



January 24, 2012

Company name Rakuten, Inc.  
Representative Hiroshi Mikitani  
Chairman and CEO  
(JASDAQ Code: 4755)

### Notice Regarding Media Articles

There are articles in the media regarding business results for the Rakuten Group for the fiscal year ending December 31, 2011. However, at the present time our financial statements are being prepared, and this information was not announced by Rakuten, Inc. Consolidated results for fiscal 2011 are expected to be announced on February 13 (Monday).

Rakuten, Inc. and its subsidiaries do not disclose earnings forecasts as these business operations include an Internet service business characterized by high uncertainty and financial related businesses such as securities business whose results heavily depend on highly volatile markets. This precludes us from making earnings forecasts.