

December 3, 2013  
Company name Rakuten, Inc.  
Representative Hiroshi Mikitani  
Chairman and CEO  
(Stock Code: 4755  
Tokyo Stock Exchange First Section)

Announcement of Change of our Stock Market Listing to the First  
Section of the Tokyo Stock Exchange

Today we are pleased to announce that Rakuten, Inc. has changed the listing of our shares from the JASDAQ (Standard) market to the First Section of the Tokyo Stock Exchange.

On this occasion, we would like to express our sincere gratitude to our shareholders, customers, and stakeholders for their ongoing support. In order to continue to meet the expectations of our shareholders, the Rakuten Group will aim to further expand our business operations, and improve our corporate value. In return, we would be honored to have your continued support.