

Overview of 2007/Q3

November 15, 2007
Rakuten, Inc

This presentation includes forward-looking statements relating to our future plans, targets, objectives, expectations and intentions. The forward-looking statements reflect management's current assumptions and expectations of future events, and accordingly, they are inherently susceptible to uncertainties and changes in circumstances and are not guarantees of future performance. Actual results may differ materially, for a wide range of possible reasons, including general industry and market conditions and general international economic conditions. In light of the many risks and uncertainties, you are advised not to put undue reliance on these statements. The management targets included in this presentation are not projections, and do not represent management's current estimates of future performance. Rather, they represent targets that management strive to achieve through the successful implementation of the Company's business strategies. The Company may be unsuccessful in implementing its business strategies, and management may fail to achieve its targets. The Company is under no obligation – and expressly disclaims any such obligation – to update or alter its forward-looking statements.

1 2007 Third Quarter: Consolidated Operating Results , Key Business Units (YoY)

2 Operating Results by Key Business Units

1. Rakuten Ichiba Business Unit
2. Travel Business Unit
3. Infoseek and Advertising Business Unit
4. Performance Marketing Business Unit
5. KC Business Unit
6. Personal Finance Business Unit
7. Securities Business Unit
8. Professional Sports Business Unit
9. Telephone Business Unit

3 Segment Information (YoY, QoQ) , Key Business Units (QoQ)

4 Balance Sheets

Appendix

1

2007 Third Quarter: Consolidated Operating Results, Key Business Units (YoY)

■ **Healthy growth both in Consolidated EBITDA**
+30.1%(9months total, YoY)



■ Especially in Jul- Sep, great improvement of financial-related businesses since last year

■ **High-performing Rakuten Ichiba business**



■ Strengthened marketing strategies for realizing “Everything Rakuten”

■ **Continuing high growth in Rakuten Travel**



■ Dominant position in domestic online accommodation site
■ Breakthrough of DP and oversea sales
■ Collectively reservation for car rental

■ **Maintaining profitability for Rakuten KC**



■ Dramatic decline in expenses associated with doubtful accounts and general expenses
■ Steady card-shopping transaction growth

■ Diversify revenue sources at Securities Business



- Healthy sales of foreign stocks and Nikkei mini 225 offset weakness in Japanese stock
- Continually substantial recovery in spite of exclusion of one-time provision to allowance for doubtful accounts

■ Started new services



- “Rakuten Bank@TTB” in Jul
- “Rakuten Rental” (Online DVD Rental) in Oct
- “Rakuten Secured Shopping Service” at Ichiba in Oct

■ Strengthen mobile search



- Established JV with FAST for mobile search development
- Renewed Infoseek mobile search in Nov

■ Newly established telecommunication segment



- Consolidated Fusion Communications B/S

2007/Q3 Consolidated Financial Overview

[After adjustment of tax and dues]

(Unit: Billion)

Nine months

	06/Q1-Q3 (accumulative) (06/Jan-Sep)	07/Q1-Q3 (accumulative) (07/Jan-Sep)	YoY
Net Sales	153.11	151.01	- 1.4%
Operating Profit	17.65	19.96	+13.1%
Ordinary Profit	18.67	21.36	+14.4%
EBITDA	25.79	33.79	+31.0%
Net income (loss)	- 8.72	43.57	-
Total Assets	1,489.75	1,193.11	-19.9%
Interest-bearing debt	639.34	441.43	-31.0%
Net Assets	162.44	226.97	+39.7%

(Unit: Billion)

Three months

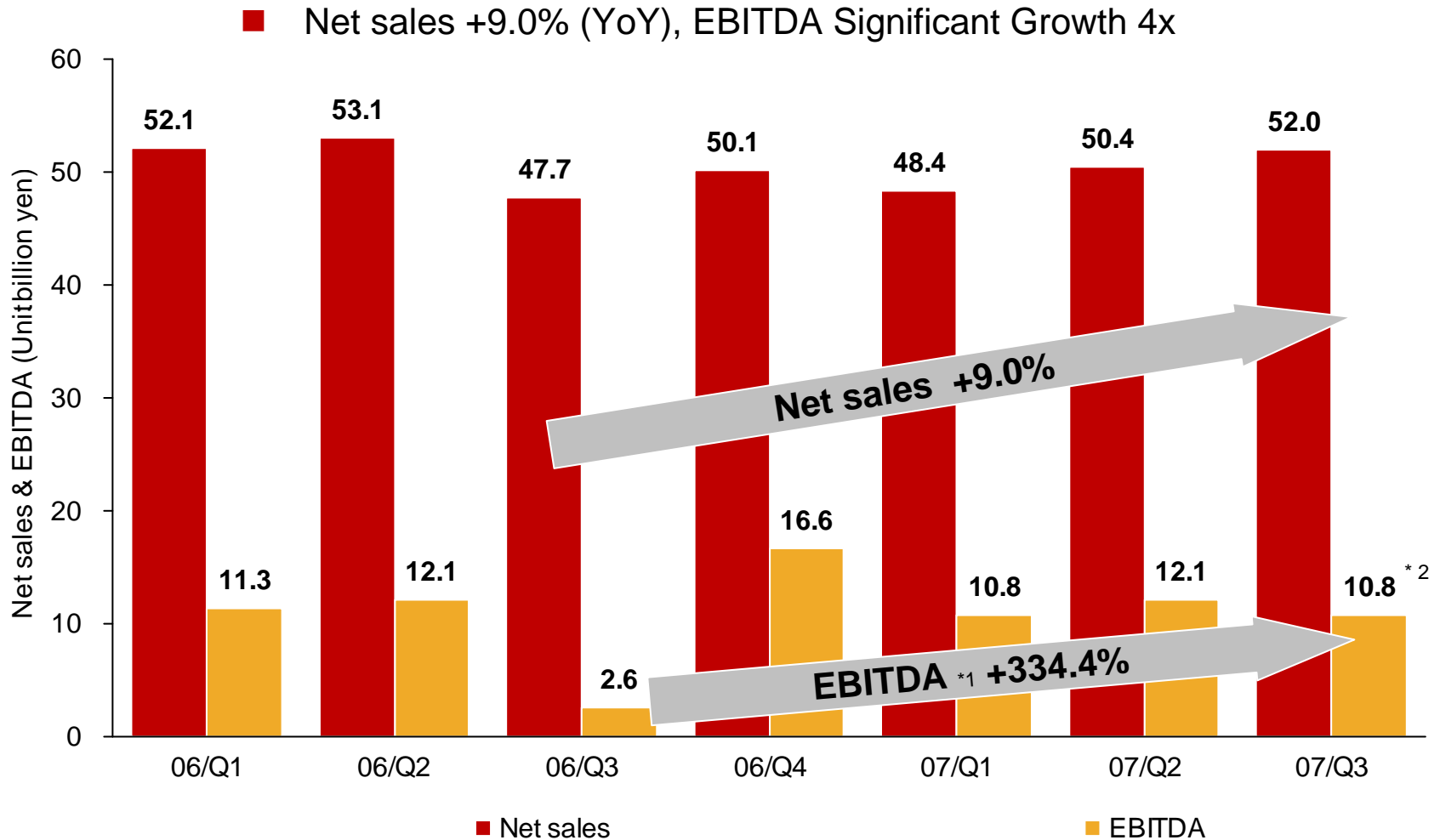
	06/Q3 (06/Jul-Sep)	07/Q3 (07/Jul-Sep)	YoY
Net Sales	47.79	52.08	+9.0%
Operating Profit	-1.63	6.49	-
Ordinary Profit (loss)	-2.19	6.37	-
EBITDA	2.50	10.88	+334.4%
Net income (loss)	-15.82	37.76	-

53.87 billion yen profit from sales of Ctrip.com shares included in extraordinary profit in 07/Jul-Sep

*0.23 billion yen of tax and dues regarding sales of Ctrip.com shares deducted from operating expense in 2007

*EBITDA=Ordinary profit + Interest expense + Depreciation and Amortization + Amortization of goodwill- Effect of securitizing loan receivables

•Interest-bearing debt =SB+CP+short-term borrowings+long-term borrowings



*1 EBITDA=Ordinary profit + Interest expense + Depreciation and Amortization + Amortization of goodwill- Effect of securitizing loan receivables

* 2 0.23 billion yen of tax and dues regarding sales of Ctrip.com shares deducted from operating expense in 07/Q3

2007/Q3 Financial Overview by Business Units (YoY) Rakuten

[Excluding Securitization Effect]

(Billion Yen)

Segment	BU/Company	06/Q3		07/Q3				
		Sales	Operating Profit	Sales	YoY	Operating Profit	YoY	OP Margin
E-Commerce	Rakuten Ichiba Business	9.85	3.98	12.41	+26.0%	5.09	+27.6%	41.0%
E-Commerce	Rakuten Books*1	2.17	0.02	3.50	+61.3%	-0.31	-	-9.0%
E-Commerce	Rakuten Auction*1	0.21	-0.09	0.35	+63.8%	-0.45	-	-128.7%
E-Commerce	LinkShare*1,3	1.34	0.37	1.70	+26.7%	0.44	+17.4%	25.8%
Credit and Payment	Rakuten KC*1	18.26	-6.82	16.62	-8.9%	1.36	-	8.2%
Credit and Payment	Rakuten Credit*1	2.01	0.33	2.59	+29.1%	0.41	+25.0%	16.1%
Credit and Payment	Banking (Rakuten Financial Solution)*1	-	-	0.02	-	-0.54	-	-
Travel	Rakuten Travel*1	2.93	1.33	3.64	+23.8%	1.82	+36.3%	50.0%
Securities	Rakuten Securities*1	7.69	2.21	8.04	+4.5%	1.84	-16.7%	22.9%
Professional Sports	Rakuten Baseball*1	2.43	0.16	2.74	+12.9%	0.37	+133.1%	13.7%
Portal and Media	Infoseek, Advertising Business	1.62	-0.01	1.46	-9.7%	-0.05	-	-3.7%
	Other Business Units	2.95	-0.27	2.84	-3.8%	-0.66	-	-23.3%
	Amortization of Goodwill	-	-0.72	-	-	-0.88	-	-
	Corporate and Internal elimination*2	-1.91	-0.33	-2.54	-	-0.93	-	-
	Securitization Effect	-1.81	-1.81	-1.34	-	-1.23	-	-
	Consolidated	47.79	-1.63	52.08	+9.0%	6.26	-	12.0%

*1 Entity basis, except Rakuten HD (Consolidated)

*2 Segment in consolidated financial statement

*3 Pro forma basis US\$= ¥117.90(06/Q3), US\$=115.43(07/Q3)

2007/Q3 Financial Overview by Business Units (YoY)

(Billion Yen)

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E-Commerce Business
Rakuten Ichiba*2
Greeting Service *2
Business Service *2
Stuffed Animal Greeting Cards *2
Golf *2
Auto *2
Delivery *2
Books & Media
Media Rental
Auction
Fine Wine
Dining
Downloads
Tickets
Performance Marketing (LinkShare)
Horse Racing Mall

Credit and Payment Business
Personal Finance
KC
Banking (Alliance with TTB)

Portal and Media Business
Infoseek
Advertising
Blog
Research
Career Service
Target
CS Television
Internet Television
Cross Media * 4

Travel Business
Travel

Securities Business
Securities
Capital Investments
Asset Management
Property Management

Professional Sports Business
Professional Sports

Telecommunication Business*3
Telephone*3 (Fusion Communications) (Messenger)

*1 Excludes Incubation Businesses

*2 E-Commerce businesses operated by Rakuten, Inc in 2007/Q3

*3 Established in 2007/Q3

*4 Discontinued in Nov. 2007

2 -1 Rakuten Ichiba Business Unit

■ **Maintain Substantial Growth**



- Sales up 26.2%(YoY)
- GMS of Rakuten Ichiba and Rakuten Books +25.5%(YoY)

■ **Strongly Promote Merchants Support and “Everything Rakuten”**



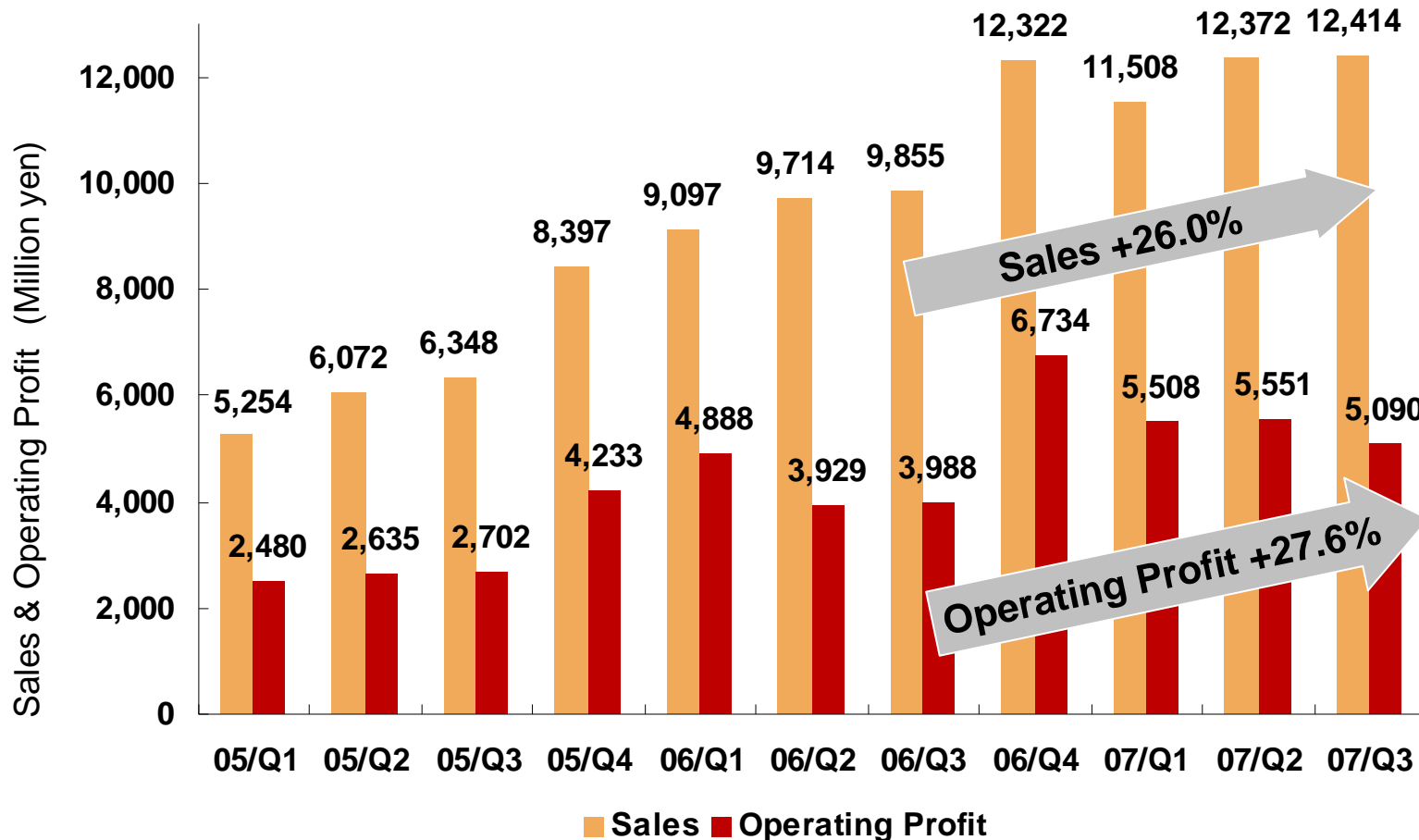
- Totaled 21,333 merchants as of 30th Sep
- Healthy growth in sales of Ads and started search word Ads

■ **Provide Users Merit**



- “Secured Service” started

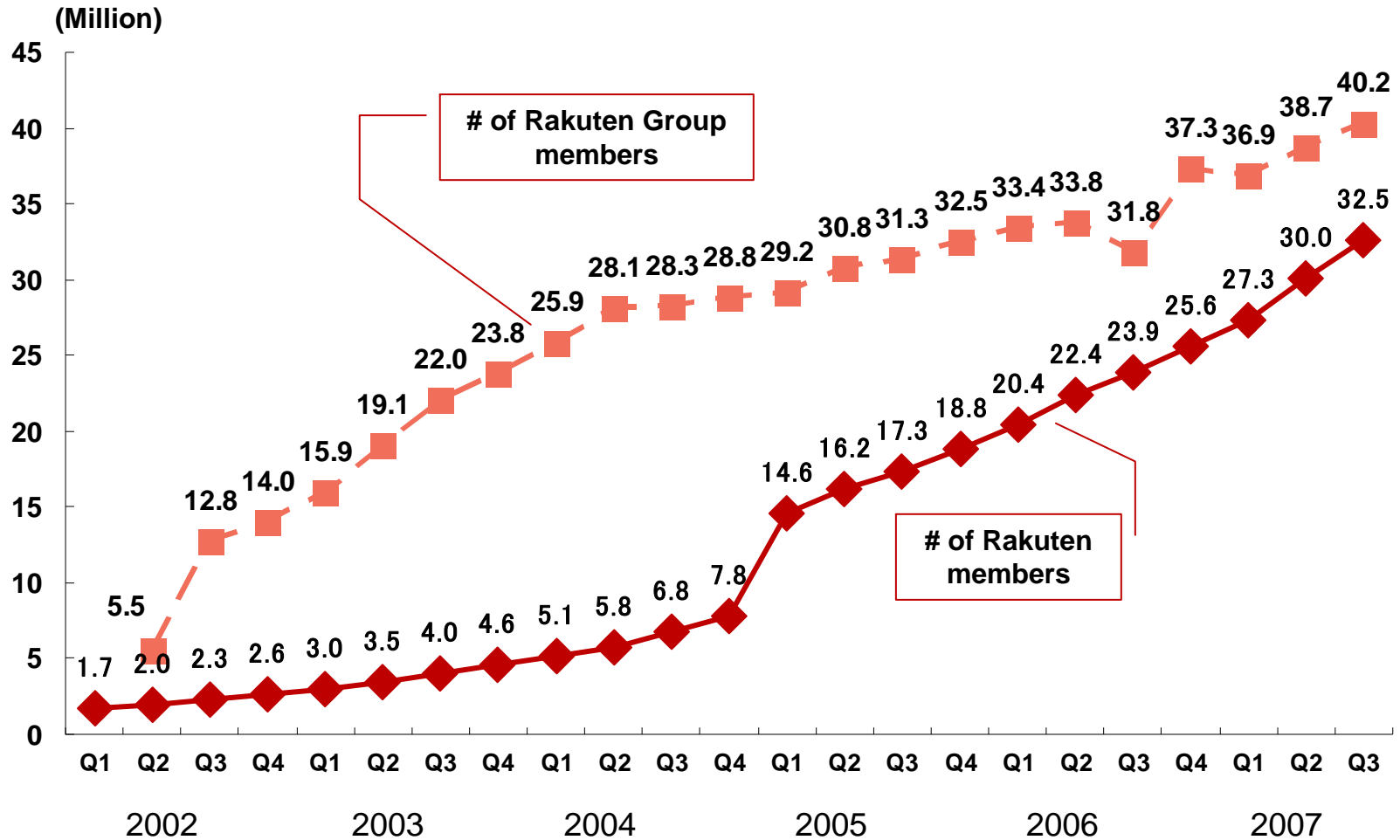
- Boosted Profit Margin while Maintaining a High Growth Rate, Sales +26.0% (YoY), Operating Profit +27.6%(YoY)
- Increase in Sales from Margin and Fixed Merchant Fee in Q2 due to Seasonality



