

March 1, 2017

Company name Rakuten, Inc.

Representative Hiroshi Mikitani

Chairman and CEO

(Stock Code: 4755

Tokyo Stock Exchange First Section)

Notice Regarding the Status of Share Buyback

(Acquisition of own shares pursuant to the Company's Articles of Incorporation based on the provisions of Article 459, Paragraph 1, Item 1 of the Company Law of Japan)

Rakuten, Inc. announces the status of the repurchase of its own shares as follows pursuant to Article 156 of the Companies Act of Japan as applied pursuant to Article 459, Item 1, Paragraph 1.

1. Class of shares repurchased : Common stock of the Company
2. Number of shares repurchased : 2,824,700 shares
3. Total purchase amount : JPY 3,197,819,300
4. Repurchase period : February 22, 2017 ~ February 28, 2017 (on a contract basis)
5. Method of repurchase : Shares were purchased on the Tokyo Stock Exchange

[Reference]

1) Details of the resolution made by the Board of Directors on February 20, 2017:

- Class of shares to be repurchased : Common stock of the Company
- Total number of repurchasable shares : 120,000,000 (maximum)
- Total repurchase amount : JPY 100,000,000,000 (maximum)
- Repurchase period : February 22, 2017~February 21, 2018

2) Cumulative number of shares repurchased based on the resolution made by the Board of Directors on February 20, 2017:

- Total number of shares repurchased : 2,824,700 shares
- Total repurchase amount : JPY 3,197,819,300