

February 20, 2014
 Company name Rakuten, Inc.
 Representative Hiroshi Mikitani
 Chairman and CEO
 (Stock Code: 4755
 Tokyo Stock Exchange First Section)

Transfer of Directors

At a meeting of the Board of Directors of Rakuten, Inc. (hereinafter the “Company”) held today, the following transfers of Directors were approved. In addition, this resolution is expected to be formally approved at the 17th Annual General Shareholders Meeting which is scheduled to be held on March 28, 2014.

Election of One Substitute Company Auditor (Effective March 28, 2014)

Company Auditor Tanekiyo Kunitake will resign at the conclusion of the 17th Annual General Shareholders Meeting scheduled to be held on March 28, 2014. Accordingly, election of one Substitute Company Auditor is proposed to prepare for when the number of Company Auditors fall below the number stipulated by laws and regulations. The Board of Company Auditors has previously given its approval to this proposal.

Name	Career summary
Hiroshi Takahashi	April 1982 Joined Wako Securities Co., Ltd. (currently Mizuho Securities Co., Ltd.)
	June 1999 Joined the Company
	November 2003 Auditor of DLJdirect SFG Securities, Inc. (currently Rakuten Securities, Inc.) (current position)
	March 2012 Company Auditor of bitWallet, Inc. (currently Rakuten Edy, Inc.) (current position)
	March 2013 Company Auditor of Rakuten Travel, Inc. (current position)
	June 2013 Company Auditor of Stylife Corporation (current position)

- (Notes) 1. No material interest exists between the Company and Candidate for Substitute Company Auditor.
 2. Candidate for Substitute Company Auditor Hiroshi Takahashi is the Company Auditor of Rakuten Travel, Inc., although, he will retire from the position of Company Auditor of the said company as of March 31, 2014 due to the absorption-type merger whose scheduled effective date is April 1, 2014 where the Company as the surviving company will succeed Rakuten Travel, Inc., the dissolved company.