*1 Charge on below 1 million sales per month to Standard merchants started from January 2006

*2 Retroactive adjustment of 07/Q2

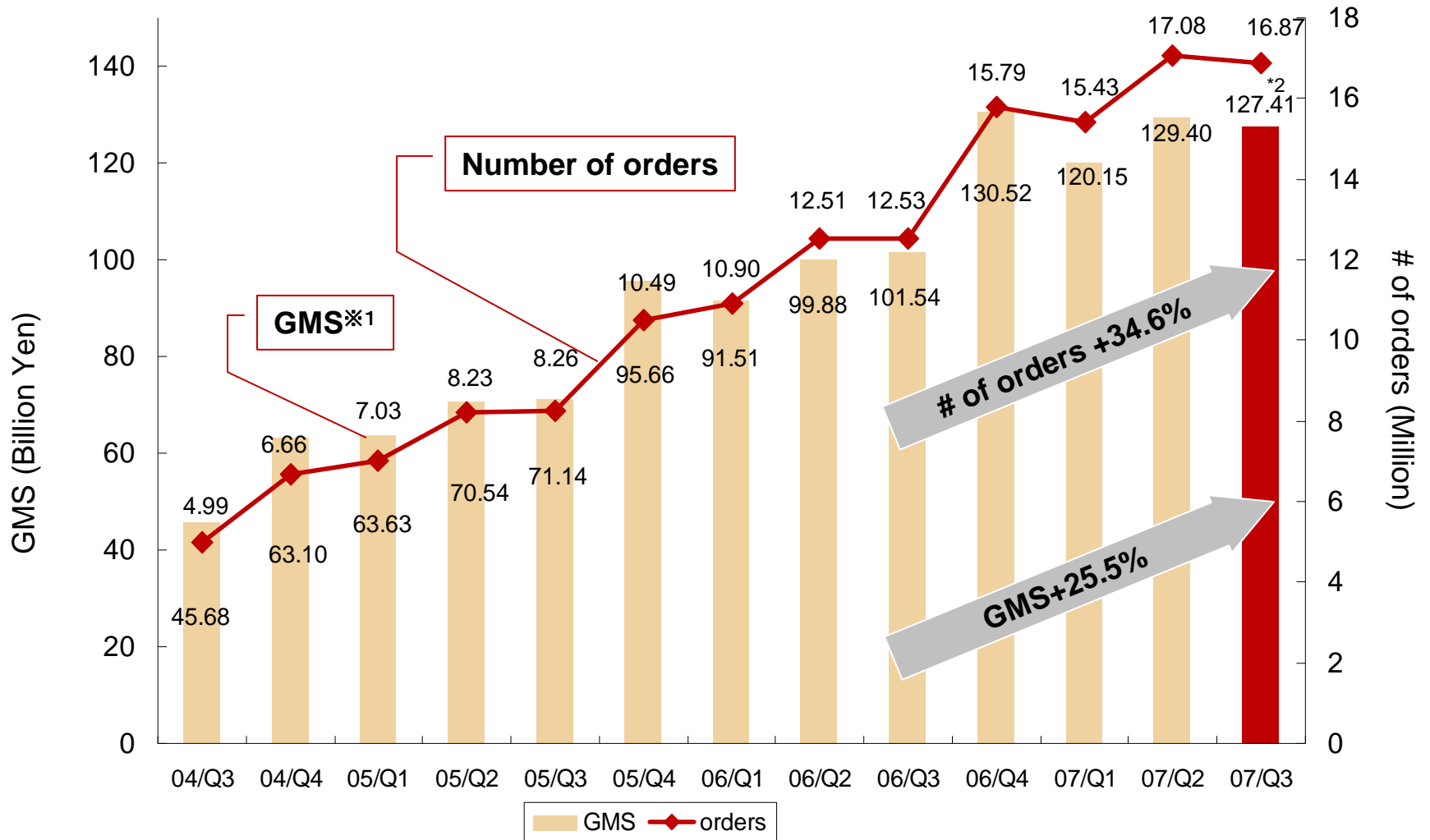
Rakuten Group Members Increasing Continuously, Surpassed 40 million



* Rakuten Members : Members who have integrated IDs (e.g Rakuten Ichiba, Rakuten Travel, Infoseek, Rakuten greeting, etc)

* Rakuten Group members : Rakuten members and members who have either un-integrated IDs with Rakuten securities, Rakuten KC, Rakuten Credit and etc, or un-integrated IDs for former-My trip.net service members etc.

Gross Merchandise Sales of Rakuten Ichiba and Rakuten Books +25.5%(YoY)



*1 GMS = Mall (Fixed-price, Group Buy), Mobile (Fixed-price, Group Buy) and Rakuten Books

*2 Decrease in GMS at 07/Q2 to 2007/Q3 includes 1.3 billion yen of cut-down GMS at diet, health genre due to popular diet-program DVD in Q2 ,

Rakuten Ichiba Buyer Metrics (including mobile commerce, based on e-mail address)



- Maintain growth in Number of Unique Buyers (+27.2% YoY) and Transactions (+35.6% YoY)

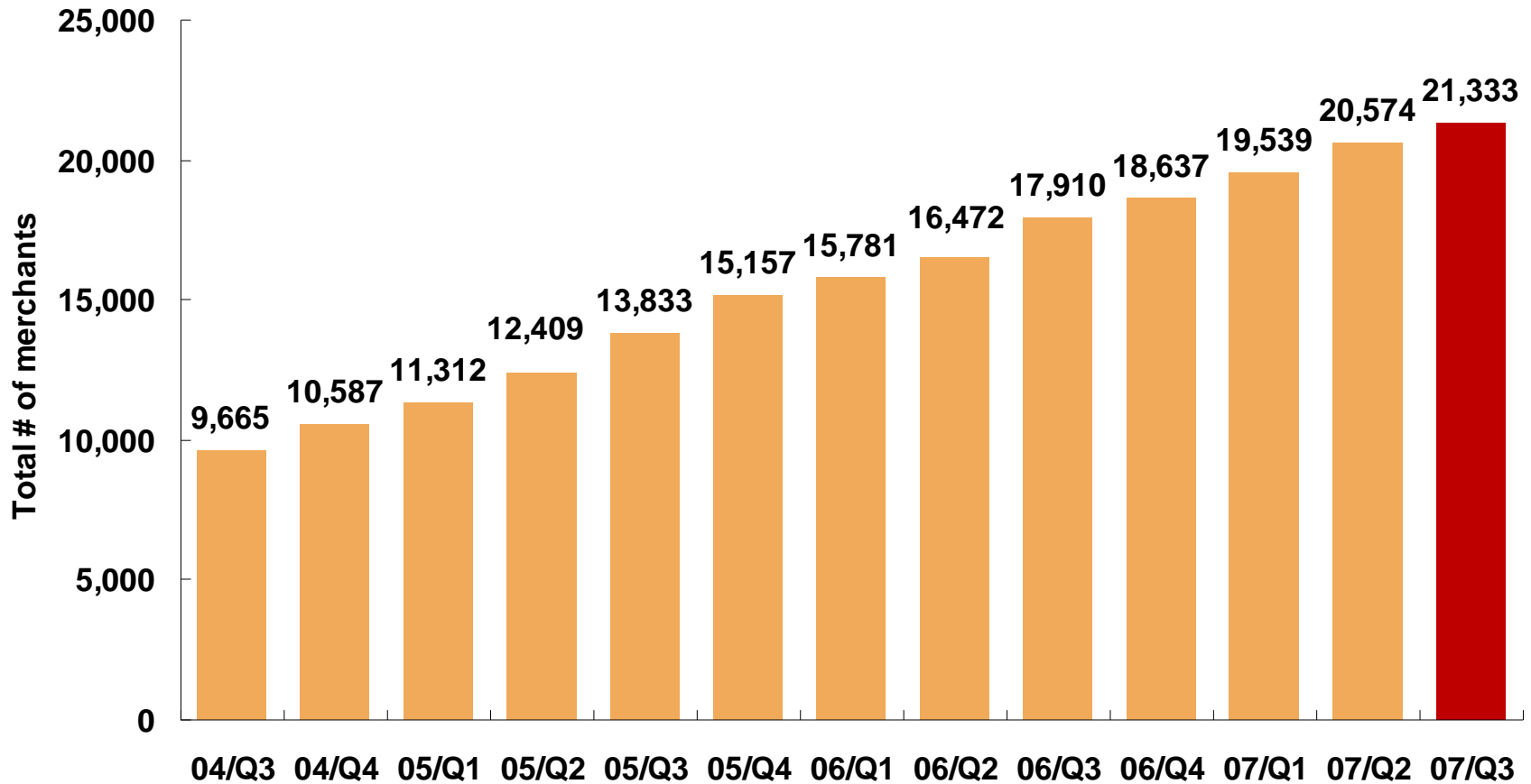
	2006/Q1	2006/Q2	2006/Q3	2006/Q4	2007/Q1	2007/Q2	2007/Q3
Unique Buyers ('000)	3,680	3,970	4,070	4,710	4,730	5,140	5,180
# of Transactions ('000)	10,260	11,790	11,650	14,680	14,410	16,140	15,800
Average # of Transactions per Buyer	2.79	2.97	2.86	3.11	3.05	3.14	3.05
Quarterly GMS Per Buyer	¥24,479	¥24,650	¥24,249	¥26,942	¥24,649	¥24,527	¥23,827

* Based on E-mail address

* Fixed-Price and Group Buy made at Rakuten Ichiba and mobile

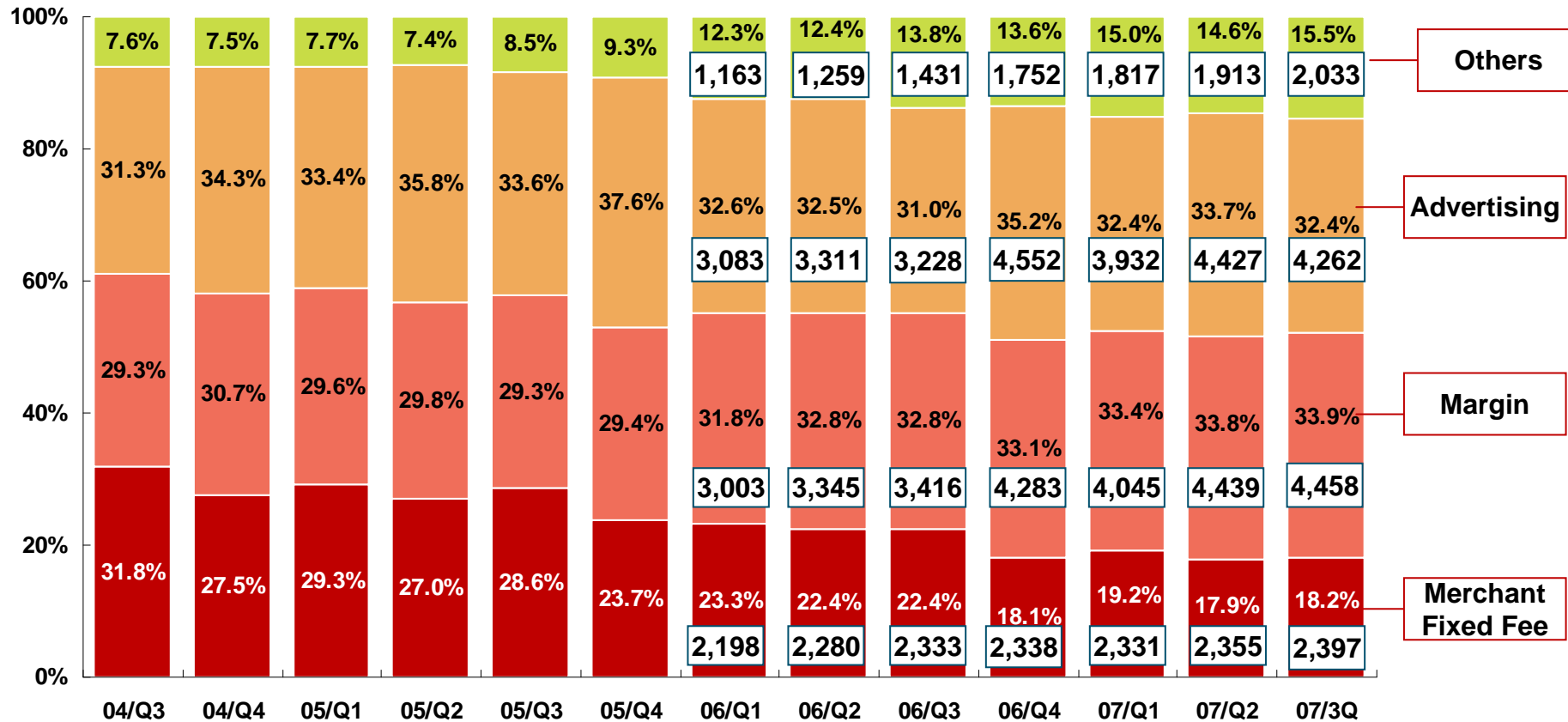
* Quarterly GMS Per Buyer = GMS (Rakuten Ichiba) / Unique Buyers

■ Total Number of the Merchants Maintain Healthy Growth



Non-Consolidated Sales Breakdown (Excluding Portal and Media Business Results)

■ Healthy Increase in Merchant Fixed Fee and Margin Sales at Rakuten Ichiba



* Others includes internal sales.

□ = Million Yen



Ever-Improvement of Services and Securing Declaration of Rakuten Secured Shopping



Started from 29th Oct, 2007

100% compensation for undelivered items

Compensation system without membership fees

•Rakuten Secured Shopping Service

*Amount of compensation is up to 0.5 million Yen, once a year



Escrow Auction service

•Rakuten Secured transaction for C to C Auction



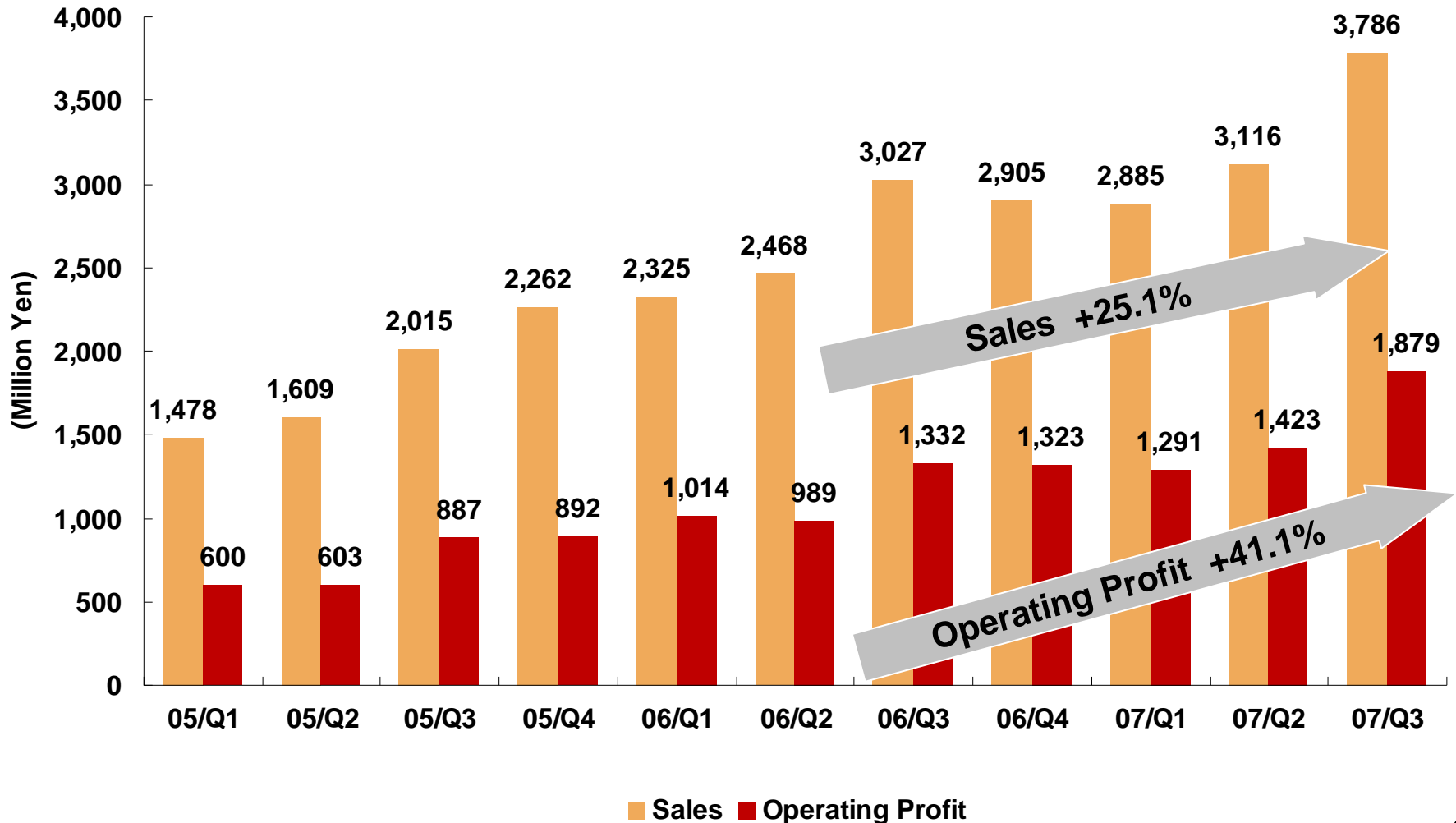
Rakuten card leads to undelivered items and the early detection of unfair use of credit card

