

September 6, 2014

Company name Rakuten, Inc.

Representative Hiroshi Mikitani

Chairman and CEO

(Stock Code: 4755

Tokyo Stock Exchange First Section)

### Notice Regarding Media Articles

There are articles in the Nikkei newspaper that Rakuten, Inc. intends to acquire Ebates. The information was not announced by Rakuten, Inc.. It is true that Rakuten, Inc. is negotiating the acquisition, but this has not been authorized. Once authorized, Rakuten, Inc. will disclose in a timely and appropriate manner.