

October 21, 2014

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

Announcement Regarding Change of Representative Director

Rakuten, Inc. (hereinafter “the Company”) announces the following change of Representative Director, which was approved at a Board of Directors meeting held today.

1. Name and title of new Representative Director

Name	New Title	Current Title	Date of assumption of office
Toru Shimada	Executive Vice President and Representative Director. Executive Director of Digital Content and Communication Business Office	Executive Vice President and Director. Executive Director of Digital Content and Communication Business Office	November 1, 2014

Note 1: Only major titles related to Rakuten, Inc. are shown

2. Reasons for Personnel Changes

Along with business expansion, the Company aims to strengthen its corporate governance. In addition, there are no changes related to Hiroshi Mikitani, Chairman and CEO.

3. Career History of New Representative Director

Name	Toru Shimada	
Date of Birth	March 3, 1965	
Career History	April 1987 Joined RECRUIT CO., LTD. June 1989 Founded INTELLIGENCE, LTD September 1989 Director of INTELLIGENCE, LTD November 2004 Vice President and Director of Rakuten Baseball, Inc. December 2004 President and Representative Director of Rakuten Baseball, Inc. March 2005 Director of the Company (current position) March 2005 Executive Officer of the Company March 2006 Managing Executive Officer of the Company January 2008 President and Representative Director and team owner of Rakuten Baseball, Inc. April 2012 Head of Asia Regional Headquarters Preparation Office (currently Asia Regional Headquarters) of the Company August 2012 Director of Rakuten Baseball, Inc. (current position) August 2014 Executive Vice President and Director of the Company (current position) October 2014 Executive Director of Digital Content and Communication Business Office of the Company (current position)	
Number of shares of the company held	375,800 shares	