•Credit card usage confirmation by E-mail

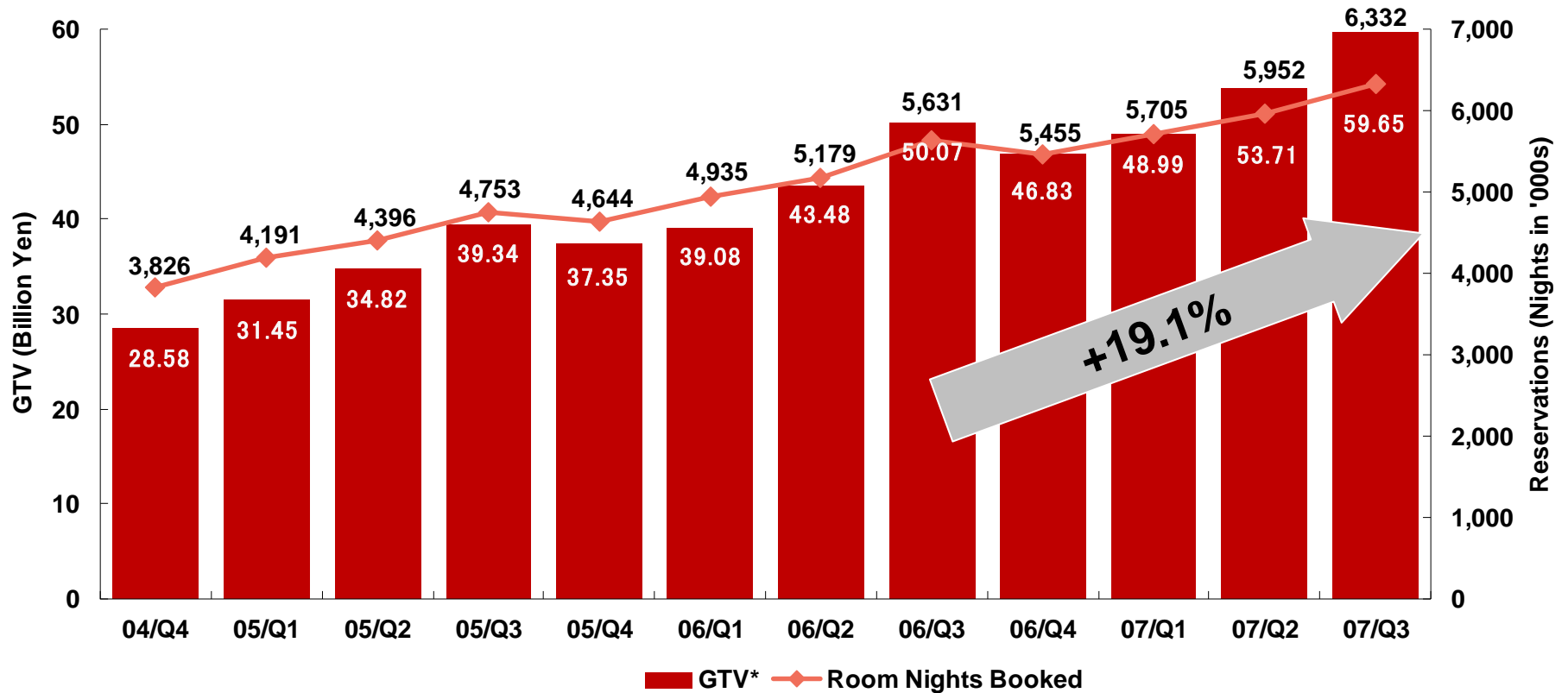
•Secured system for undelivered items

- 2 Travel Business Unit

■ Sales +25.1% (YoY), Operating Profit +41.1% (YoY), Maintained High Growth



- New Contracts Promoted Gross Booking value, +19.1% (YoY)
- High Steady Position in Travel Booking Site



* Gross Transaction Value at time of reservation (before cancellation, tax calculated)

* Travel Business: MyTrip.net and Rakuten Travel combined

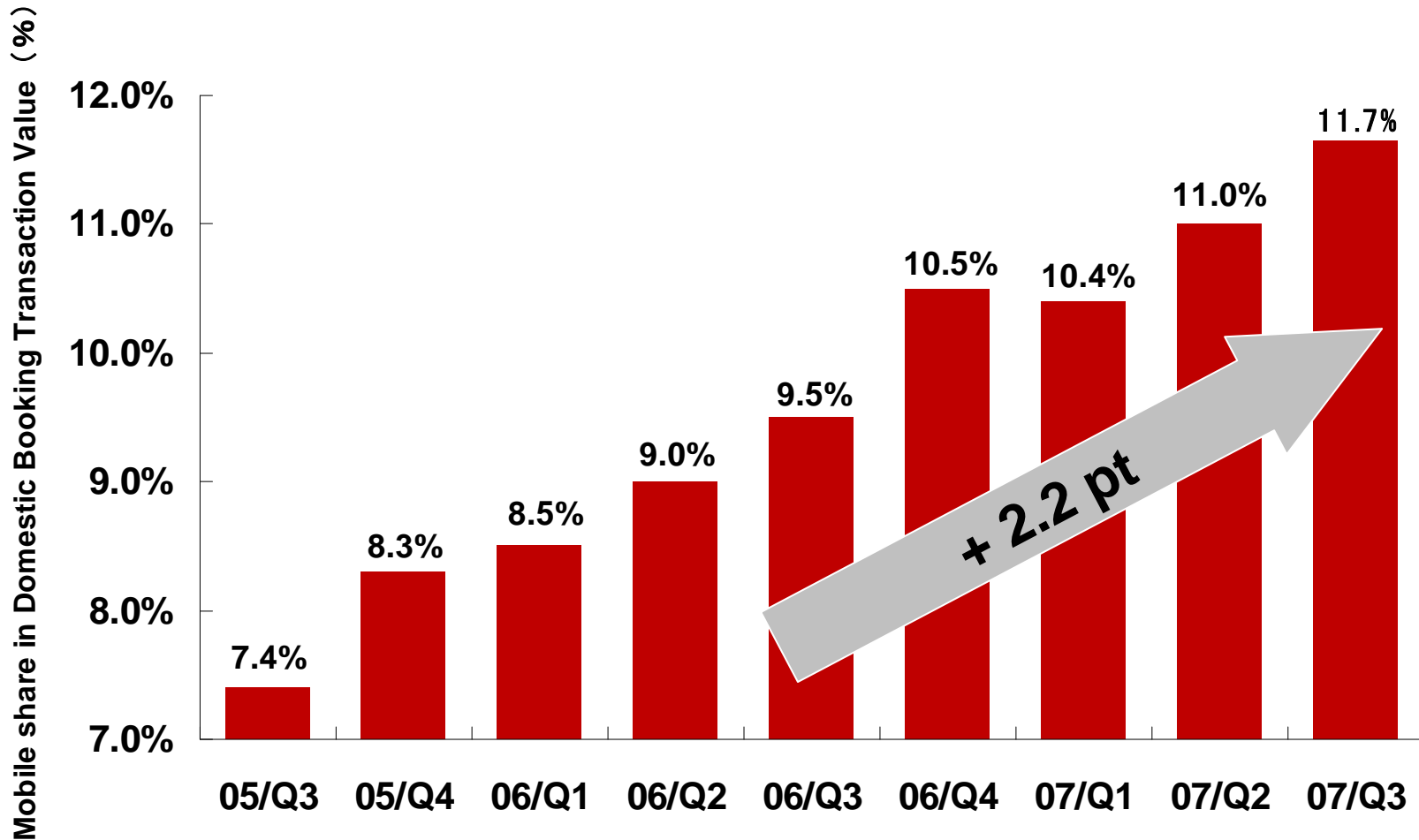
* From 05/Q1, Overseas hotels gross bookings, overseas air travel gross bookings, and overseas hotel reservations included

* From 05/Q4, Rakuten Bus Services Inc. included

* From 06/Q1, international dynamic packaging included

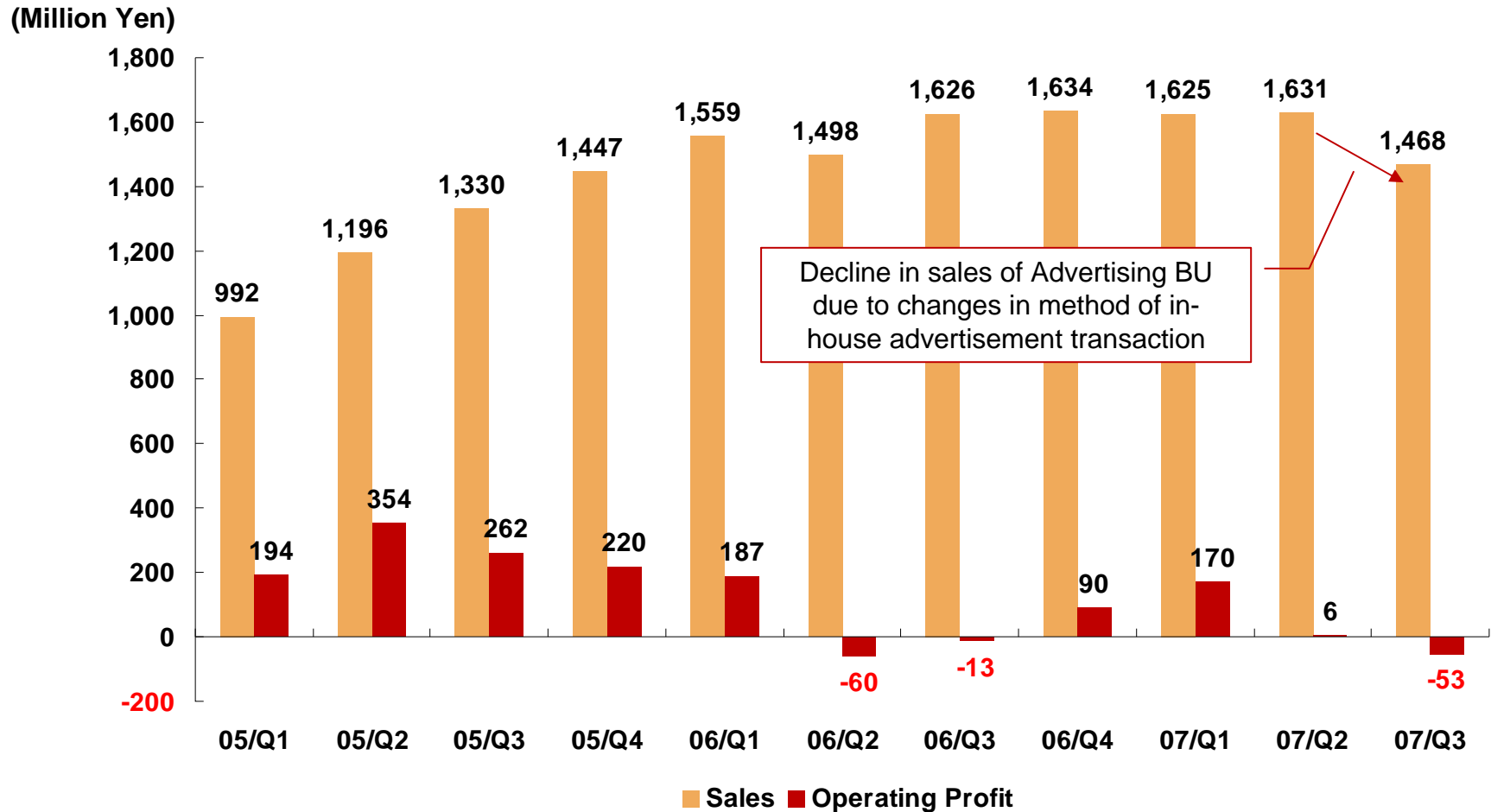
* From 06/Q4, domestic dynamic packaging included

- Share of Mobile Domestic GTV Rises to 11.7%
- Essential for Growth GTV




2 -3 Infoseek Business

Infoseek Business Unit, Advertising Business Unit: Sales and Operating Profit




*Difference with Portal & Media Business in segment information to consolidated financial statements is accounted for by Target, Inc., College Students' Portal Community, Inc., Rakuten Research, Inc. and the blog business. Internet TV and publishing businesses of Rakuten, Inc.

- Alliance with Fast Search & Transfer ASA , the leading global provider of enterprise search technologies in Norway
- Jointly providing mobile search service



X



Strengths of Rakuten : attracting customers, service know-how

- Attracting 40 million group members
- Japanese Internet service development know-how

Strengths of Fast : technology capability

- Extensibility for increase in data, customizing multiple and complex requirements, search capability for multiple and simultaneous accesses in real time, high flexibility
- Oversea achievements in mobile search solution (US: InfoSpace)

Outline of JV

- | | |
|---------------------------------|--|
| 1. Company name: | Rakuten FAST Mobile Search, Inc. |
| 2. Investment ratio : | Fast Search & Transfer ASA. (50%), Rakuten, Inc.(50%) |
| 3. Businesses : | Mobile search services for Japan, Mobile listing advertising services, etc |
| 4. Capital and capital surplus: | 0.8 billion yen |
| 5. Date of establishment : | September 2007 |
| 6. Date of launching service: | November 2007 |

2 -4 Performance Marketing Business Unit

- **Expand service lineup at LinkShare**
 - **Affiliate (Core business)**
 - **Lead-Generation (Lead-Gen)**
 - **Search**
 - **Adnetwork**

- **Acquisition new businesses by LinkShare**
 - **Company name: TrafficStrategies.com, LLC (U.S)**
 - **Date of Acquisition: June, 2007**
 - **Businesses: Lead- Generation, Listing advertising management, Search words-analysis, SEO**

- **LinkShare Europe**
 - **In addition to UK, further business expansion in Europe under study**

2 -5 **KC Business**

■ Expanded Rakuten Card Synergy

■ Newly-issued Rakuten Premium Card



← Annual Membership fee: ¥10,000

楽天プレミアムカード誕生
自分だけのエンターテイメントをもっと自由に楽しみたいあなたへ。

- Issued Rakuten Card Academy (for students)
- Expanded Rakuten card applicants through Rakuten group

■ Reduced Costs (continuation)

■ Prominent progress in remaining cost associated with transfer of credit business structure

- Reduction in expenses with doubtful accounts due to stabilization of stronger collection and screening loan balances
- Further reductions in general and administration expenses and personnel expense

■ Preparation for Compliance with new Money-lending Law

■ Under study at in-house project

- Cash advances of Rakuten card are fully compliant with under 18% interest
- Scheduled for other cards (from new applications)

Income Statement

(Billion Yen)

	2006 (Jul-Sep)	2007 (Apr-Jun)	2007 (Jul-Sep)
Sales	16.4	15.2	15.4
Operating Expense	25.0	15.1	15.2
SG & A	22.9	13.6	13.7
Interest Expense	2.1	1.4	1.4
Operating Profit (Loss)	-8.6	0.04	0.2
Non-Operating Profit	0.0	0.04	0.0
Ordinary Profit (Loss)	-8.6	0.09	0.2
Extraordinary Loss	-29.1	0.05	0.1
Earnings (Losses) Before Tax	-37.7	0.1	0.3
Provision for income taxes	-5.0	-0.3	0.1
Net Income (Loss)	-32.7	0.4	0.2
Ordinary Profit (before securitizing effect)	-6.8	1.3	1.4

Overview

■ Sales

Sales from shopping ¥2.4 billion(+4.4% QoQ), Cash advances ¥10.9 billion(-0.7% QoQ)

■ Operating expense

Serious reduction in expenses related to doubtful account

Slightly increase of expense associated with interest repayments

■ Operating profit

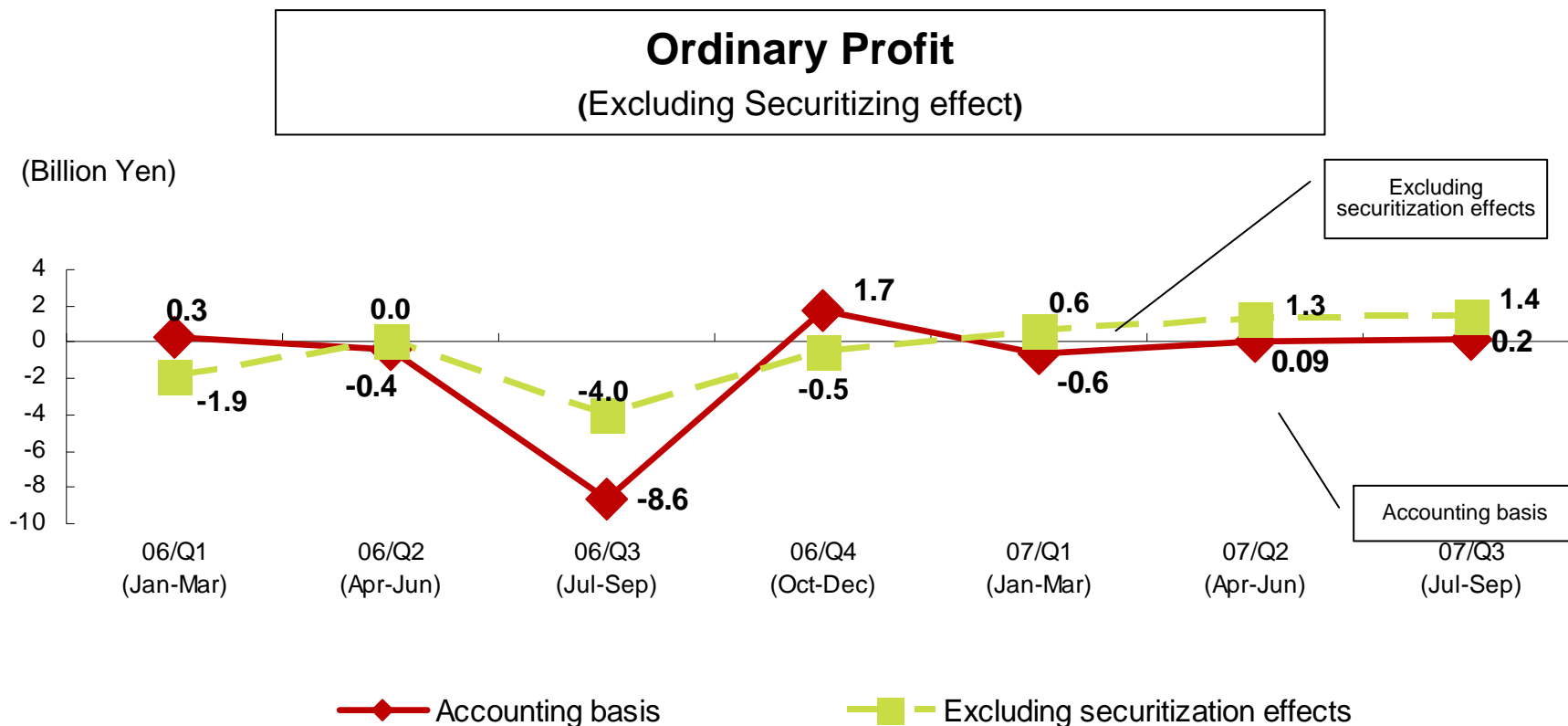
Maintain profit

3.81 million yen in first-half (07/Apr-Sep)

