

June 13, 2014

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

Announcement of Terms and Conditions for Unsecured Bond of Rakuten, Inc.

Rakuten, Inc (hereinafter “the Company”) today announces it has fixed the terms and conditions for the 1st Unsecured Bond of the Company (with inter-bond pari passu clause) targeted for sale to institutional investors, and the 2nd Unsecured Bond of the Company “Tohoku Rakuten Golden Eagles Bond” (with inter-bond pari passu clause) targeted for sale to individual investors.

Bond Name	1st Unsecured Bond (with inter-bond pari passu clause)	2nd Unsecured Bond (with inter-bond pari passu clause) “Tohoku Rakuten Golden Eagles Bond”
Total Issue Amount	JPY 10 billion	JPY 20 billion
Investment Unit	JPY 100 million	JPY 1 million
Term	3 Years	
Payment Amount	JPY 100 Per JPY 100 Bond	
Coupon Rate	Annual 0.377%	Annual 0.38%
Offering Period	June 13, 2014	June 16, 2014 to June 27, 2014
Payment Date	June 20, 2014	June 30, 2014
Maturity Date	June 20, 2017	June 30, 2017
Use of Proceeds	Commercial Paper repayment	
Underwriters	Daiwa Securities Co. Ltd. SMBC Nikko Securities Inc. Mizuho Securities Co., Ltd. Goldman Sachs Japan Co. Ltd. Mitsubishi UFJ Morgan Stanley Securities Co., Ltd. Merrill Lynch Japan Securities Co., Ltd.	Daiwa Securities Group Inc.
Trustee	—	Rakuten Securities, Inc.
Rating	A— (Japan Credit Rating Agency, Ltd.)	

This announcement is for the purpose of publicly disclosing the issue of unsecured bonds of the Company (with inter-bond pari passu clause) and does not constitute an offer or solicitation to invest in bonds of the Company.