



August 21, 2013

Company name

Rakuten, Inc.

Representative

Hiroshi Mikitani

Chairman and CEO

(JASDAQ Code: 4755)

Notice Regarding Media Articles

There are articles in the media that Rakuten, Inc. intends to acquire or invest in a certain company. The information was not announced by Rakuten, Inc., and there are no facts to be disclosed at the present time.