■ Securitizing loan receivables

The existing write-off portion (¥1.1 billion) will negatively impact on OP performance

- Excluding securitization, actual ordinary profit of ¥1.4 billion. Maintaining profitability on an accounting basis



Allowance for Interest Repayments and Allowance for Doubtful Accounts

- Allowance for loss on interest repayments (Cash-Out and Write-off) is totaled 12.2billion Yen(+37.1% YoY)
- Allowance for write-off was posted at “Allowance for doubtful accounts” on B/S

(Billion Yen)

Item	Comment	Jun. 30, 2007	Sep. 30, 2007	Changes
Allowance for loss on interest repayments	‘Cash-Out’ amount associated with interest repayments claims	5.4	7.1	+3.3
Allowance for doubtful accounts	Write-offs of excess interest portion of principal	3.5	5.1	
	Other allowances for doubtful accounts	28.6	28.0	-0.6
		32.1	33.1	+1.0

Doubtful account allowance ratio ¹	8.94%	9.38%
Doubtful account write-off ratio ²	0.69%	0.70%

1.Doubtful account allowance ratio = Allowance for doubtful account/Operating receivables

2.Doubtful account write-off ratio = Doubtful account written off for the quarter/Operating receivables

Expenses related to doubtful account / Interest repayment expenses

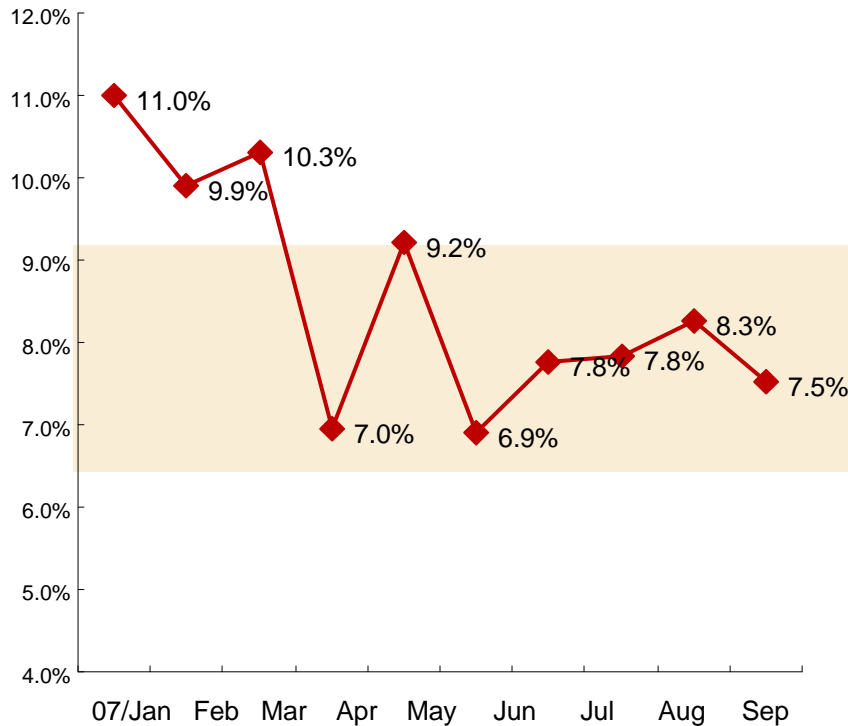
- Decrease of general expenses and expenses associated with doubtful accounts due to progress in collection offset an increase expenses associated with interest repayment

(Million Yen)

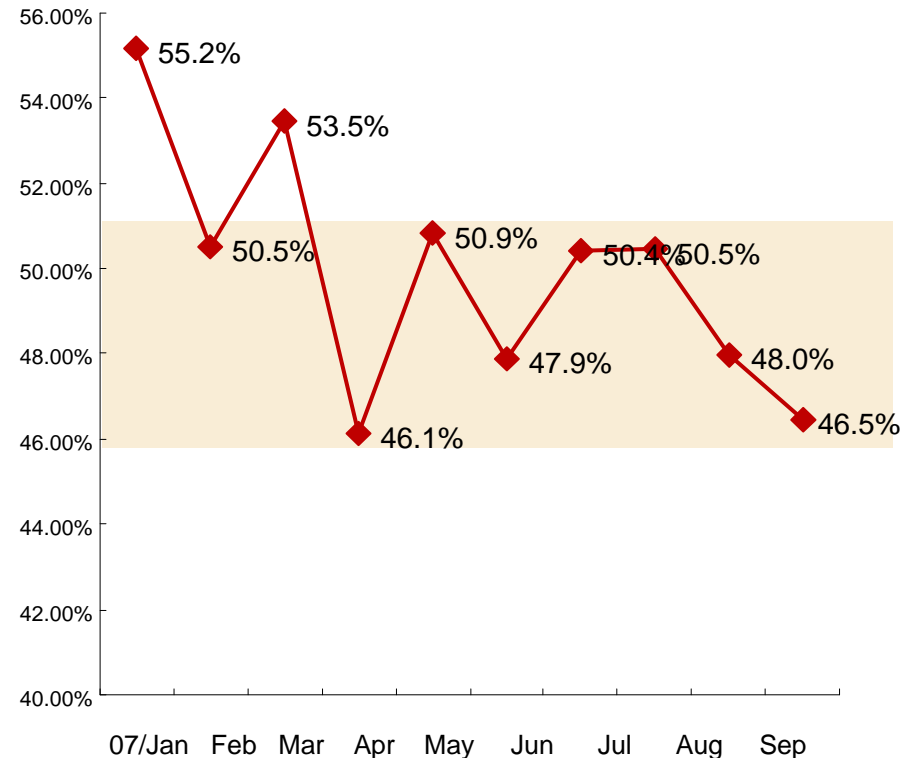
	07/Q2	07/Q3	QoQ
	07/Apr-Jun	07/Jul-Sep	
Actual Cash-Out amount	660	765	15.9%
Provision to allowance	1,230	1,728	40.5%
Expenses associated with interest repayments	1,890	2,493	31.9%
Write-offs of excess interest portion	576	734	27.4%
Provision to allowance	-6	1,545	-
Expenses associated with write-off of excess interest portion of principal	570	2,279	299.8%
Expenses associated with doubtful accounts(Excluding write-off of principal)	5,159	3,428	-33.6%
Expenses associated with doubtful accounts	5,729	5,707	- 0.4%

■ Amount of uncollectible loans carried over has stabilized due to continued measures to manage and collect receivables

Ratio of uncollectible loan carried over more than one month to uncollected less than one month



Ratio of uncollectible loan carried over more than two months to uncollected less than two months



Notes:

1. Ratio of uncollectible payments carried forward: Balances carried forward to next billing period/Initial balance
2. Ratio of carried over: [amount of carried over uncollected loan in the end of month] divide [the uncollectible loan at beginning of the month]

■ Dramatically decreased amount carried uncollectible loans (from less than one month to more than one month) due to enhanced screening in March, 2007 and progress in collection

■ Decreased amount carried uncollectible loans (from less than four months to more than four months) due to dramatically decreased amount carried uncollectible loans (from less than one month to more than one month)

Amount Carried Uncollectible Loans

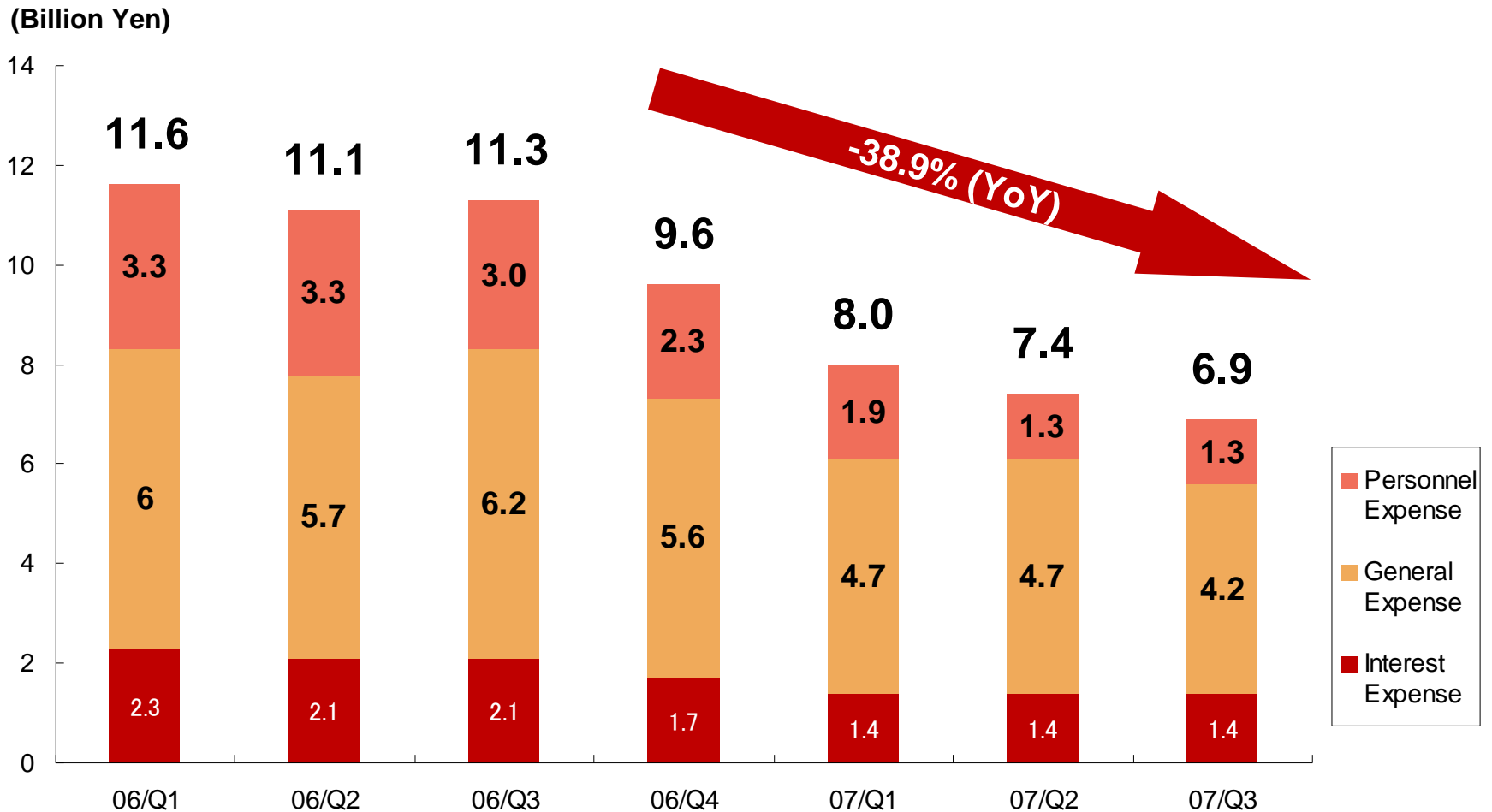
(Millions Yen)

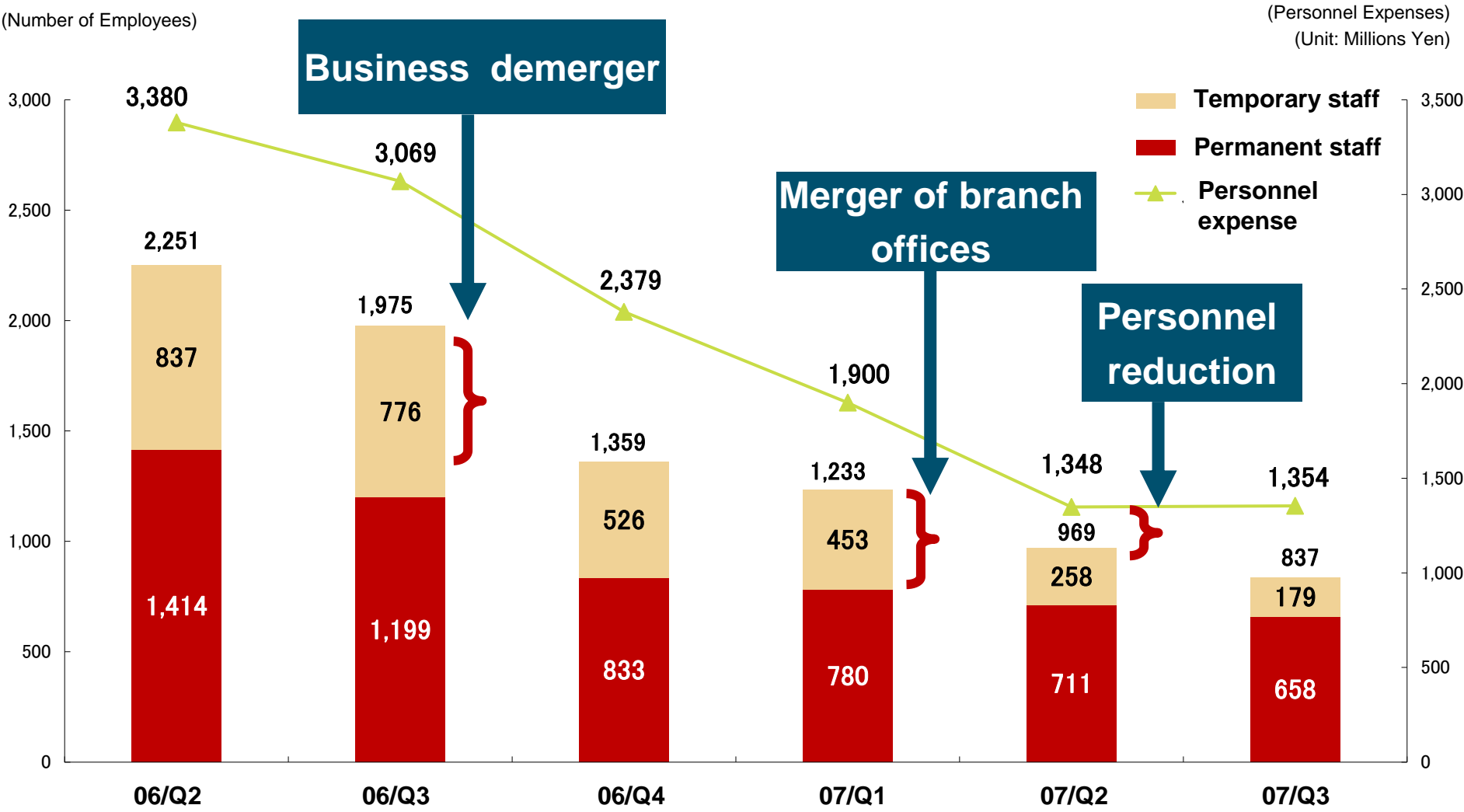
The length of uncollected	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.
From less than one month to more than one month	7,164	4,865	5,653	4,765	5,304	5,108	5,488	4,952
From less than two months to more than two months	5,148	4,497	3,867	3,882	3,557	3,704	3,429	3,455
From less than three months to more than three months	4,400	4,252	3,959	3,468	3,370	3,259	3,304	3,067
From less than four months to more than four months	3,541	3,404	3,567	3,347	2,925	2,934	2,795	2,819

*Carryover rate = Balance carried over for the coming month/initial balance

*Current month's receivables: Balance of contracts for which requested payment from accounts could not be withdrawn. If unchanged after one month, this balance becomes Receivables 1.

