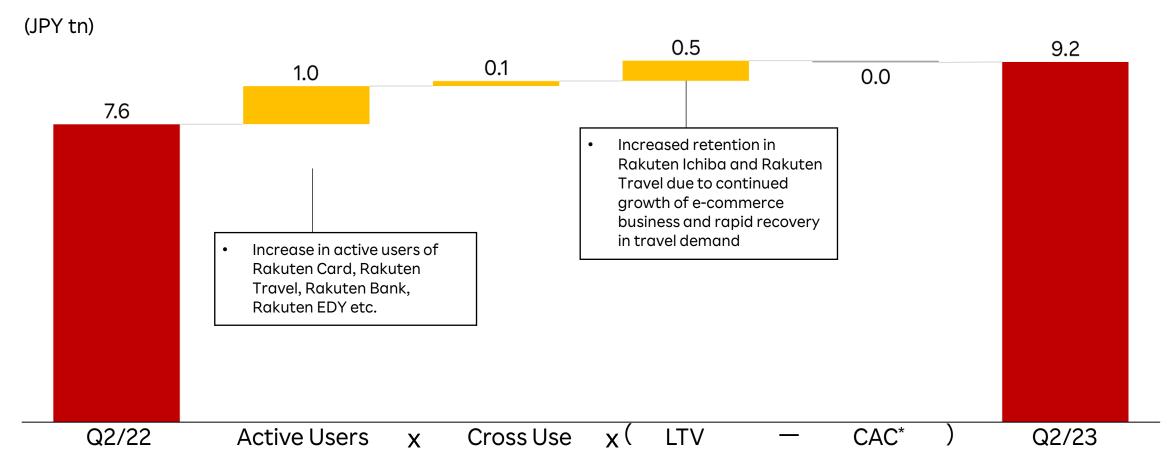


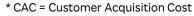
^{*} Mobile business is not included in the above calculation.



Rakuten Ecosystem Membership Value

■ Membership value increased due to improvements in key businesses, including an increase in the number of active users, ARPU, and retention rate at Rakuten Ichiba and Rakuten Travel, and an increase in retention rate at Rakuten Securities





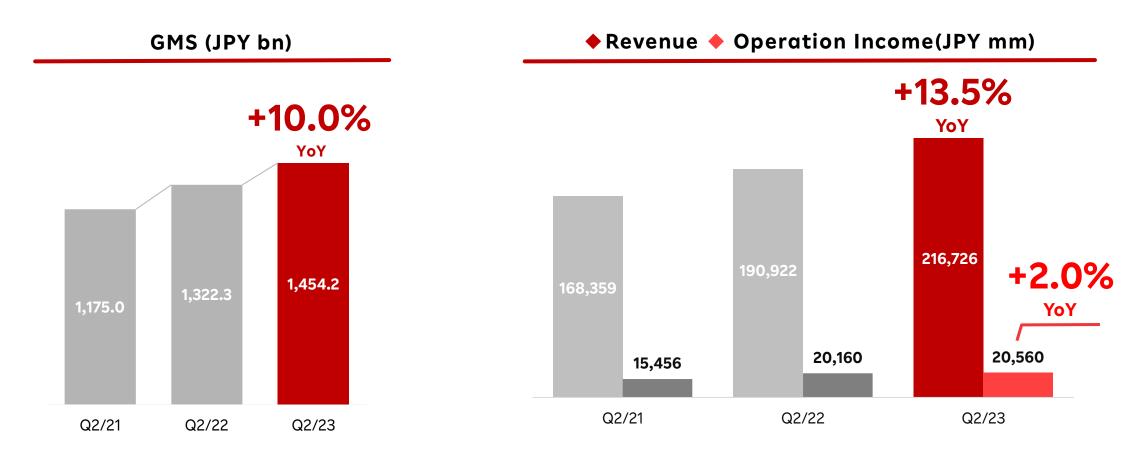
2. Internet Services

Internet Service Segment Structure

Services Category Internet Services Segment **Core Business** Rakuten Ichiba Rakuten Travel Rakuten Rebates Rakuten Bic Rakuten GORA etc. Domestic EC **Growth Investment Business** Rakuten Super Logistics From Q1/23, transferred from Mobile Rakuten Seiyu Netsuper Segment to Growth Investment Rakuten Rakuma **Business of Domestic EC** Rakuten Beauty etc. Rakuten Ticket Rakuten Fashion **Rakuten Rewards** Rakuten Viber From Q1/23, transferred from Rakuten TV Mobile Segment to Other Internet Other Internet Service Rakuten Kobo Services Rakuten Viki Rakuten TV Japan **Investment Business** etc. Rakuten NFT etc.

Domestic E-Commerce

- Domestic E-Commerce GMS *1*2*3 achieved consistent and robust growth in the post-pandemic period
- Operating income growth was 2.0% YoY, coming in lower than revenue growth of 13.5% YoY. This was mainly due to the new allocation of SPU costs. Without this, operating income growth would have been 12.0%

