



September 6, 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 in the fiscal year 2012. The information was not announced by Rakuten, Inc., and there are no facts to be disclosed at the present time.

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.