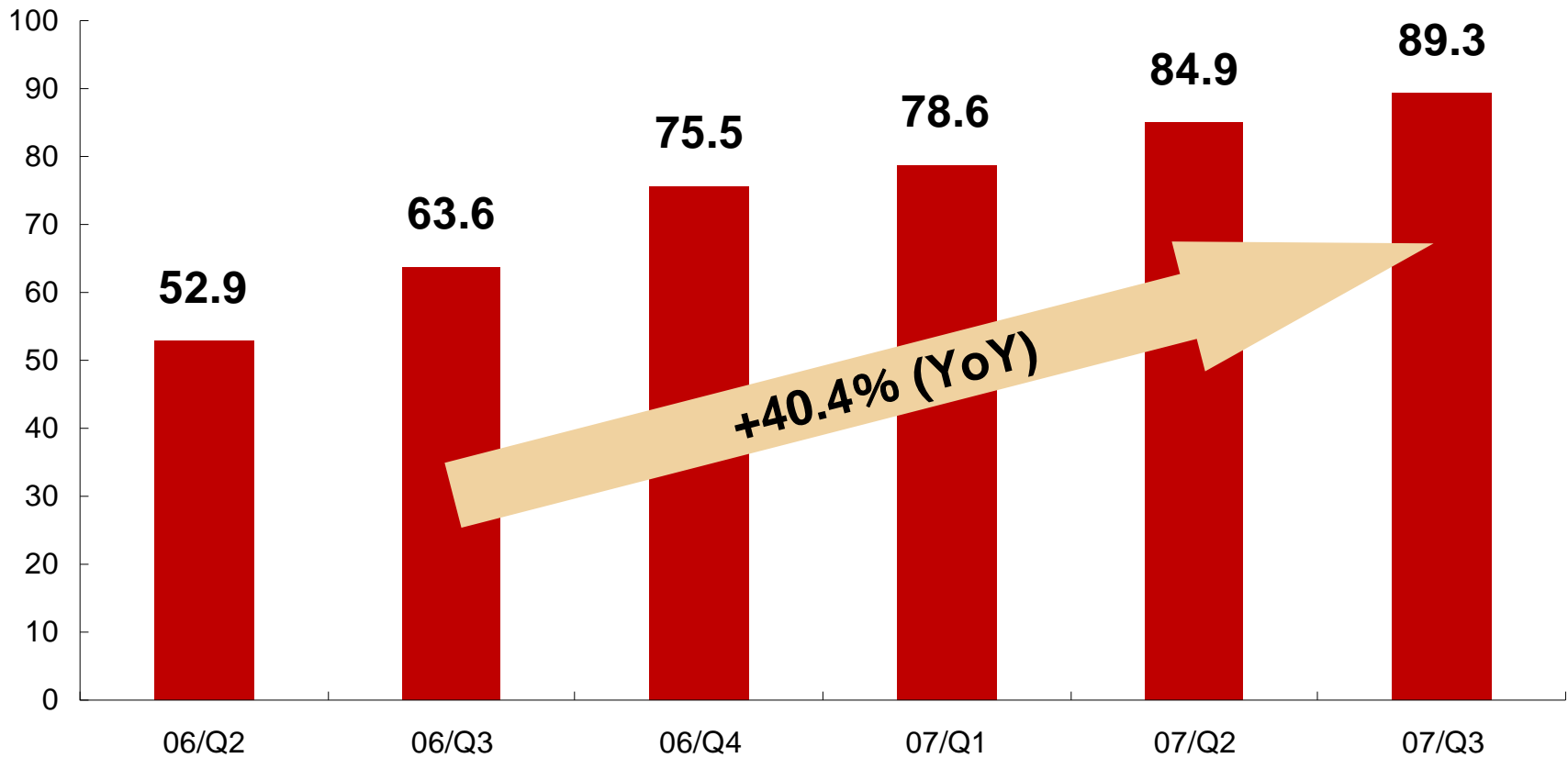
■ Further reduction of general expenses will be expected onward





■ Rakuten Card transaction volume is an engine for total credit card transaction volume

(Billion Yen)



2 -6 Personal Finance Business Unit (Rakuten Credit)

■ **Healthy growth in spite of securitization effect**



- Actual basis (excl. securitization effect)
Sales +29.1%,
Operating Profit +25.0%(YoY)

■ **Strong growth in members and loan balance**



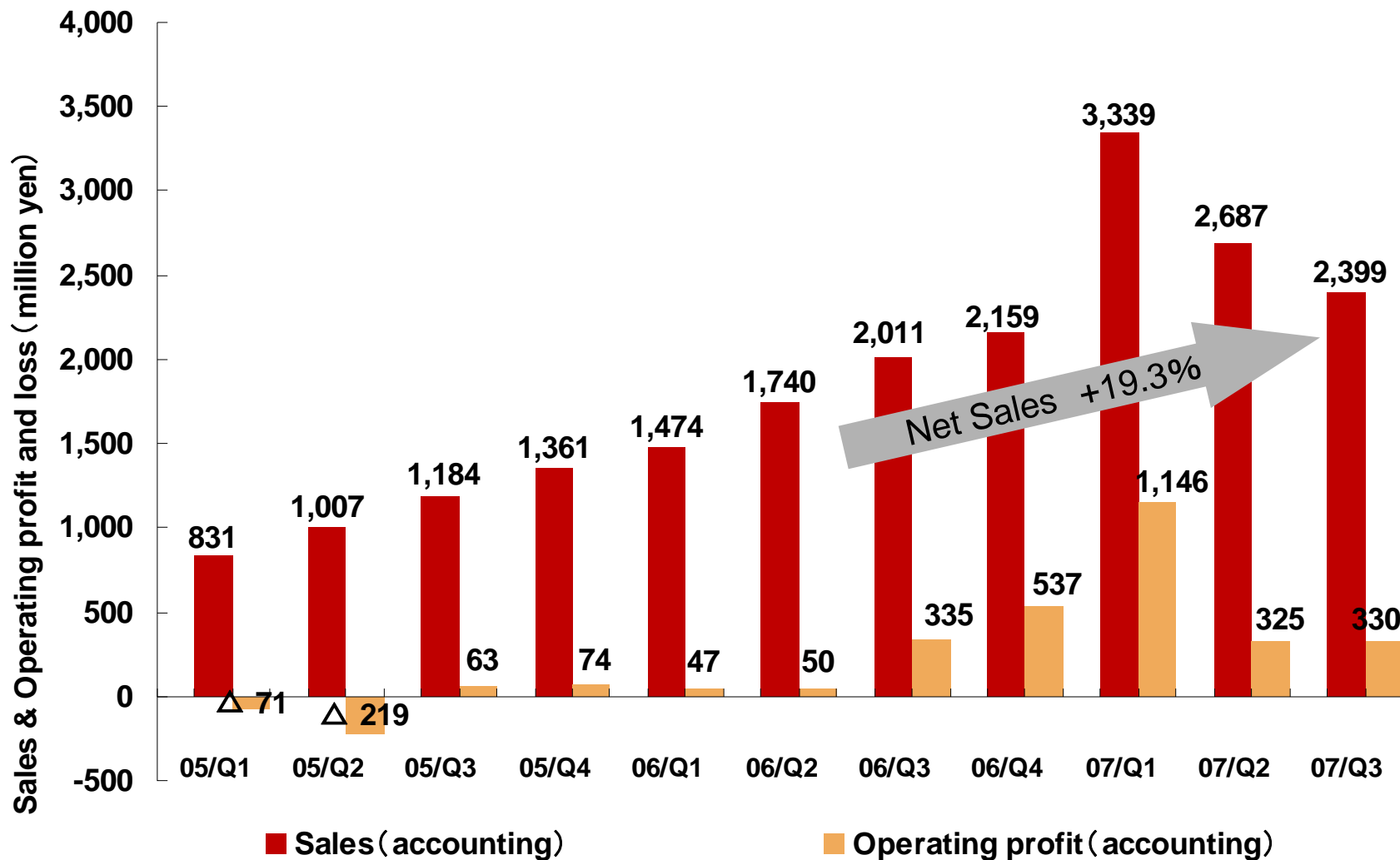
- Loan balance achieved 100billion yen, 4x more than acquisition (Sep, 2004)
- Number of members surpassed 0.1 million in Oct

■ **High income customers, low-interest rate strategy**



- Interest rate 6.9% to 18.0%
- Average income 6 to 7 million yen
- Salaried male workers in their mid-40' s
- Depreciable rate 0.99%, Average uncollectible loan rate 1.76%

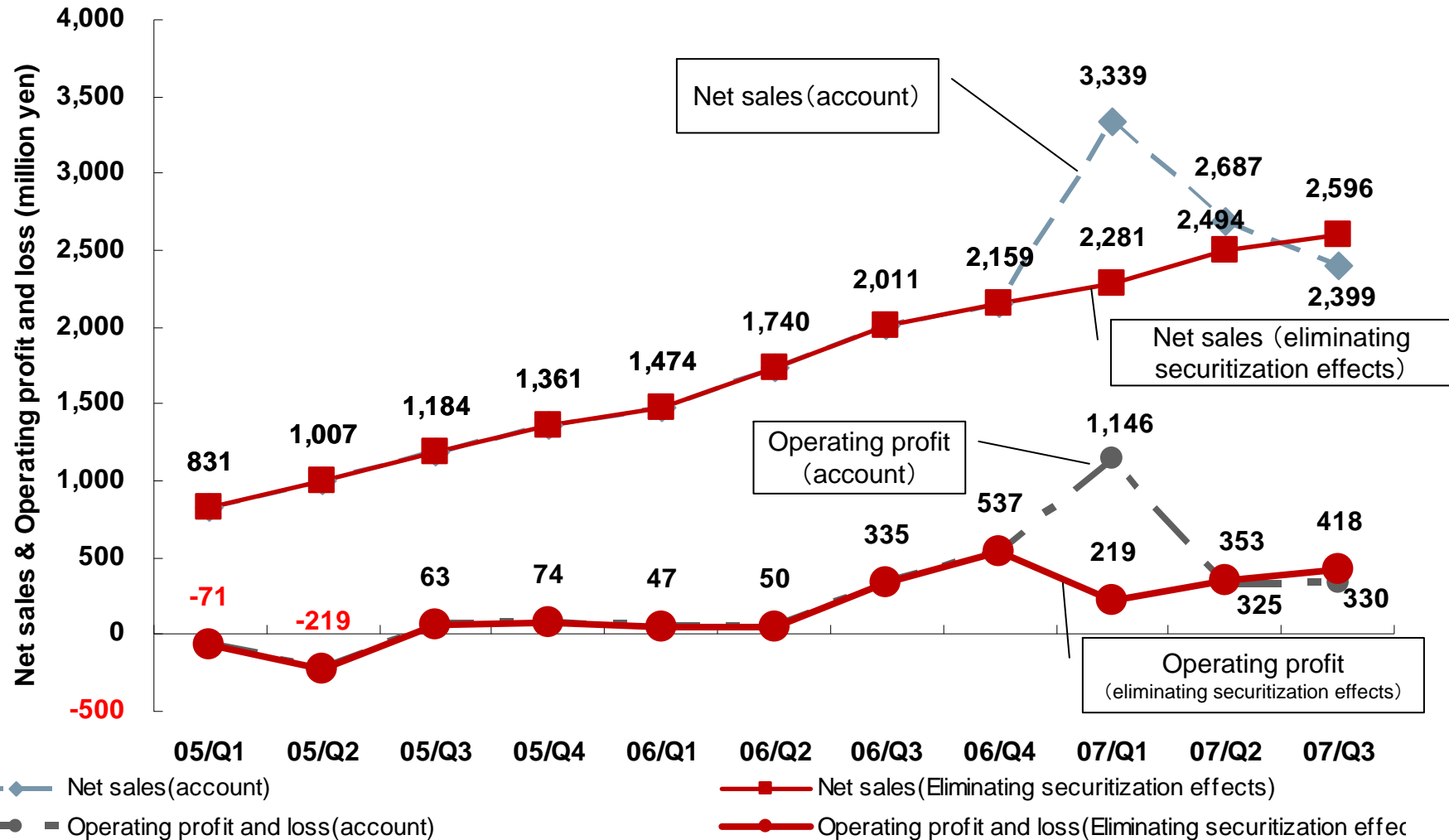
■ Net sales growth +19.3% (YoY) despite of negative accounting effect of securitization



Rakuten Credit: Sales and Operating Profit (pro forma)

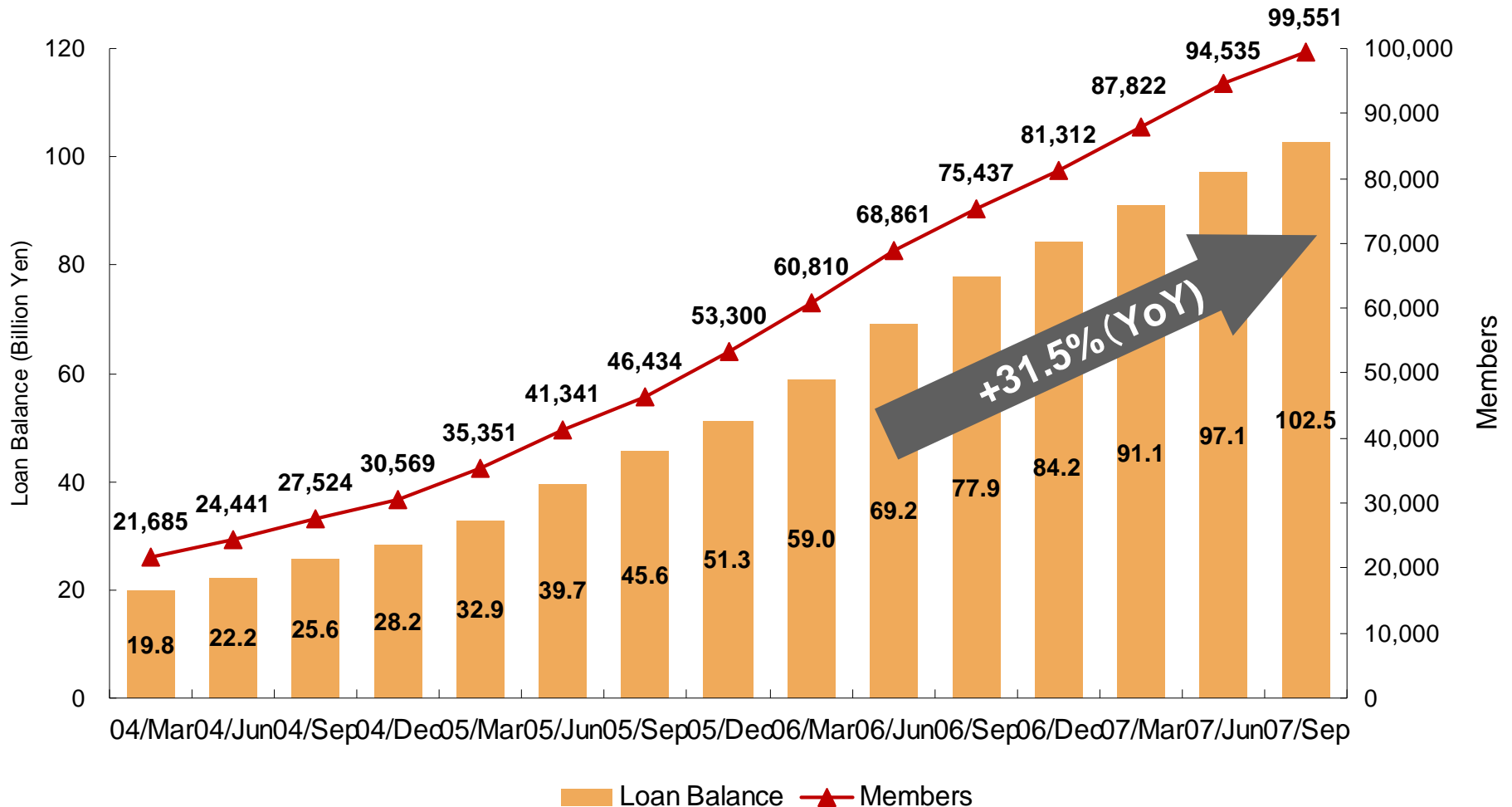


- Maintain Strong Growth
- Net sales +29.1%, Operating profit +25.0% (Eliminating securitization effects)



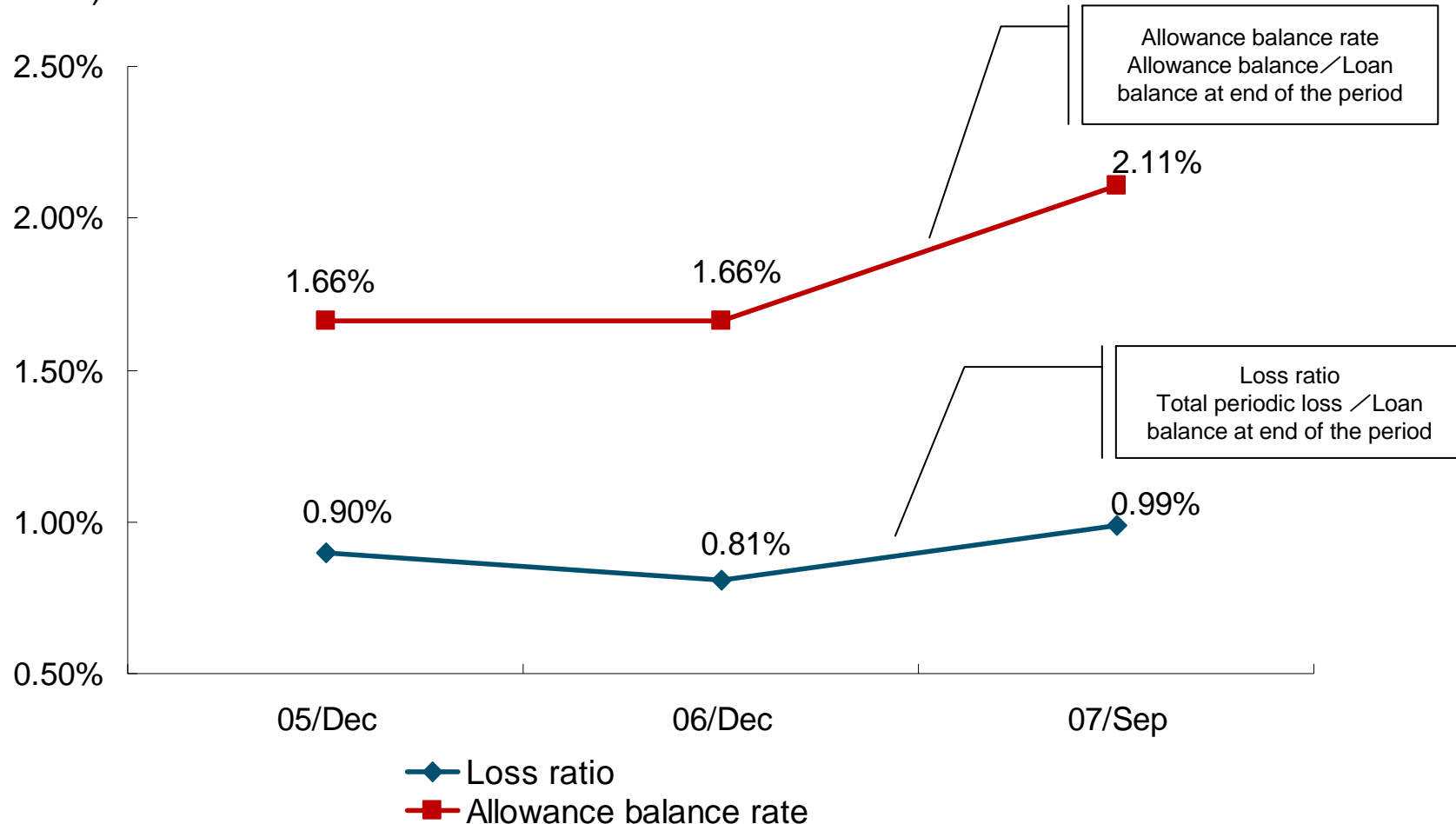
* Retroactive adjustment of 07/Q2

- Loans Receivable Balance Growth +31.5% (YoY), Maintaining Rapid Growth (including in 25.0 billion of securitizing Loan Receivables in Jan- Jun/07)
- Achieved ¥100 billion of Loan Balance during 2007/Q3