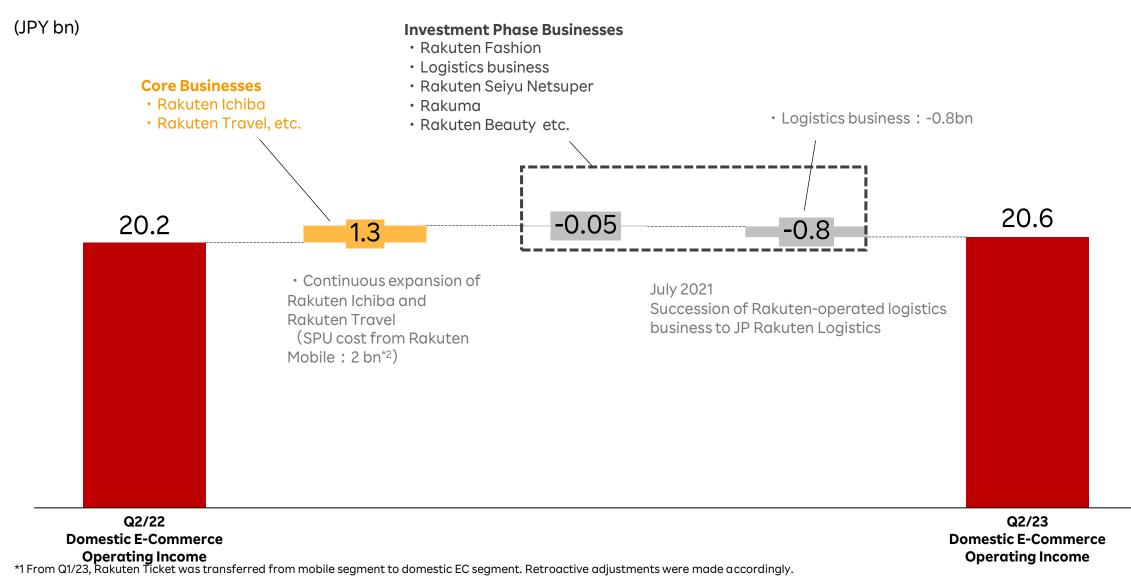


^{*1} Domestic e-commerce GMS (Excludes some tax-exempt businesses, includes consumption tax.) is the combined transaction amount for Rakuten Ichiba, Rakuten Travel (GTV on checkout basis), Rakuten Books, Books Network, Kobo (domestic), golf business, Rakuten Fashion, Rakuten Dream businesses, Rakuten Beauty, Rakuten 24, Car, Rakuma, Rakuten Rebates, Rakuten Seiyu Netsuper, and cross boarder trading, etc.

*2 From Q1/23, Rakuten Ticket was transferred from mobile segment to domestic EC segment. Retroactive adjustments were made accordingly.

^{*3} From Q2/23, the portion of Domestic EC GMS definitions, etc. have been revised. Past figures have been retroactively adjusted.

Domestic E-Commerce Operating Income Breakdown*1*2



^{*2} From Q1/23, a part of the SPU costs was transferred from Rakuten Mobile to Rakuten Ichiba. Past figures have not been retroactively adjusted.

Rakuten Domestic EC Business Portfolio Management

- Domestic EC is divided into core businesses and growth investment businesses from Q4/22
- Rakuten Group will continue to make investments for growth and to strengthen Ecosystem
- Each growth investment business will work with accountability to promote growth and profitability to yield positive value to Rakuten Group

Domestic EC



Essential to Domestic EC business portfolio despite low return

Achieved structural profitability

Yielding return above WACC

Growth Investment Businesses*2

Rakuten SEIYU Rakuten
SUPER LOGISTICS

Rakuten BEAUTY

Rakuten Rakuma

Rakuten Fashion

Rakuten

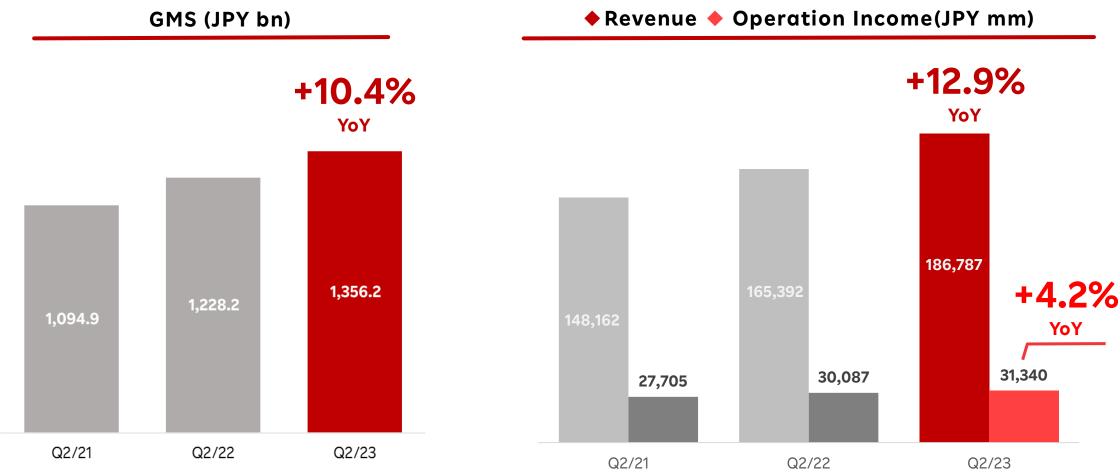
- ✓ Currently in the investment phase
- ✓ Accountability under business portfolio management
- ✓ Expected to yield positive value to Rakuten Group

^{*1} Rakuten Ichiba, Rakuten Travel, Books Network, golf business, Rakuten Dream businesses, Open Commerce, Hunglead, BIC, Home life Direct, and Car etc.
*2 Fashion 1st Party, C2C, Rakuten Seiyu Netsuper, Logistics business, Rakuten Beauty, Dining, and cross boarder trading etc.



