

April 1, 2019
Company name Rakuten, Inc.
Representative Hiroshi Mikitani
Chairman and CEO
(Stock Code: 4755
Tokyo Stock Exchange First Section)

Announcement of Completion of Group Reorganization

As announced on August 6, 2018 (“Announcement of Group Reorganization by a Corporate Split”), January 18, 2019 (“Announcement of Partial Revision of Group Reorganization”), and February 12, 2019 (“Announcement of Agreement Regarding Group Reorganization”), i) the reorganization related to the internet services business, ii) the reorganization related to the mobile business, and iii) the reorganization related to the FinTech business, were completed as scheduled today.

* “Rakuten Mobile Network, Inc.”, a consolidated subsidiary, changed its trade name to “Rakuten Mobile, Inc.” as of today.