Rakuten Credit: Ratios Related to Doubtful Accounts

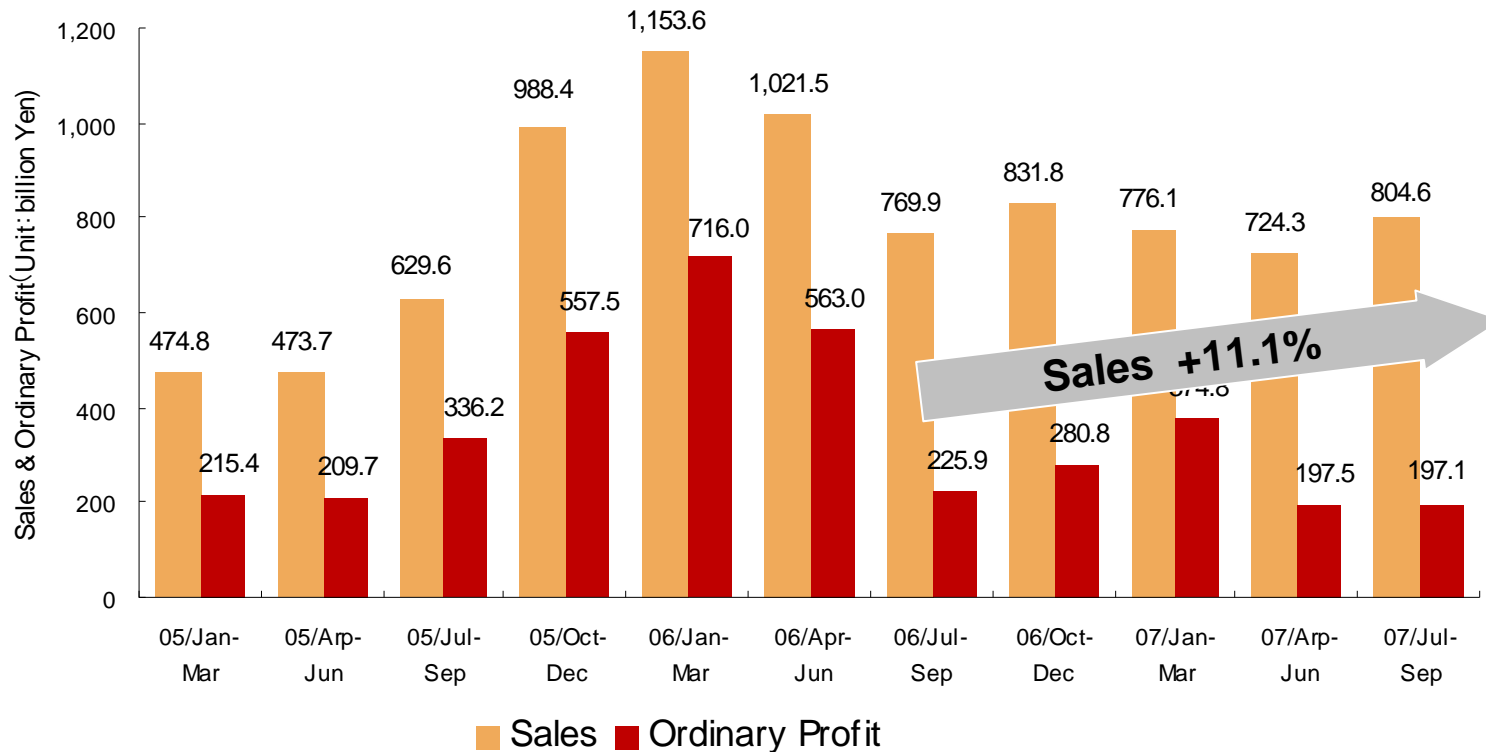
- Provide allowances for loans which are intervened by lawyers for the purpose of bankruptcy rehabilitation, bankruptcy, adjustment of debts
- Loss ratio is fairly constant compared to contrary to allowance increase (by +0.45% points)



-7 Securities Business

Rakuten Securities Holdings: Sales & Ordinary Profit

- Sales +11.1%(QoQ) and +4.5(YoY) due to revision of commission rate from June 2006 and profit from sales of private equity and other securities.
- Ordinary profit generally continued in flat on YoY (-0.2%) due to increase of operating profit in spite of exclusion of large provision to allowance for doubtful accounts



Rakuten Securities Holdings: Industry Comparisons



Financial Overview for Jul-Sep 2007 (QoQ)

(Million Yen)

	Rakuten Securities		E*Trade		Matsui		kabu.com		MBH	
Sales	8,046	+4.5%	17,138	+33.0%	10,860	+10.8%	5,564	+11.8%	7,716	+2.9%
(Net Interest)	1,967	+29.7%	4,594	+45.9%	3,394	+8.8%	1,596	+45.1%	1,291	+0.5%
Net Sales	7,207	+0.9%	15,133	+27.1%	9,893	+9.5%	5,165	+10.0%	7,059	-1.0%
SG&A	5,363	+8.8%	8,589	+25.2%	3,628	-18.0%	2,587	+24.4%	3,558	+2.2%
Ordinary Profit	1,971	-12.7%	6,426	+26.6%	6,264	+33.3%	2,572	-0.6%	3,433	-5.5%
(Before exclusion of large portion to allowance for doubtful accounts)	(2,704)	(+19.7%)	(6,836)	(+33.2%)	(6,095)	(+29.7%)	(2,826)	(+9.2%)	(3,434)	(-5.9%)
Net Profit	641	-30.6%	4,113	+47.5%	3,574	(28.7%)	1,605	(+8.7%)	1,953	(-4.9%)

* Source: Company financial reports on a consolidated basis (excluding kabu.com)

Rakuten Securities Holdings: Industry Comparisons

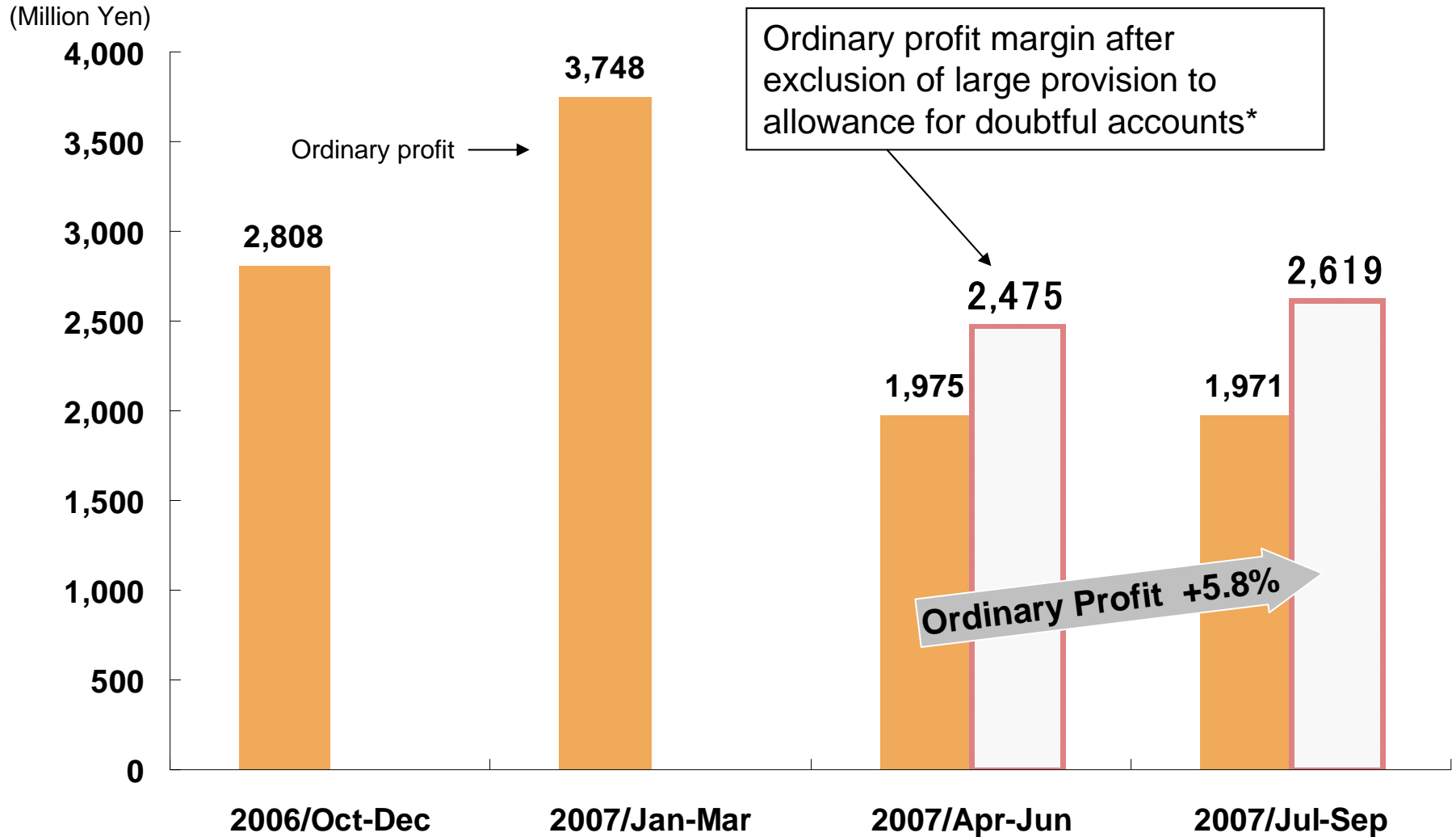
Financial Overview for Jul-Sep 2007 (YoY)

(Million Yen)

	Rakuten Securities		E*Trade		Matsui		kabu.com		MBH	
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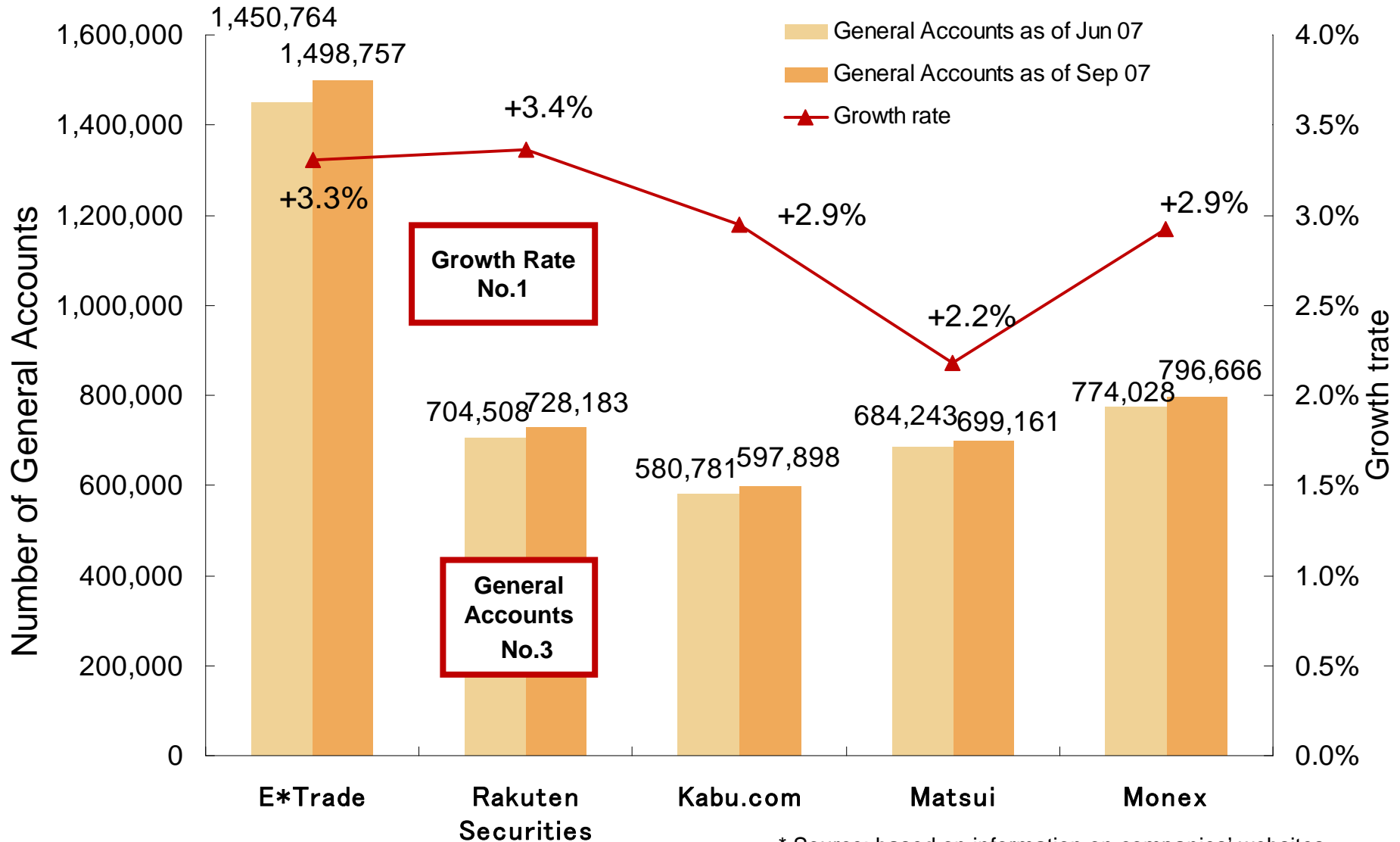
* Source: Company financial reports on a consolidated basis (excluding kabu.com)

Rakuten Securities HD (Consolidated) Ordinary profit

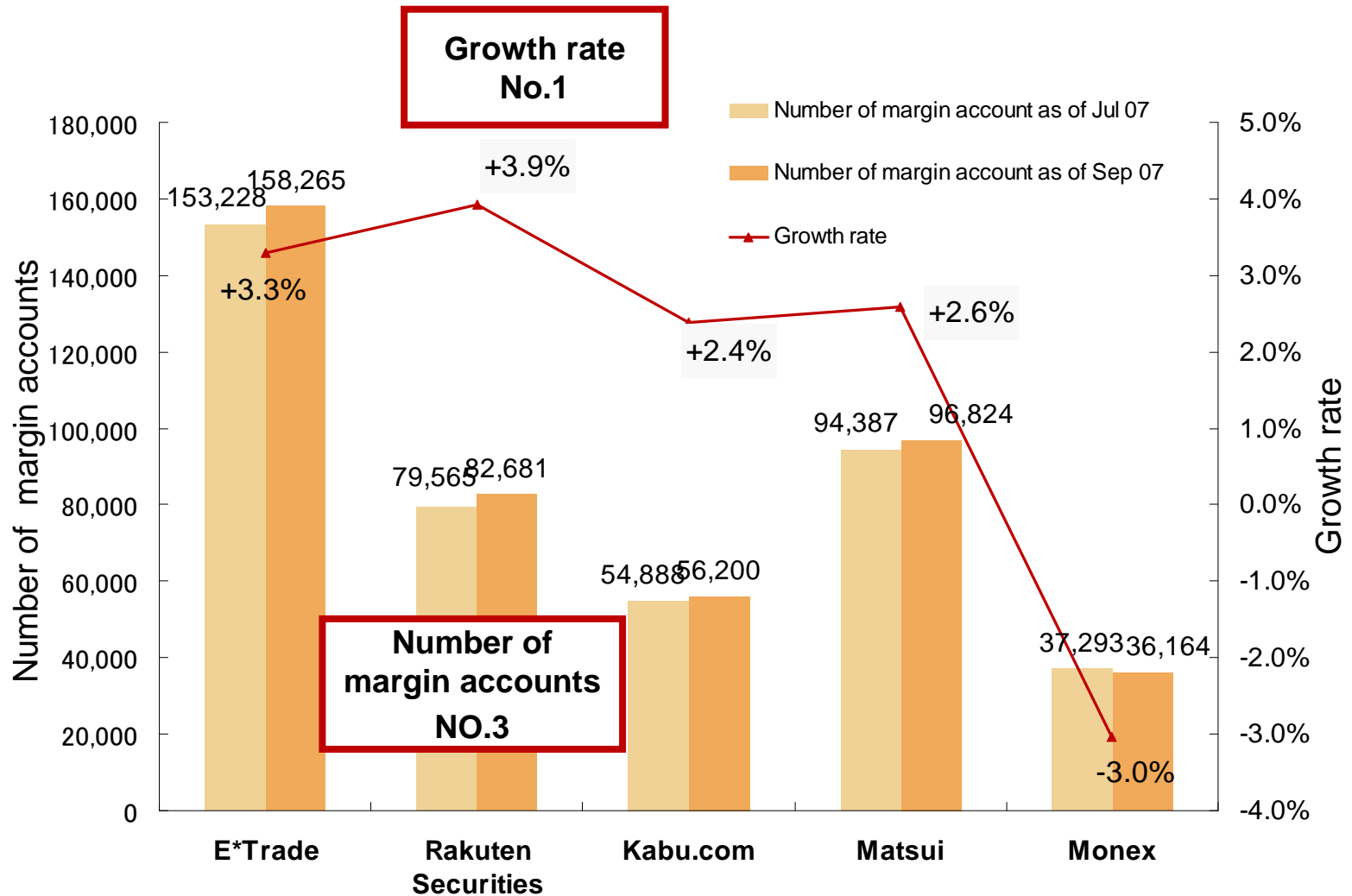


*Provision to allowance for doubtful accounts for advances to clients involved in credit transactions of OHT Inc.