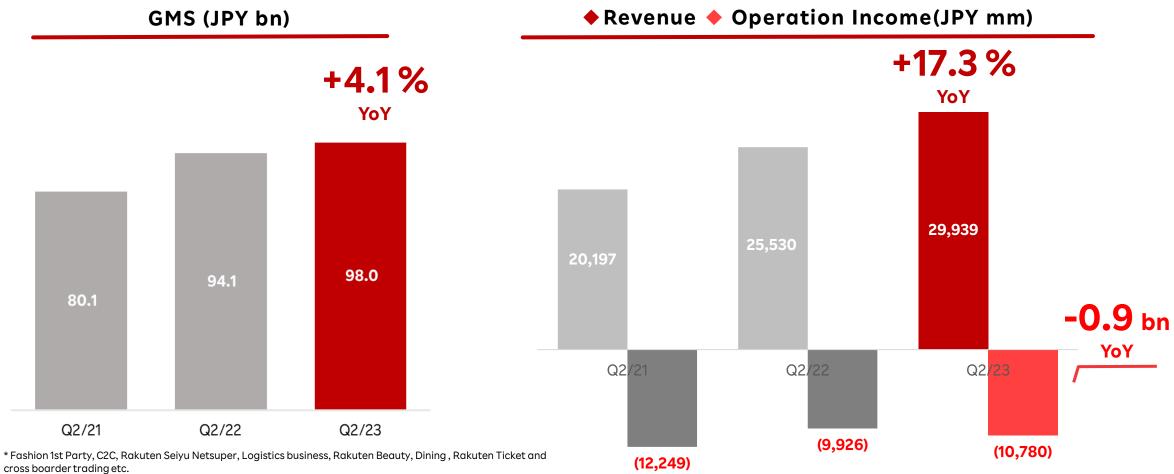
Domestic E-Commerce Core Businesses*

- Revenue and operating income of Domestic E-Commerce Core Businesses* achieved strong growth
- Although operating income has been affected by the transfer cost of personnel from Rakuten Mobile as well as from the re-allocation of SPU cost, personnel from Rakuten Mobile will contribute to further Domestic E-commerce revenue growth in the near future



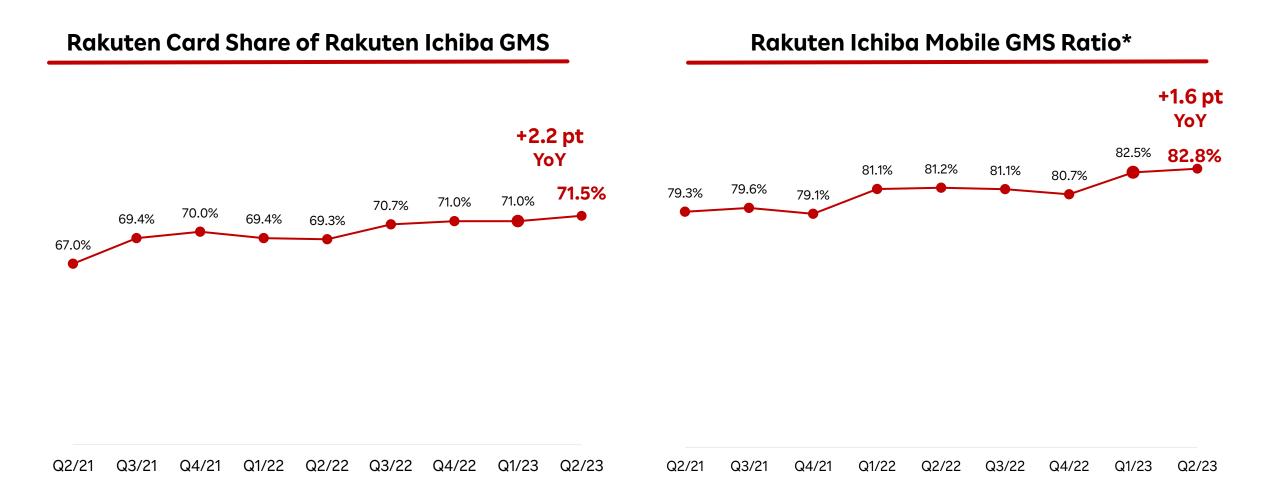
Domestic E-Commerce Growth Investment Businesses

- The revenue growth rate of the growth investment businesses* is outpacing that of the core businesses, and it is making a significant contribution to Rakuten's Domestic E-Commerce businesses by improving the total amount of distribution, etc. Further sales growth is expected in the future
- We will aim to return to profitability as soon as possible through thorough cost control and other measures





Rakuten Card Share of Rakuten Ichiba GMS and Rakuten Ichiba Mobile GMS Ratio*



^{*} Rakuten Ichiba Mobile GMS Ratio = Ichiba mobile GMS / Total Ichiba GMS (includes smartphones and tablets)



List of Logistics Centers

JP Rakuten Logistics

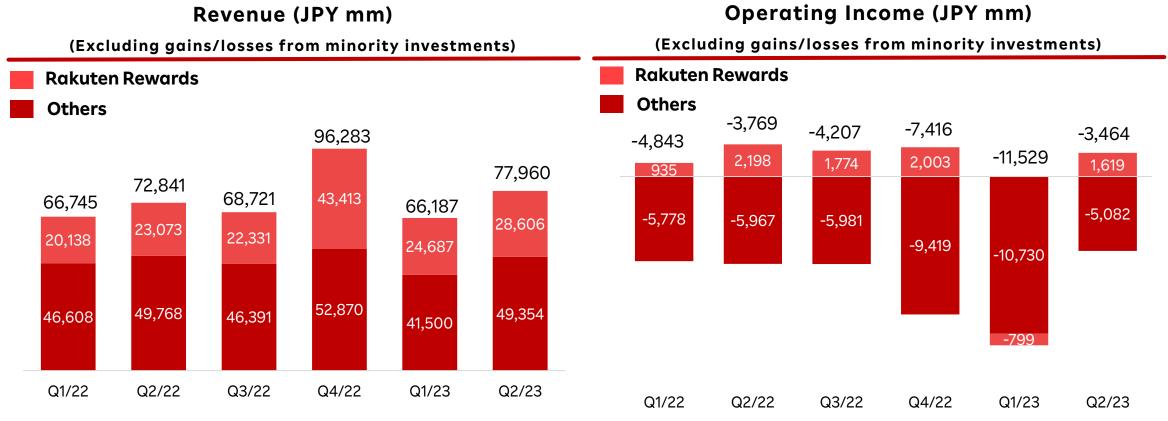
Yao Opened in 2023 RSL* Kawanishi Opened in 2012 Rakuten 24 Hirakata Opened in 2019 RSL* Narashino Nanko Opened in2020 Opened in 2016 RSL* Rakuten 24 Fukuoka Opened in 2022 Nagareyama Opened in Amagasaki RSL* 2019 Opened I 2019 RSL* Satellite R\$£ lizuka Ichikawa II Opened in 2004 Opened in 2019 Rakuten 24 Rakuten Fashion Tama Opened in 2023 Ichikawa**IV** Opened in Rakuten 24 2020 Chuuorinkan Rakuten Books Opened in 2021 RSL* Sagamihara Opened in 2014 Rakuten 24 *RSL=Rakuten Super Logistics Daikoku <u>R</u> Opened in 2013 Rakuten 24

