

June 4, 2015

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

Announcement Regarding a Change in the Status of a Major Shareholder

Rakuten, Inc. (the “Company”) hereby announces that, as a result of the issuance of new shares announced today in the “Announcement Regarding Issuance of New Shares” (the “Press Release”), the status of a major shareholder of the Company is expected to change as set forth below.

1. Details of the change

As a result of the issuance of new shares that was resolved at the meeting of board of directors held on June 4, 2015, and as described in the Press Release, due to an increase in the total number of voting rights of the Company and a reduction in the ownership percentage of a major shareholder’s voting rights, the status of that major shareholder is expected to change as set forth below.

2. Overview of the shareholder

(1)	Name	Haruko Mikitani
(2)	Address	Shibuya-ku, Tokyo

Note: This press release does not constitute an offer of any securities for sale. This press release has been prepared for the sole purpose of publicly announcing the change in the status of a major shareholder, and not for the purpose of soliciting investment or engaging in any other similar activities within or outside Japan. In addition, this press release does not constitute an offer of securities in the United States. The Company’s securities referred to above have not been, and will not be, registered under the United States Securities Act of 1933, as amended, and may not be offered or sold in the United States absent registration thereunder or an applicable exemption from registration requirements. Any public offering of securities to be made in the United States will be made by means of a prospectus that may be obtained from the issuer or the selling security holder and that will contain detailed information about the issuer and management, as well as financial statements.

3. The number of voting rights (number of shares owned) and the percentage of the total number of voting rights held by the shareholder before and after the change

	Number of voting rights (number of shares owned)	Percentage of the total number of voting rights	Order of large shareholders
Before the change (as of December 31, 2014)	1,326,250 units (132,625,000 shares)	10.03 %	3rd
After the change	1,326,250 units (132,625,000 shares)	9.33 %	3rd

(Note 1) The percentage of the total number of voting rights before the change is calculated based on the total number of voting rights of 13,224,957 units as of December 31, 2014.

The number of shares excluded from the number of the Company's outstanding shares due to no voting rights: 6,107,700 shares

The total number of shares issued as of December 31, 2014: 1,328,603,400 shares

(Note 2) The percentage of the total number of voting rights after the change is calculated based on the total number of voting rights of 14,221,022 units, which is obtained by adding up to 996,065 units of the increased voting rights by the issuance of the new shares.

(Note 3) "Percentage of the total number of voting rights" is rounded off to the second decimal place.

(Note 4) The order of large shareholders is based on the shareholder register as of December 31, 2014.

4. Date of change

The payment date of the issuance of new shares as described in the Press Release

5. Future outlook

This change in the status of a major shareholder will have no impact on the Company's performance.

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