

February 12, 2015
Company name Rakuten, Inc.
Representative Hiroshi Mikitani
Chairman and CEO
(Stock Code: 4755
Tokyo Stock Exchange First Section)

Notice of Dividends of Surplus

At the Board of Directors meeting today, Rakuten, Inc., (hereinafter “the Company”), resolved to distribute dividends of surplus with record date of December 31, 2014.

1. Description of dividends

	Resolution	Current Dividend Forecast	Fiscal 2013
Record date	December 31, 2014	—	December 31, 2013
Dividend per share	4.50 yen (Ordinary) 4.50 yen	—	4.00 yen (Ordinary) 3.00 yen (Commemorative) 1.00 yen
Total Dividend Amount	5,952 million yen	—	5,271 million yen
Effective date	March 30, 2015	—	March 31, 2014
Dividend source	Retained earnings	—	Retained earnings

2. Reason

Under its basic policy for return of profit, the Company has constantly been paying stable and continuous dividends, while fully aware of the necessity to maintain a sound financial position, and to provide sufficient retained earnings for active business development in the future, with the ultimate aim to maximize its corporate value.

For the current fiscal year, the Company decided to pay dividend of ¥4.5 per share (versus ¥4 per share for the previous fiscal year including a ¥1 per share commemorative dividend), with the resolution of the Meeting of the Board of Directors held today, in accordance with the aforementioned basic policy.