Rakuten Seiyu Netsuper Logistics Centers



Other Internet Services*1 (Excluding minority investments*2 business)

- Both revenue and operating income grew and improved YoY, with revenue growth driven by pre-summer vacation demand at Rakuten Rewards, growth at Viber as a result of the resumption of service in Ukraine, growth in device sales at Kobo, and growth in the number of home games held by the baseball business
- Operating income is mainly driven by the same factors as above, however, in the case of Rakuten Rewards, operating income decreased YoY due to the transfer of Golden State Warriors sponsorship costs, etc. from consolidated adjustments to overseas operations (especially Rakuten Rewards) starting from Q3/22
- Although the other internet services may be affected by macroeconomic factors in overseas markets, such as declining consumption in the U.S., we will continue to work toward further cost reductions by promoting concentration and selection of businesses by the Business Portfolio Committee

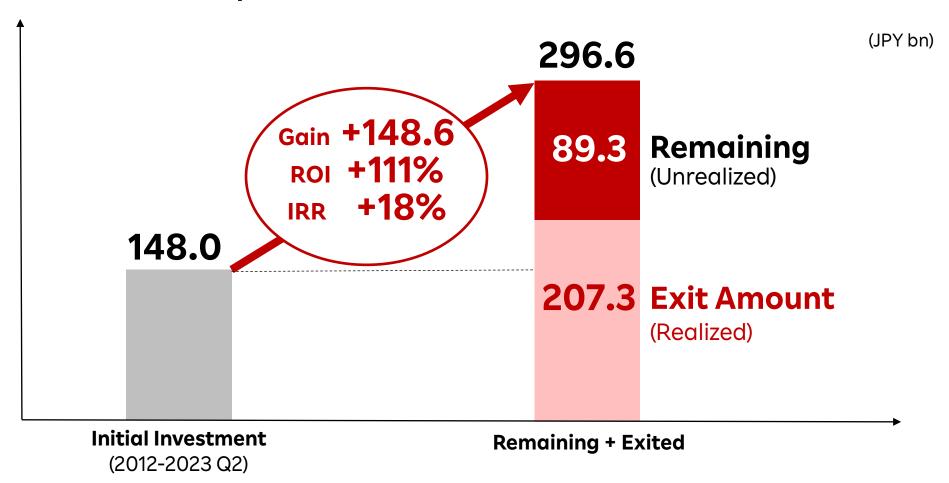


^{*1} From Q1/23, Contents Media, Streaming JP, NBA Broadcast, Rakuten TV Europe, IP Content, and Pacific League etc. were transferred from Mobile segment to Internet Services Others segment. Past figures have been retroactively adjusted.
*2 Rakuten Capital



Rakuten Capital*1 Investment Performance

Rakuten Capital Investment Performance (as of June 30, 2023)*2



^{*1} Investment Business of Rakuten Group (Rakuten Capital).

^{*2} Non Rakuten Capital investments, such as Lyft, Rakuten Medical, and Lifull are excluded.



Minority Investment Portfolio

	Remaining		Exited*1	Non R-Capital*2
Number of Investments*3:	45		41	2
Internet Carousell	Ride Sharing	Healthcare ○ アイメッド	Pinterest	ly∧
SHOPBACK	DI/DX	airweave	Careem (Partial)	Rakuten Medical
One Signal data X	hacomono Toon Cracker	W Ubie	≫ VISIONAL ◆ Upstart	(Affiliated Company)
Sustainability CARIUMA	Mobile / AI airalo	Other ÖKAN	BASE FOOD (Partial)	
₽ Proof		Digital Entertainment Asset Pte. Ltd.	9000	

DAITO

JEPLAN

METAPHYSIC

^{*1} Exit since 2015. Exit number does not include partial exit.

 $[\]hbox{*2 Lyft and Rakuten Medical have been transferred from Rakuten Capital to other businesses}$

^{*3} Numbers are related to R-Capital investment only as of Q2/23.

3. FinTech

FinTech Segment Structure

Business / Company Services FinTech Segment Rakuten Card Rakuten Bank Rakuten Securities Rakuten Life Insurance **Insurance Business** Rakuten General Insurance Rakuten Insurance Planning etc. Rakuten Pay Rakuten Edy Rakuten Payment Rakuten Cash Rakuten Point Card Rakuten Wallet Rakuten Investment Management Others etc.

FinTech Segment Results Summary *1*2*3*4*5

Q2/23 (JPY bn, rounded)	Revenue	YoY	Non-GAAP Operating Income	YoY
Rakuten Card	78.9	+8.9%	13.3	+5.7%
Rakuten Bank	31.4	+11.5%	12.0	+22.9%
Rakuten Securities	29.5	+25.6%	9.9	+138.9%
Insurance Business	21.1	-4.0%	2.0	+42.6%
Rakuten Payment	17.0	+47.1%	-2.8	-1.4
Others	3.0	+49.1%	-1.4	-0.0
FinTech Total	181.0	+13.3%	33.0	+31.2%

^{*5} Others include Rakuten Card's off-shore subsidiaries, Rakuten Bank's off-shore subsidiaries, Rakuten Securities HD Inc., Rakuten Wallet, Inc., and Rakuten Investment Management, Inc. etc.



^{*1} Rakuten Securities includes Rakuten Securities Inc. and its off-shore subsidiaries.

