

February 20, 2015

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

Notice on Partial Amendments to the Articles of Incorporation

Rakuten, Inc. announces that at the meeting of the Board of Directors held today, it resolved to propose the following amendments to the Articles of Incorporation at the 18th Annual General Shareholders' Meeting to be held on March 27, 2015.

1. Reasons for the amendment

- (1) In light of its future business developments, the Company proposes an amendment to the current Article 2 (Purpose) of the Company's Articles of Incorporation to include new business purposes.
- (2) Bearing in mind the necessity of larger workforces to cope with future business expansion, together with the consolidation of group companies in pursuit of higher operational efficiency, the Company is planning to relocate its head office. Accordingly, it proposes to amend the location of the head office of Shinagawa-ku, Tokyo as described in the current Article 3 of the Company's Articles of Incorporation to Setagaya-ku, Tokyo. The amendment to Article 3 will become effective from the head office relocation date to be determined at the meeting of the Board of Directors to be held by the end of 2015; thereby a supplementary provision that clearly defines this matter is to be established in the Articles of Incorporation. The supplementary provision is to be removed following the effective date of the head office relocation.

2. Particulars of the proposed amendments

The particulars of the proposed amendments are as follows:

(Amendments are underlined)

Existing Articles of Incorporation	Proposed amendments
(Purpose) Article 2 The purposes of the Company shall be to engage in the following business activities: 1.-27. (Omission of the provisions) 28. Performance and sales of tickets relating to baseball, other sports, dramatic entertainment, theatrical entertainment, movies and other entertainment business, and sales and refund of betting tickets for public games and sports promotion.	(Purpose) Article 2 The purposes of the Company shall be to engage in the following business activities: 1.-27. (Unchanged) 28. Performance and sales of tickets relating to baseball, <u>soccer</u> , other sports, dramatic entertainment, theatrical entertainment, movies and other entertainment business, and sales and refund of betting tickets for public games and sports promotion <u>and other public lottery tickets</u> .

<p>29.-32. (Omission of the provisions)</p> <p>(Location of the Head Office)</p> <p>Article 3 The head office of the Company shall be located in Shinagawa-ku, Tokyo. (Newly established)</p>	<p>29.-32. (Unchanged)</p> <p>(Location of the Head Office)</p> <p>Article 3 The head office of the Company shall be located in Setagaya-ku, Tokyo.</p> <p><u>Supplementary Provision</u></p> <p>Article 1 <u>The amendment to Article 3 shall become effective from the head office relocation date to be determined at the meeting of the Board of Directors to be held before the end of 2015. This supplementary provision Article1 shall be removed following the effective date of head office relocation.</u></p>
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3. Schedule of amendments

Annual General Shareholders' Meeting held to approve the amendments to the Articles of Incorporation: March 27, 2015