

August 29, 2014
Company name Rakuten, Inc.
Representative Hiroshi Mikitani
Chairman and CEO
(Stock Code: 4755
Tokyo Stock Exchange First Section)

Announcement of Change of Corporate Name of a Subsidiary

At a meeting of the Board of Directors of Kobo Inc., a consolidated subsidiary of Rakuten, Inc., held on May 10, 2014, a resolution was passed to change the corporate name. Effective July 1, 2014, the corporate name was changed.

1. Details of Corporate Name Change

(1) Reasons for change

To strengthen synergies within the Rakuten Group

(2) New Corporate Name

Rakuten Kobo Inc.

(3) Effective Date

July 1, 2014

2. Summary of the Consolidated Subsidiary

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| (1) Company name | Rakuten Kobo Inc. |
| (2) Address | 135 Liberty Street, Suite 101, Toronto, Ontario,
Canada |
| (3) Representative | Takahito Aiki, Chief Executive Officer |
| (4) Outline of Business | eBook Services |
| (5) Share Capital | Can\$ 727 million (as of December 31, 2013) |