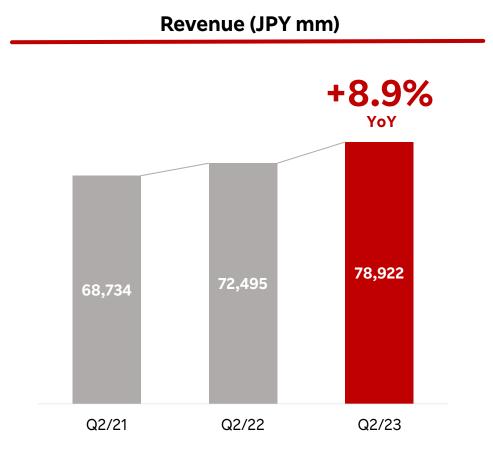
^{*2} Insurance Business includes Life Insurance, General Insurance, and Insurance Agency.

^{*3} Insurance Business introduced IFRS 17, new accounting rules (Effective from FY 2023). Revenue and Operating income of Q2/22 was retroactively adjusted.

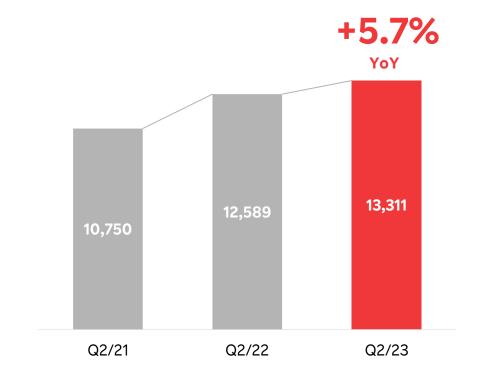
^{*4} Payment includes Rakuten Pay, Rakuten Edy, and Point Partner.

Rakuten Card Financial Results

- Rakuten Card continued to grow shopping GTV at a high rate of +16.3% YoY. Revenue from installment payment also achieved +28.1% YoY growth
- Expenses recorded a temporary increase due to enhanced customer acquisition, such as rewarding 10,000 points for a new card issuance, as well as increase in some expenses due to business expansion

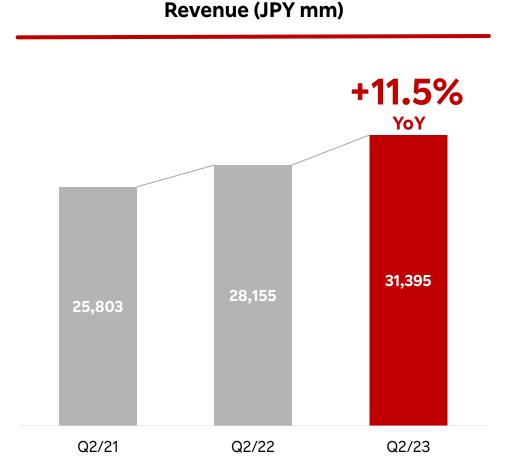




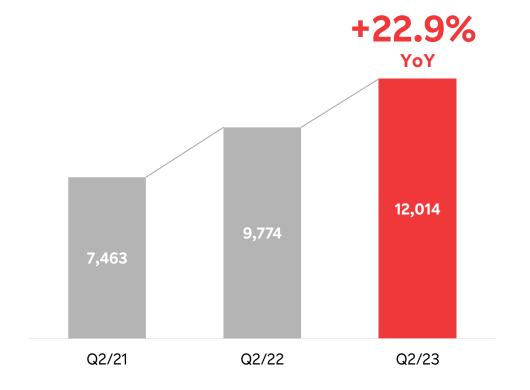


Rakuten Bank Financial Results

- Rakuten Bank achieved solid growth due to strong interest income backed by growth in the balance of trust beneficiary rights of Rakuten Card receivables, investment condominium loans, and loans through alliances, etc.
- Operating income achieved high profit growth owing to very positive revenue growth and continued cost control

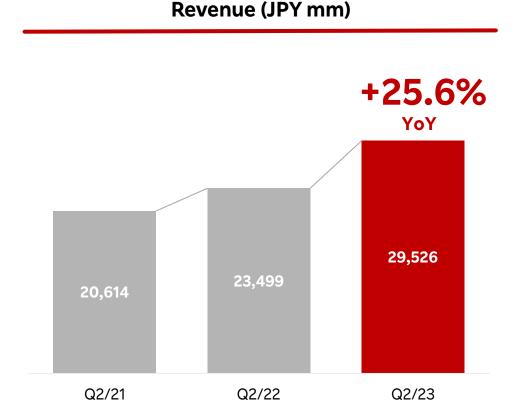


Non-GAAP Operating Income (JPY mm)

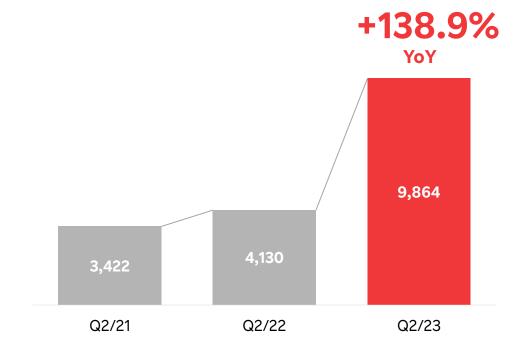


Rakuten Securities Financial Results

- Rakuten Securities started trading of domestic shares smaller than one trading unit. A high growth, with a tailwind of favorable market conditions
- Operating income achieved high profit growth owing to very positive revenue growth and continued cost control

