

February 26, 2016

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. (hereinafter the “Company”) announces that the Board of Directors today resolved to propose the following amendments to the Articles of Incorporation at the 19th Annual General Shareholders’ Meeting to be held on March 30, 2016.

1. Reasons for the amendment

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. 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.-31. (Omission of the provisions) (Newly established) <u>32.</u> Any and all businesses relative to each of the foregoing items.	(Purpose) Article 2 The purposes of the Company shall be to engage in the following business activities: 1.-31. (Unchanged) <u>32. Supply/retail business of energy including electricity and gas</u> <u>33.</u> (Unchanged)

3. Schedule of amendments

Annual General Shareholders’ Meeting held to approve the amendments to the Articles of Incorporation: March 30, 2016