

September 9, 2014

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

Notice of Bond Shelf Registration

Rakuten, Inc. (hereinafter the “Company”) submitted a withdrawal statement of shelf registration and a shelf registration statement of bonds to the Kanto Local Finance Bureau on September 9, 2014.

1. Withdrawal statement of shelf registration

(1) Issuable Amount

JPY 20,000 million

(2) Submission date of original shelf registration statement

July 12, 2013

(3) Reason for withdrawal

The shelf registration statement submitted on July 12, 2013 remains valid till July 20, 2015. The Company is withdrawing the statement, because there are no plans of issuance based on the statement.

2. Shelf registration statement

(1) Amount of Planned Issuance

JPY 100,000 million

(2) Period of Planned Issuance

Two years from the effective date of shelf registration

(From September 17, 2014 to September 16, 2016)

(3) Use of Proceeds

The Company plans to use proceeds for operating cash, capital expenditures, investments and / or loans, repayment of borrowings, redemption of commercial papers and bonds.