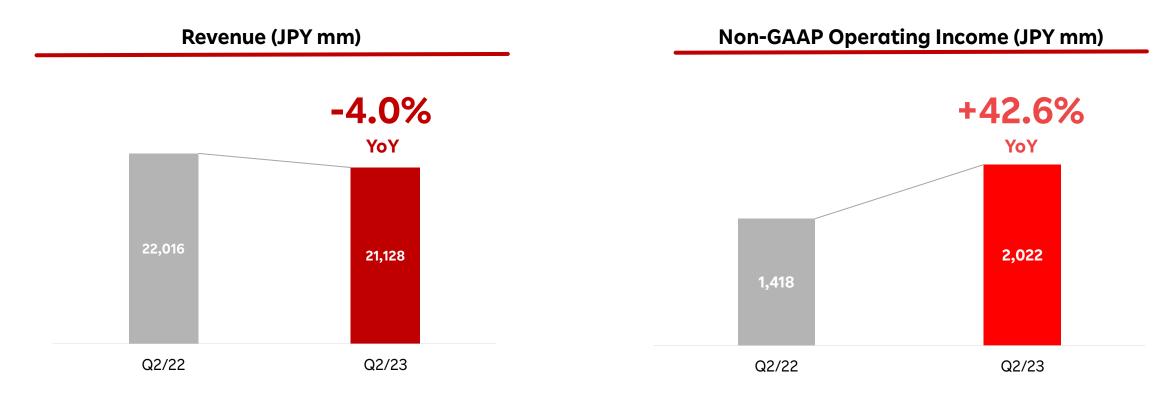


Non-GAAP Operating Income (JPY mm)



Insurance Business Financial Results*

- The number of banks using our group credit insurance increased, contributing to growth in life insurance. At General Insurance, reinsurance claims for the current fiscal year decreased due to the cancellation of a portion of reinsurance in the previous fiscal year.
- Operating income booked an increase due to a decrease in insurance claim payments resulting from stabilization of covid-19 and cost control by improving operational efficiency through usage of AI etc.



^{*} Insurance Business introduced IFRS 17, new accounting rules (Effective from FY 2023). Revenue and Operating income of Q2/22 was retroactively adjusted.



4. Mobile

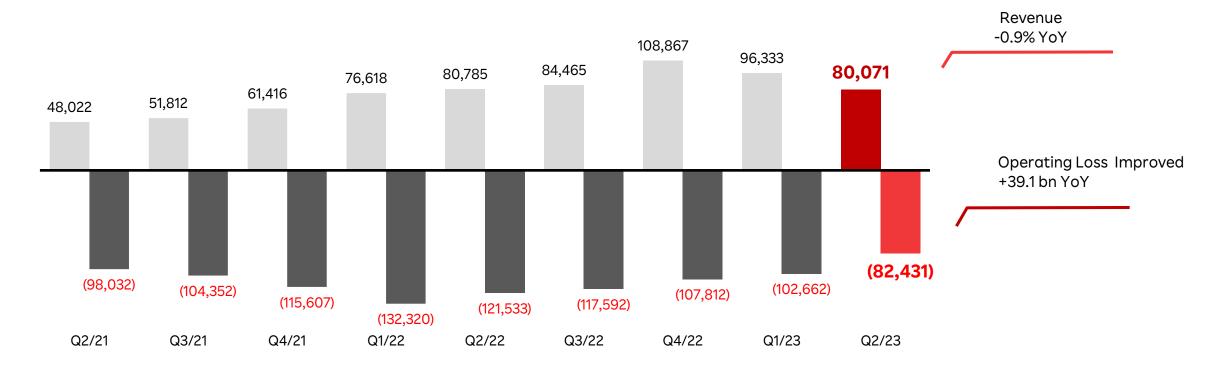
Mobile Segment Structure

Business · Company Mobile Segment Rakuten Mobile Rakuten Symphony Rakuten Energy **Rakuten Communications** From Q1/23, transferred to Internet Service Rakuten Ticket Segment Media & Content Business Rakuten TV Japan Rakuten NFT etc.

Mobile Segment Results*

- Sales decreased at Rakuten Energy due to price revisions of Rakuten Denki
- Profitability continued to improve partly due to Rakuten Mobile's ARPU increase and cost reduction

(JPY mm)



^{*} Rakuten Kobo, Rakuten Viki, Rakuten Viber, and others moved from mobile segment to internet service segment from Q1/23.



Summary of Policy for 700Mhz Spectrum (July 31)

[Mandatory requirements]

