March 2, 2015 Company name Rakuten, Inc. Representative Hiroshi Mikitani Chairman and CEO (Stock Code: 4755 Tokyo Stock Exchange First Section)

Announcement of Completion of Merger of a Subsidiary

As announced on December 22, 2014 ("Announcement of Merger (Simplified Merger and Short Form Merger) of Wholly-Owned Subsidiary Lubic Co., Ltd."), Rakuten, Inc., the surviving company completed the merger of its wholly-owned consolidated subsidiary Lubic Co., Ltd. (dissolved company) on March 1, 2015.