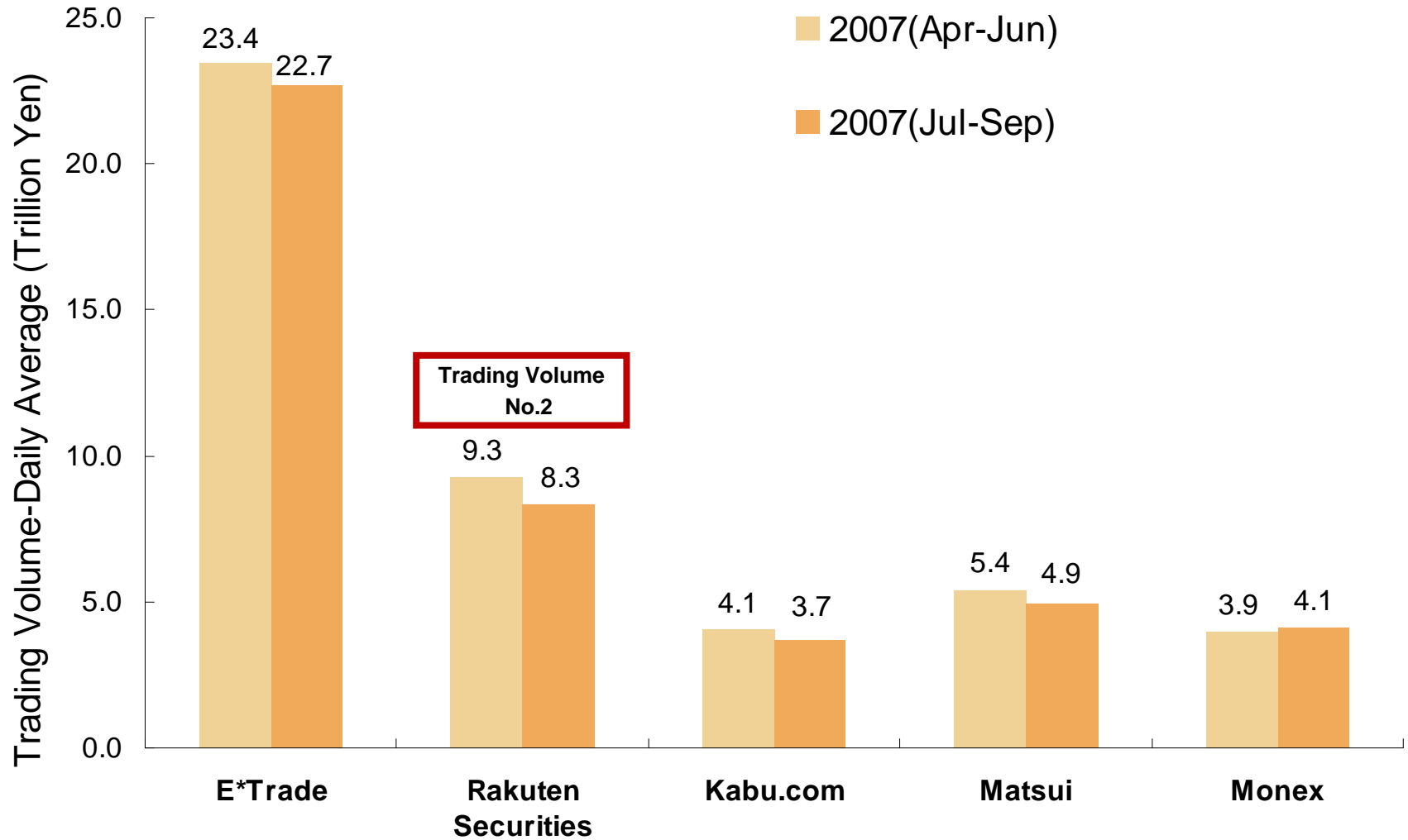
Rakuten Securities: Number of General Accounts Rakuten



* Source: based on information on companies' websites



* Source: based on information on companies' websites

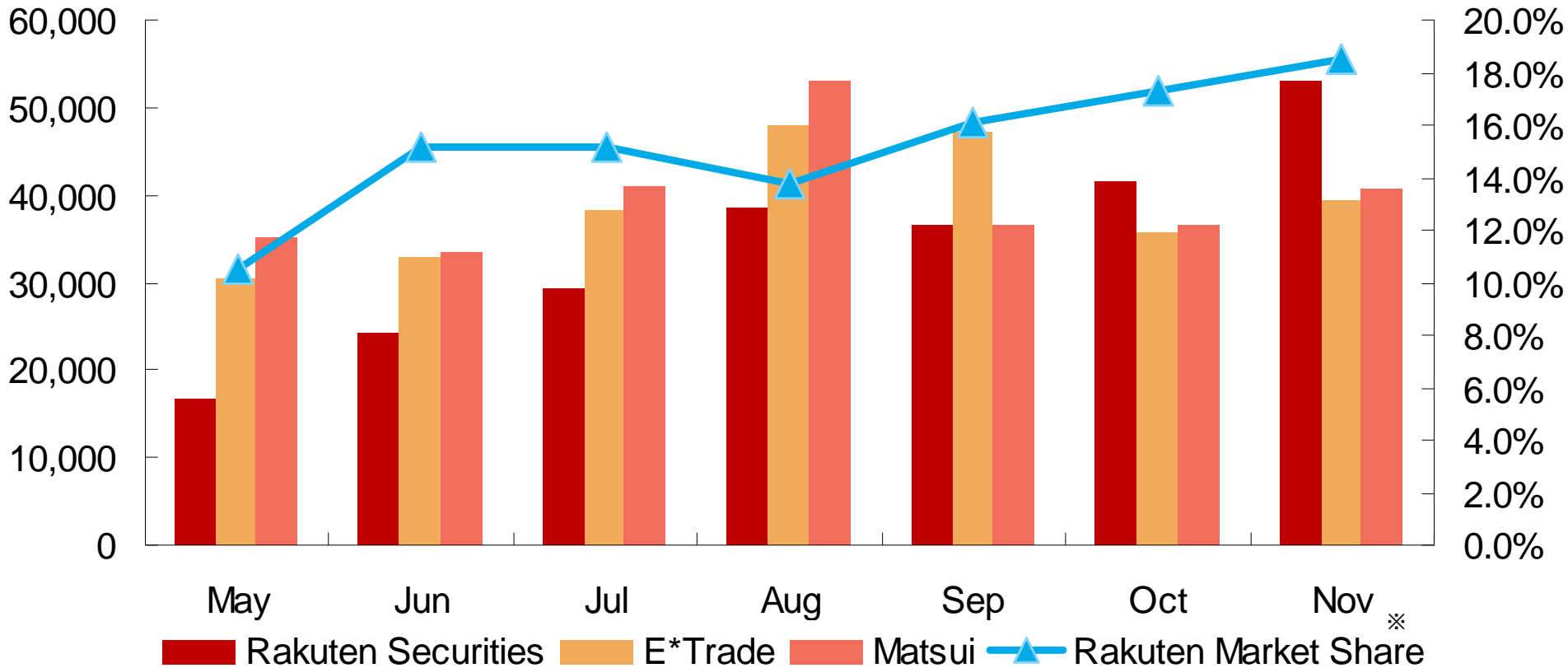


* Source: based on information on companies' websites

■ Achieved No.1 Online Brokerage in Trading Volume of Nikkei225 mini in Oct

Daily-average Trading Volume

Market Share (%)



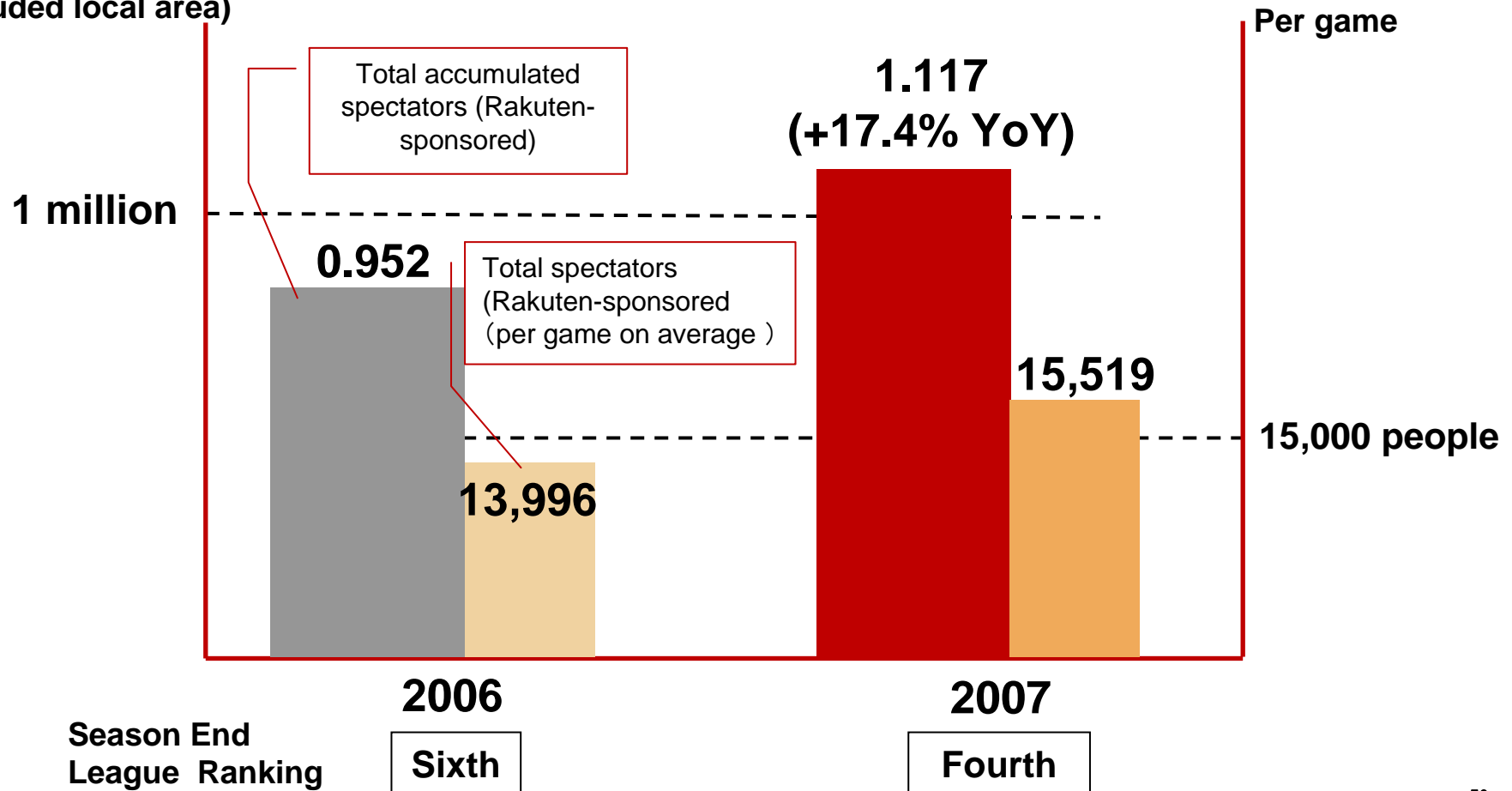
* Average volume by 12th Nov

2 -8 Professional Sports Business

■ Number of spectators +17.4(YoY) with well team performance (No.1 growth rate in the league)

Total number
(Rakuten-sponsored
included local area)

Total Number of Spectators



2007/Q3 Results (cumulative total) of Professional Sports Business

- Bumper sales of goods, fueled by growth in spectators
- Expected greater improvement of operating profit than last year

(Million Yen)

Non-consolidated (Rakuten Baseball, Inc.)	06/ Q3 (cumulative total)	07/ Q3 (cumulative total)	YoY Change (%)
Sales	5,594	6,249	+12%
Operating expenses	6,239	6,561	+5%
Operating loss	-644	-312	-

Consolidated (Including Rakuten Sports Properties, Inc.)	06/ Q3 (cumulative total)	06/ Q3 (cumulative total)	YoY Change (%)
Sales	6,334	7,098	+12%
Operating expenses	6,999	7,283	+4%
Operating loss	-665	-186	-

2 -9 Telephone Business Unit

■ Fusion Communications, IP telephony company became consolidated subsidiary, thus established new segment

- Changes of organization control
 - Toru Shimada appointed as Representative Director as of 1st Nov, 2007 and Board members were dispatched from Rakuten, Inc
- Working on restructuring of business
 - Drastic cost restructuring under review
 - Weekly management meetings, Weekly morning meetings undergo
- Creating synergy in Rakuten group
 - Joint team set up by Rakuten and Fusion
 - Under review by Rakuten Produced Development Headquarters

*Consolidated B/S from 30th Sep, 2007

Ratio of voting rights : 65.94% (substantial as of 30th Sep, 2007) (Increased to 73% as of 31st Oct, 2007)

Acquisition Cost : 985 million yen (As of 30th Sep, 2007)

Goodwill : -199 million yen (As of 30th Sep, 2007)

3 Segment Information (YoY, QoQ) , Key Business Units (QoQ)

2007/Q3 Financial Overview by Segment (YoY)



(Billion Yen)

	2006/Q3			2007/Q3							
	Sales	OP	EBITDA	Sales	YoY	OP	YoY	OP margin	EBITDA	YoY	EBITDA Margin
E-Commerce	14.19	3.45	4.86	18.19	+28.2%	3.75	+8.5%	20.6%	4.83	-0.6%	26.5%
Credit and Payment	18.41	-8.42	-6.05	17.89	-2.8%	-0.21	-	-1.2%	1.66	-	9.3%
Portal and Media	3.15	-0.06	0.09	3.39	+7.6%	-0.30	-	-9.1%	-0.09	-	-2.7%
Travel	3.02	1.33	1.63	3.78	+25.1%	1.87	+41.1%	49.6%	2.36	+44.5%	62.5%
Securities	8.26	2.23	2.51	8.34	+1.0%	1.76	-20.9%	21.2%	2.14	-14.6%	25.7%
Professional Sports	2.64	0.15	0.36	3.01	+13.8%	0.44	+186.7%	14.8%	0.64	+77.6%	21.5%
Telecommunication	-	-	-	0.00	-	-0.11	-	-	-0.11	-	-
Corporate and Internal elimination	-1.91	-0.33	-0.91	-2.54	-	-0.93	-	-	-0.79	-	-
Consolidated	47.79	-1.63	2.50	52.08	+9.0%	6.26	-	12.0%	10.65	+325.2 %	20.5%

* EBITDA=Ordinary profit + Interest expense + Depreciation and Amortization + Amortization of goodwill -Effect of securitizing loan receivables

2007/Q3 Financial Overview by Segment (QoQ)



(Billion Yen)

	2007/Q2			2007/Q3							
	Sales	OP	EBITDA	Sales	QoQ	OP	QoQ	OP margin	EBITDA	QoQ	EBITDA Margin
E-Commerce	18.32	5.30	7.06	18.19	-0.7%	3.75	-29.3%	20.6%	4.83	-31.6%	26.5%
Credit and Payment	17.94	0.01	1.90	17.89	-0.3%	-0.21	-	-1.2%	1.66	-12.4%	9.3%
Portal and Media	3.60	-0.03	0.13	3.39	-5.7%	-0.30	-	-9.1%	-0.09	-	-2.7%
Travel	3.11	1.42	1.77	3.78	+21.5%	1.87	+32.0%	49.6%	2.36	+33.3%	62.5%
Securities	7.35	1.53	1.85	8.34	+13.5%	1.76	+15.2%	21.2%	2.14	+15.9%	25.7%
Professional Sports	2.88	0.27	0.51	3.01	+4.6%	0.44	+60.4%	14.8%	0.64	+26.1%	21.5%
Telecommunication	-	-	-	0.00	-	-0.11	-	-	-0.11	-	-
Corporate and Internal elimination	-2.72	-1.22	-1.07	-2.54	-	-0.93	-	-	△ 0.79	-	-
Consolidated	50.49	7.29	12.17	52.08	+3.1%	6.26	-14.1%	12.0%	10.65	-12.5%	20.5%

* EBITDA=Ordinary profit + Interest expense + Depreciation and Amortization + Amortization of goodwill -Effect of securitizing loan receivables

(Adjustment of Common Costs Allocation) 2007/Q3 Consolidated Financial Overview by Segment (QoQ)



(Billion Yen)

	2007/Q2 (After Adjustment of Common Costs Allocation)			2007/Q3							
	Sales	OP	EBITDA	Sales	QoQ	OP	QoQ	OP margin	EBITDA	QoQ	EBITDA Margin
E-Commerce	18.32	5.02	6.78	18.19	-0.7%	3.75	-25.4%	20.6%	4.83	-28.8%	26.5%
Credit and Payment	17.94	-0.01	1.87	17.89	-0.3%	-0.21	-	-1.2%	1.66	-11.0%	9.3%
Portal and Media	3.60	-0.10	0.07	3.39	-5.7%	-0.30	-	-9.1%	- 0.09	-	-2.7%
Travel	3.11	1.38	1.73	3.78	+21.5%	1.87	+36.1%	49.6%	2.36	+36.6%	62.5%
Securities	7.35	1.50	1.82	8.34	+13.5%	1.76	+17.6%	21.2%	2.14	+18.0%	25.7%
Professional Sports	2.88	0.27	0.51	3.01	+4.6%	0.44	+62.0%	14.8%	0.64	+26.8%	21.5%
Telecommunication	-	-	-	0.00	-	-0.11	-	-	- 0.11	-	-
Corporate and Internal elimination	-2.72	-0.77	-0.62	-2.54	-	-0.93	-	-	- 0.79	-	-
Consolidated	50.49	7.29	12.17	52.08	+3.1%	6.26	-14.1%	12.0%	10.65	-12.5%	20.5%

* EBITDA=Ordinary profit + Interest expense + Depreciation and Amortization + Amortization of goodwill -Effect of securitizing loan receivables

2007/Q3 Financial Overview by Business Unit (QoQ)

(Billion Yen)

Segment	BU/Company	07/Q2		07/Q3				
		Sales	Operating Profit	Sales	YoY	Operating Profit	YoY	OP Margin
E-Commerce	Rakuten Ichiba Business	12.37	5.55	12.41	+0.3%	5.09	-8.3%	41.0%
E-Commerce	Rakuten Books*1	3.19	-0.07	3.50	+9.8%	-0.31	-	-9.0%
E-Commerce	Rakuten Auction*1	3.00	-0.47	0.35	+15.7%	-0.45	-	-128.7%
E-Commerce	LinkShare*1,3	1.69	0.54	1.70	+0.4%	0.44	-18.8%	25.8%
Credit and Payment	Rakuten KC*1	15.21	0.04	15.47	+1.7%	0.21	+368.6%	1.4%
Credit and Payment	Rakuten Credit*1	2.68	0.32	2.39	-10.7%	0.33	+1.8%	13.8%
Credit and Payment	Banking (Rakuten Financial Solution)*1	0.10	-0.17	0.02	+35.4%	-0.54	-	-
Travel	Rakuten Travel*1	3.03	1.35	3.64	+20.1%	1.82	+34.5%	50.0%
Securities	Rakuten Securities*1	7.24	1.52	8.04	+11.1%	1.84	+21.2%	22.9%
Professional Sports	Rakuten Baseball*1	2.61	0.20	2.74	+5.0%	0.37	+84.4%	13.7%
Portal and Media	Infoseek, Advertising Business	1.63	0.00	1.46	-10.0%	-0.05	-	-3.7%
	Other Business Units	3.19	-0.37	2.84	-11.0%	-0.66	-	-23.3%
	Amortization of Goodwill	-	-0.86	-	-	-0.88	-	-
	Corporate and Internal elimination*2	-2.72	-0.29	-2.54	-	-0.93	-	-
	Securitization Effect	50.49	7.29	52.08	+3.1%	6.26	-14.1%	12.0%