B0% or more of population coverage in each RBTs* within 10 years. *RBT: Regional Bureau of Telecommunications Plan for procurement and base station installation. 3					
Auction Fee Auction Fee More than "(281.3-0.0114 × α*)/10/200 million yen/year" (However, minimum amount is 100 million yen) *Number of base stations of our plan. Finance Finance Profitable for a single fiscal year by the certification validity period (10 years). Compliance Eagal compliance, protection of personal information and user interests. Promoting the use of base stations for MVNOs. Affordable, transparent, and satisfactory pricing. Measures to prevent interference. Measures against interference with reception of digital terrestrial broadcasting. Transmission power control of mobile phone terminals. Area design for establishing base stations densely. For land mobile relay stations, secure a distance from receiving equipment for terrestrial digital broadcasting and specific radio microphones, and insert a transmission filter. Efforts to avoid using low-power repeaters/land mobile relay stations in the same room as the location where the specified radio microphone is used. Plans to provide advance information on the deployment of base stations, set up a contact point for inquiries in the event of interference, etc., and a system to take necessary measures. Others	Area	1			
Auction Fee More than "(281.3-0.0114×α*)/10/200 million yen/year" (However, minimum amount is 100 million yen) *Number of base stations of our plan. Finance Services Profitable for a single fiscal year by the certification validity period (10 years). Legal compliance, protection of personal information and user interests. Promoting the use of base stations for MVNOs. Affordable, transparent, and satisfactory pricing. Measures to prevent interference. Measures against interference with reception of digital terrestrial broadcasting. Transmission power control of mobile phone terminals. Area design for establishing base stations densely. For land mobile relay stations, secure a distance from receiving equipment for terrestrial digital broadcasting and specific radio microphones, and insert a transmission filter. Efforts to avoid using low-power repeaters/land mobile relay stations in the same room as the location where the specified radio microphone is used. Plans to provide advance information on the deployment of base stations, set up a contact point for inquiries in the event of interference, etc., and a system to take necessary measures. Others	Eacility	2	Plan for procurement and base station installation.		
Here However, minimum amount is 100 million yen) *Number of base stations of our plan. Finance S Profitable for a single fiscal year by the certification validity period (10 years). Compliance Legal compliance, protection of personal information and user interests. Promoting the use of base stations for MVNOs. Affordable, transparent, and satisfactory pricing. Measures to prevent interference. Measures against interference with reception of digital terrestrial broadcasting. Transmission power control of mobile phone terminals. Area design for establishing base stations densely. For land mobile relay stations, secure a distance from receiving equipment for terrestrial digital broadcasting and specific radio microphones, and insert a transmission filter. Fforts to avoid using low-power repeaters/land mobile relay stations in the same room as the location where the specified radio microphone is used. Plans to provide advance information on the deployment of base stations, set up a contact point for inquiries in the event of interference, etc., and a system to take necessary measures. No multiple applications from companies in the same group.	rucinty	3	Measures to ensure the safety and reliability of telecommunications facilities.		
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Affordable, transparent, and satisfactory pricing. Measures to prevent interference. Measures against interference with reception of digital terrestrial broadcasting. Transmission power control of mobile phone terminals. Area design for establishing base stations densely. For land mobile relay stations, secure a distance from receiving equipment for terrestrial digital broadcasting and specific radio microphones, and insert a transmission filter. Efforts to avoid using low-power repeaters/land mobile relay stations in the same room as the location where the specified radio microphone is used. Plans to provide advance information on the deployment of base stations, set up a contact point for inquiries in the event of interference, etc., and a system to take necessary measures. Mo multiple applications from companies in the same group.	Compliance	6	Legal compliance, protection of personal information and user interests.		
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Measures against interference with reception of digital terrestrial broadcasting. Transmission power control of mobile phone terminals. Area design for establishing base stations densely. For land mobile relay stations, secure a distance from receiving equipment for terrestrial digital broadcasting and specific radio microphones, and insert a transmission filter. Efforts to avoid using low-power repeaters/land mobile relay stations in the same room as the location where the specified radio microphone is used. Plans to provide advance information on the deployment of base stations, set up a contact point for inquiries in the event of interference, etc., and a system to take necessary measures. No multiple applications from companies in the same group.	Sei vices	8	Affordable, transparent, and satisfactory pricing.		
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For land mobile relay stations, secure a distance from receiving equipment for terrestrial digital broadcasting and specific radio microphones, and insert a transmission filter. Efforts to avoid using low-power repeaters/land mobile relay stations in the same room as the location where the specified radio microphone is used. Plans to provide advance information on the deployment of base stations, set up a contact point for inquiries in the event of interference, etc., and a system to take necessary measures. No multiple applications from companies in the same group.		11)	Transmission power control of mobile phone terminals.		
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 (5) contact point for inquiries in the event of interference, etc., and a system to take necessary measures. (6) No multiple applications from companies in the same group. 		14)			
Others		15)	contact point for inquiries in the event of interference, etc., and a system to take		
Does not transfer the business to the existing mobile communication carrier.	Othors	16	No multiple applications from companies in the same group.		
<u> </u>	Otners	17)	Does not transfer the business to the existing mobile communication carrier.		

[Comparative Criteria]

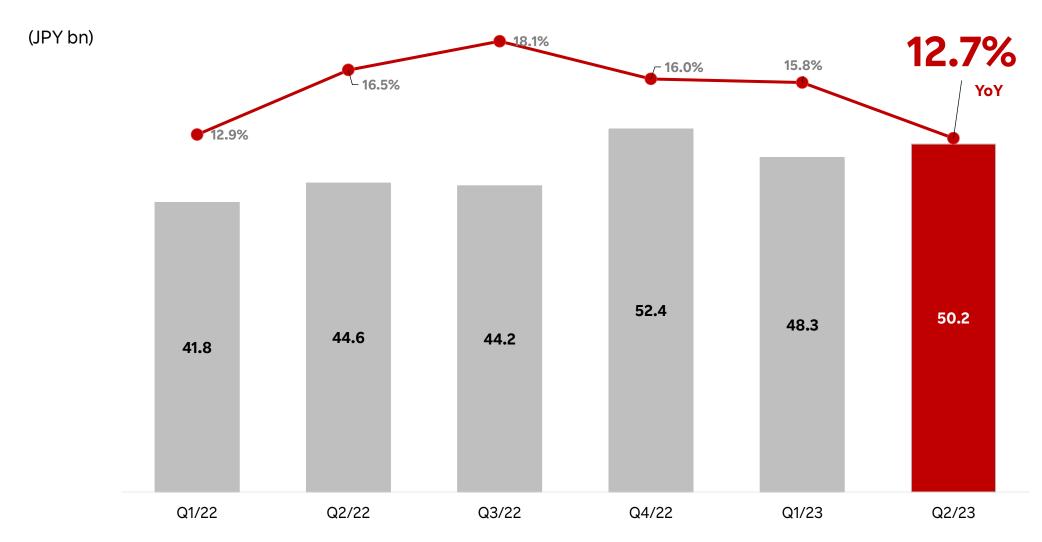
	А	10 years after certification, the nationwide number of base stations is greater.		1 2 points
Area	В	10 years after certification, the nationwide population coverage is greater.	2 8 points	1 2 points
	С	10 years after certification, the nationwide road coverage is greater.		4 points
Fairness	D	Not allocated a platinum band	2 4 points	2 4 points
Auction Fee	E	The amount of the specific base station establishment fee is larger.	2 4 points	2 4 points
	F	Make an international 5G/CA standardization proposal regarding the use of 3MHz.		1 2 points
Evolution	G	More deployment in combination with high frequency bands (sub6/mmW).	2 4 points	1 2 points

If there are applicants with the same overall score.



5. Ad business

Ad Business Revenue*

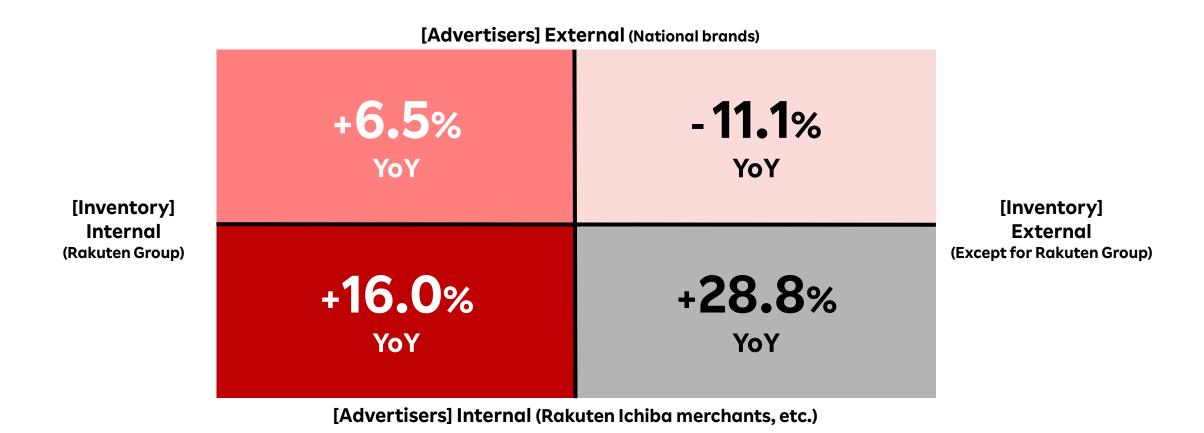


 $^{{\}tt *Total\ domestic\ advertising\ revenue\ recorded\ in\ each\ segment\ (Internet\ Services,\ Fin\ Tech,\ Mobile)\ (including\ internal\ transactions)}$



Ad Business Q2/23 Growth Analysis

■ Steady growth in advertising sales within the Rakuten Group due to the impact of Rakuten Ichiba and recovery of Rakuten Travel following fewer COVID-related restrictions

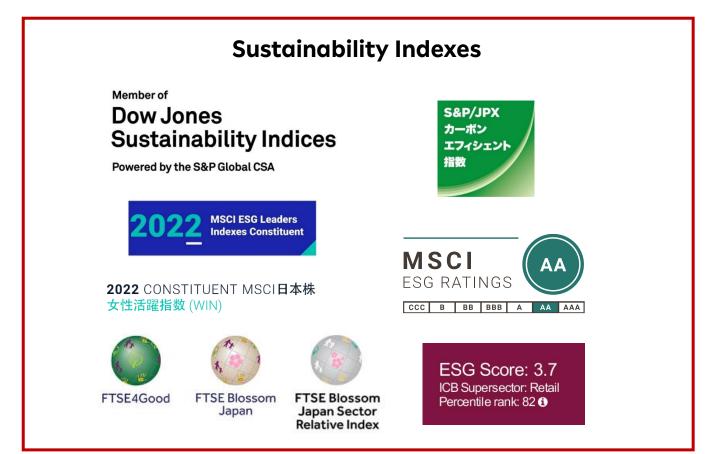


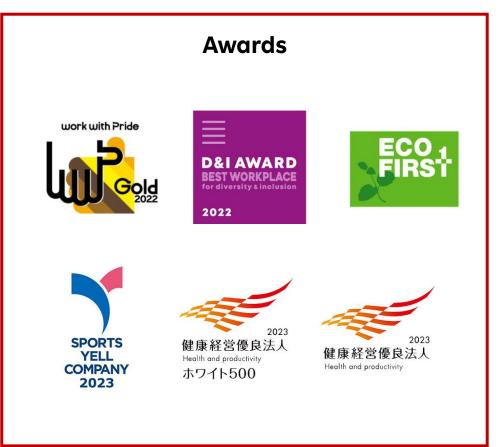
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6. ESG

[ESG] Awards and Recognition

Rakuten's ESG efforts and transparency, as well as our employees' work and dedication to making a difference across all regions and sectors, have been continually recognized globally.





Updated ESG Reporting



Corporate Report

- Business strategy and sustainability strategy
- Stakeholder empowerment with stories and numbers

ESG Data Book

- ESG performance in numbers
- Part of the data obtained assurance by the independent third party

New Corporate Sustainability Website

 Revamped the webpage for easier access to relevant ESG information



Rakuten Became a Signatory to Women's Empowerment Principles

In support of

WOMEN'S EMPOWERMENT PRINCIPLES

Established by UN Women and the UN Global Compact Office

- Rakuten became a signatory to the Women's Empowerment
 Principles (WEPs) and signed a statement to act in accordance with the principles.
- WEPs are a set of Principles offering guidance to business on how to advance gender equality and women's empowerment in the workplace, marketplace and community.
- By joining the WEPs community, Rakuten demonstrates its commitment to this agenda at the highest levels of the company and to work collaboratively in multistakeholder networks to foster business practices that empower women.



High-level corporate leadership 2 PRINCIPLE

Treat all women and men fairly at work without discrimination 3 O PRINCIPLE

Employee health, well-being and safety 4 PRINCIPLE

Education and training for career advancement

5 PRINCIPLE

Enterprise development, supply chain and marketing practices 6 FRINCIPLE

Community initiatives and advocacy

7 PRINCIPLE

Measurement and reporting



This presentation includes forward-looking statements that reflect management's current assumptions and expectations of future events, and accordingly, they are inherently susceptible to uncertainties and changes in circumstances and are not guarantees of future performance. Actual results may differ materially, for a wide range of possible reasons, including general industry and market conditions and general international economic conditions. In light of the many risks and uncertainties, you are advised not to put undue reliance on these statements. The management targets included in this presentation are not projections, and do not represent management's current estimates of future performance. Rather, they represent targets that management strives to achieve through the successful implementation of the Company's business strategies. The Company may be unsuccessful in implementing its business strategies, and management may fail to achieve its targets. The Company is under no obligation - and expressly disclaims any such obligation - to update or alter its forward-looking statements. Names and logos of companies, products, and services and such that appear in this material are trademarks or registered marks of their respective companies.