*1 Entity basis, except Rakuten HD (Consolidated)

*2 Segment in consolidated financial statement

*3 Pro forma basis US\$=¥ 123.26(07/Q2), US\$=115.43(07/Q3)

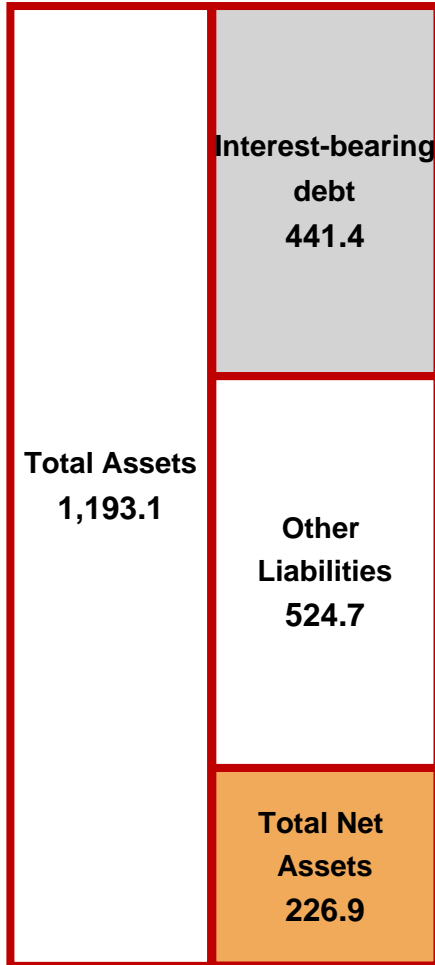
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Balance Sheets

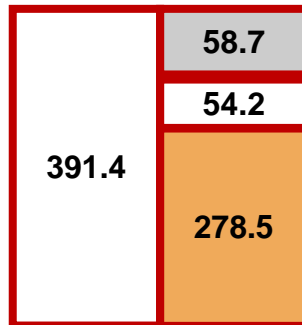
Rakuten Group: Outlook of Balance Sheet (30th Sep, 2007)

Rakuten (Consolidated)

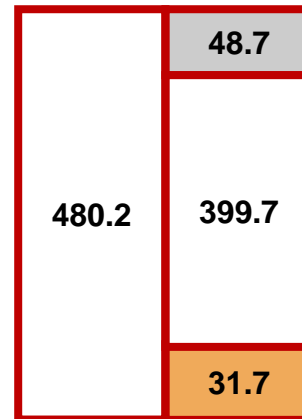
(Unit: Billion Yen)



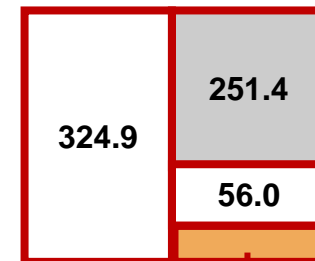
Rakuten (Non-Consolidated)



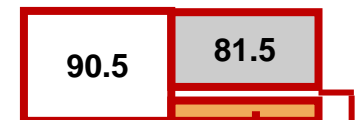
Rakuten Securities HD



Rakuten KC



Rakuten Credit



*Rakuten Securities HD, Rakuten KC and Rakuten Credit includes Internal elimination

* Interest-bearing debt: SB + CP + Short-term borrowings + Long-term borrowings

Consolidated Balance Sheet (Sep 30, 2007)

(Billion Yen; Amounts Less Than 0.1 Billion Omitted)

CURRENT ASSETS	912.6	CURRENT LIABILITIES	755.5
Cash and cash equivalents	97.7	Accounts payable	12.8
Accounts receivable	24.5	Accounts payable, guarantee contracts	4.6
Installment accounts receivable	61.9	Short-term borrowings	237.5
Installment accounts receivable, guarantee contracts	4.6	Other accounts payable	21.6
Beneficial interests in securitized assets	99.4	Income taxes payable	25.6
Deposits for security brokerage business	223.5	Advances received	4.1
Margin transactions assets for security brokerage business	194.9	Deposits received for security brokerage business	138.5
Short-term guarantee deposits for security brokerage business	8.1	Margin transactions liabilities for security brokerage business	99.1
Other current assets	230.4	Guarantee deposits received for security brokerage business	106.3
Allowance for doubtful accounts	- 32.8	Other current liabilities	103.4
		LONG-TERM LIABILITIES	206.8
		Other	3.7
		TOTAL LIABILITIES	966.1
FIXED ASSETS		SHAREHOLDERS' EQUITY	213.4
Property, plant and equipment	280.4	Common stock	107.4
Intangible fixed assets	24.7	Capital surplus	119.4
Investment and other assets	90.6	Retained earnings	- 13.4
	165.0	Treasury stock	0.0
		VALUATION, TRANSLATION ADJUSTMENTS AND OTHERS	5.2
		MINORITY INTERESTS	8.1
		TOTAL NET ASSETS	226.9
TOTAL ASSETS	1,193.1	TOTAL LIABILITIES AND NET ASSETS	1,193.1

Consolidated Balance Sheet (Sep 30, 2007)

(Billion Yen; Amounts Less Than 0.1 Billion Omitted)

CURRENT ASSETS	454.2	CURRENT LIABILITIES	434.4
Cash and cash equivalents	16.3	Short-term borrowings	25.8
Deposits	223.5	Margin transactions liabilities	99.1
Margin transactions assets	194.9	Deposits	138.5
Other current assets	19.3	Guarantee deposits received	106.3
Allowance for doubtful accounts	- 0.1	Other current liabilities	64.4
		LONG-TERM LIABILITIES	10.3
		Long-term borrowings	9.5
		Deffered tax liabilities	0.8
		STATUTORY RESERVE FOR SECURITY BROKERAGE BUSINESS	3.7
		TOTAL LIABILITIES	448.5
FIXED ASSETS	26.0	SHAREHOLDERS' EQUITY	28.1
Property, plant and equipment	0.2	Common stock	1.0
Intangible fixed assets	1.5	Capital surplus	10.6
Investment and other assets	24.2	Retained earnings	16.4
(Allowance for doubtful accounts)	- 1.4	VALUATION, TRANSLATION ADJUSTMENTS AND OTHERS	3.5
		Unrealized holding gain on investment securities	3.5
		TOTAL NET ASSETS	31.7
TOTAL ASSETS	480.2	TOTAL LIABILITIES AND NET ASSETS	480.2

Balance Sheet (Sep 30, 2007)

(Billion Yen; Amounts Less Than ¥0.1 Billion Omitted)

CURRENT ASSETS	286.1	CURRENT LIABILITIES	200.1
Cash and cash equivalents	31.7	Accounts payable; guarantee contracts	4.6
Installment accounts receivable	150.0	Short-term borrowings	151.7
Accounts receivable, guarantee contracts	4.6	Other current liabilities	43.6
Beneficial interest in securitized assets	92.7	LONG-TERM LIABILITIES	107.3
Other current assets	38.4	Long-term borrowing	99.6
Allowance for doubtful accounts	-31.4	Allowance for interest repayment	7.1
		Other current fixed liabilities	0.5
		TOTAL LIABILITIES	307.4
FIXED ASSETS	38.8	SHAREHOLDERS' EQUITY	17.9
Property, plant and equipment	15.3	Common stock	3.0
Land and buildings	14.3	Capital surplus	51.0
Other tangible fixed assets	0.9	Retained earnings	-20.0
Intangible fixed assets	2.8	Accumulated deficit	-16.0
Investment and other assets	22.3	VALUATION, TRANSLATION ADJUSTMENTS AND OTHERS	-0.4
Allowance for doubtful accounts	-1.6	TOTAL NET ASSETS	17.5
TOTAL ASSETS	324.9	TOTAL LIABILITIES AND NET ASSETS	324.9

*Total securitized loan receivables: 170.0 billion yen

Balance Sheet (Sep 30, 2007)

(Billion Yen; Amounts Less Than 0.1 Billion Yen Omitted)

CURRENT ASSETS	85.8	CURRENT LIABILITIES	38.9
Cash and cash equivalents	2.8	Short-term borrowings	37.3
Loan receivables	75.6	Other current liabilities	1.5
Beneficial interest in securitized assets	6.7		
Other current assets	1.2	LONG-TERM LIABILITIES	44.2
Allowance for doubtful accounts	-0.7	Long-term borrowing	44.2
		Other current fixed liabilities	0.0
		TOTAL LIABILITIES	83.1
FIXED ASSETS	4.7	SHAREHOLDERS' EQUITY	7.4
Property, plant and equipment	0.0	Capital stock	4.4
Intangible fixed assets	0.6	Capital surplus	3.4
Investment and other assets	4.0	Accumulated deficit	-0.5
		Treasury stock	0.0
		VALUATION, TRANSLATION	0.0
		ADJUSTMENTS AND OTHERS	
		TOTAL NET ASSETS	7.4
TOTAL ASSETS	90.5	TOTAL LIABILITIES AND NET ASSETS	90.5

*Total securitized loan receivables: 25.00 billion yen

Non-consolidated Balance Sheet

(Million Yen)

Account Title	2007/Q3 (As of Sep 30, 2007)	
	Amount	composition ratio
(ASSETS)		
I Current Asset	76,045	19.4%
1. Cash and cash equivalents	39,405	
2. Accounts receivable	12,134	
3. Other current assets	24,612	
Allowance for doubtful accounts	-107	
II Fixed Asset	315,410	80.6%
1. Tangible assets	6,906	
2. Intangible assets	8,793	
3. Investments and other assets	299,711	
(Allowance for doubtful accounts)	-280	
(Allowance for possible investment losses)	-2,324	
Total Assets	391,456	100.0%
(LIABILITIES)		
I Current Liabilities	63,641	16.3%
1. Accounts payable	96	
2. Short-term borrowings	13,900	
3. Other accounts payable	5,178	
4. Income taxes payable	22,596	
5. Advanced received	3,120	
6. Reserve for points	4,498	
7. Other current liabilities	14,250	
II Fixed Liabilities	49,310	12.6%
Total Liabilities	112,952	28.9%
(NET ASSETS)		
I Shareholders' equity	277,851	71.0%
1. Common stock	107,443	27.4%
2. Capital surplus	116,774	29.8%
3. Retained earnings	53,644	13.7%
4. Treasury stock	-10	0.0%
II Valuation, translation adjustments and others	553	0.1%
Unrealized holding gain on investment securities	553	0.1%
III Stock acquisition rights	99	0.0%
Total Net Assets	278,504	71.1%
Total Liabilities and Net Assets	391,456	100.0%

Non-consolidated Income Statement

(Million Yen)

Account Title	2007/Q3 (3 Months Ended Sep 30, 2007)		2006/Q3 (3 Months Ended Sep 30, 2006)	
	Amount	composition ratio	Amount	composition ratio
I Net sales	14,279	100.0%	11,940	100.0%
II Cost of sales	405	2.8%	325	2.7%
Gross profit	13,874	97.2%	11,615	97.3%
III Selling, general and administrative expenses	10,120	70.9%	8,190	68.6%
1. Personnel	2,928	20.5%	2,308	19.3%
2. Advertising and sales promotion	2,118	14.8%	1,988	16.7%
3. Depreciation and amortization	1,110	7.8%	716	6.0%
4. Communication and maintenance	557	3.9%	365	3.1%
5. Outsourcing	2,694	18.9%	1,911	16.0%
6. Others	711	5.0%	900	7.5%
Operating Income	3,753	26.3%	3,424	28.7%
IV Non-operating income	385	2.7%	306	2.6%
V Non-operating expenses	710	5.0%	857	7.2%
Ordinary income	3,429	24.0%	2,872	24.1%
VI Special Gains	45,513	318.7%	7,638	64.0%
VI Special losses	323	2.3%	10,058	84.2%
Net income before income taxes and minority interests	48,619	340.5%	453	3.8%
Corporate, inhabitants' and enterprise taxes	19,550	136.9%	-89	-0.7%
NET INCOME	29,069	203.6%	542	4.5%

 Appendix

Breakdown of Amortization of Goodwill



(Million Yen)

	06/Q1	06/Q2	06/Q3	06/Q4	07/Q1	07/Q2	07/Q3	Companies
E-Commerce Business	528	527	527	527	527	527	542	Linkshare
Credit and Payment Business	168	168	168	234	234	234	234	Rakuten KC Group
Portal and Media Business	16	16	17	17	17	17	17	Rakuten Research
Travel Business	7	7	7	10	10	10	10	Rakuten Bus Service
Securities Business	1	1	1	56	56	76	76	Rakuten Securities Holdings Rakuten Realty Management Rakuten Strategic Partners
Professional Sports Business	-	-	-	-	-	-	-	
Consolidated	722	721	721	845	845	865	880	

Capital Expenditures

(Billion Yen)

		2006				2007		
		Q1	Q2	Q3	Q4	Q1	Q2	Q3
Non-consolidated	Hardware	0.22	0.59	1.01	1.41	0.20	0.56	1.68
	Software	0.40	0.54	0.58	2.34	0.56	1.04	0.79
	Total	0.62	1.13	1.60	3.75	0.77	1.60	2.47
Consolidated	Hardware	0.97	0.69	1.51	1.95	0.63	0.91	2.05
	Software	0.94	1.08	0.93	3.32	1.98	2.03	4.25
	Total	1.92	1.78	2.45	5.28	2.61	2.94	6.30

*Operating Base

*Excluding Professional Sports and Funds

- Timely rental car reservation service commenced from Oct, 2007
- First in the country, market style timely rental-car reservation service on nationwide

Service Outline

- Service commenced from Oct, 2007
- Participated Companies (Services)
 - Toyota Mortar Corporation (TOYOTA Rent-a-car)
 - MAZDA Car Rental Corporation. (MAZDA Car Rental)
 - ORIX Auto Corporation. (ORIX Rent-a-car, Rent-a-car JAPAREN)
 - Nippon Rent-A-Car Service, Inc. (Scheduled) (Nippon Rent-A-Car)
- Other than those above companies participate in the planning,
- Reservation services first in the country
 - Able to search and reserve cross-company stock on nationwide

Rakuten KC: Transaction Volume and Sales

Composition of Transaction Volume

(Million Yen)

	06/Q3	06/Q4	07/Q1	07/Q2	07/Q3		
					Results	% of total	YoY change
General services	67,406	79,731	80,940	87,058	91,447	73.2%	35.7%
Card shopping	63,632	75,546	78,698	84,907	89,340	71.6%	40.4%
Other	3,774	4,185	2,243	2,152	2,106	1.7%	-44.2%
Financing	52,357	44,586	33,986	30,409	28,956	23.2%	-44.7%
Card cash advances	28,913	26,318	20,990	19,337	18,860	15.1%	-34.8%
Loan card	23,444	18,268	12,996	11,071	10,095	8.1%	-56.9%
Installment	25,882	5,618	11	23	14	0.0%	-99.9%
Credit guarantee	19,297	8,074	2,858	2,528	2,660	2.1%	-86.2%
Other	2,686	1,876	1,820	1,959	1,766	1.4%	-34.3%
Total transaction volume	167,628	139,885	119,616	121,978	124,844	100.0%	-25.5%

Composition of Revenues

(Million Yen)

	06/Q3	06/Q4	07/Q1	07/Q2	07/Q3		
					Results	% of total	YoY change
General services	2,051	2,349	2,390	2,487	2,590	15.6%	26.3%
Card shopping	1,886	2,179	2,253	2,357	2,460	14.8%	30.4%
Other	164	170	137	130	130	0.8%	-20.7%
Financing	12,948	12,987	12,415	12,396	12,172	73.2%	-6.0%
	(11,158)	(11,398)	(11,210)	(11,103)	(11,023)		-1.2%
Card cash advance	7,995	8,032	7,603	7,632	7,473	44.9%	-6.5%
	(6,648)	(6,835)	(6,538)	(6,686)	(6,634)	39.9%	-0.2%
Loan card	4,896	4,902	4,751	4,708	4,638	27.9%	-5.3%
	(4,453)	(4,509)	(4,610)	(4,360)	(4,329)	26.0%	-2.8%
Other financing	57	53	61	57	59	0.4%	3.5%
Installment	1,493	480	1	1	2	0.0%	-99.9%
	(1,467)	(472)	(1)	(1)	(2)	0.0%	-99.9%
Credit guarantee	662	420	281	286	319	1.9%	-51.8%
Other	842	846	726	1,173	1,484	8.9%	76.2%
Financing revenues	264	173	101	167	58	0.3%	-78.0%
Total revenues	18,260	17,256	15,913	16,509	16,626	100.0%	-8.9%
	(16,444)	(15,658)	(14,708)	(15,217)	(15,478)	93.1%	-5.9%

Note: Amount of revenues in brackets include effects of securitization and as per income statement

Rakuten KC: Expenses, Loan Receivables & Membership



Operating Expenses

(Million Yen)

	06/Q3	06/Q4	07/Q1	07/Q2	07/Q3		
					Results	% of total	YoY change
Personnel cost	3,069	2,379	1,900	1,348	1,354	8.9%	- 55.9%
General expenses	6,216	5,657	4,777	4,717	4,224	27.7%	- 32.0%
Interest expenses	2,148	1,797	1,494	1,485	1,482	9.7%	- 31.0%
Expenses related to doubtful account	12,962	3,887	6,052	5,729	5,707	37.4%	- 56.0%
Interest repayment expenses	689	144	1,090	1,890	2,492	16.3%	261.7%
Total operating expenses	25,084	13,864	15,313	15,170	15,260	100.0%	- 39.2%

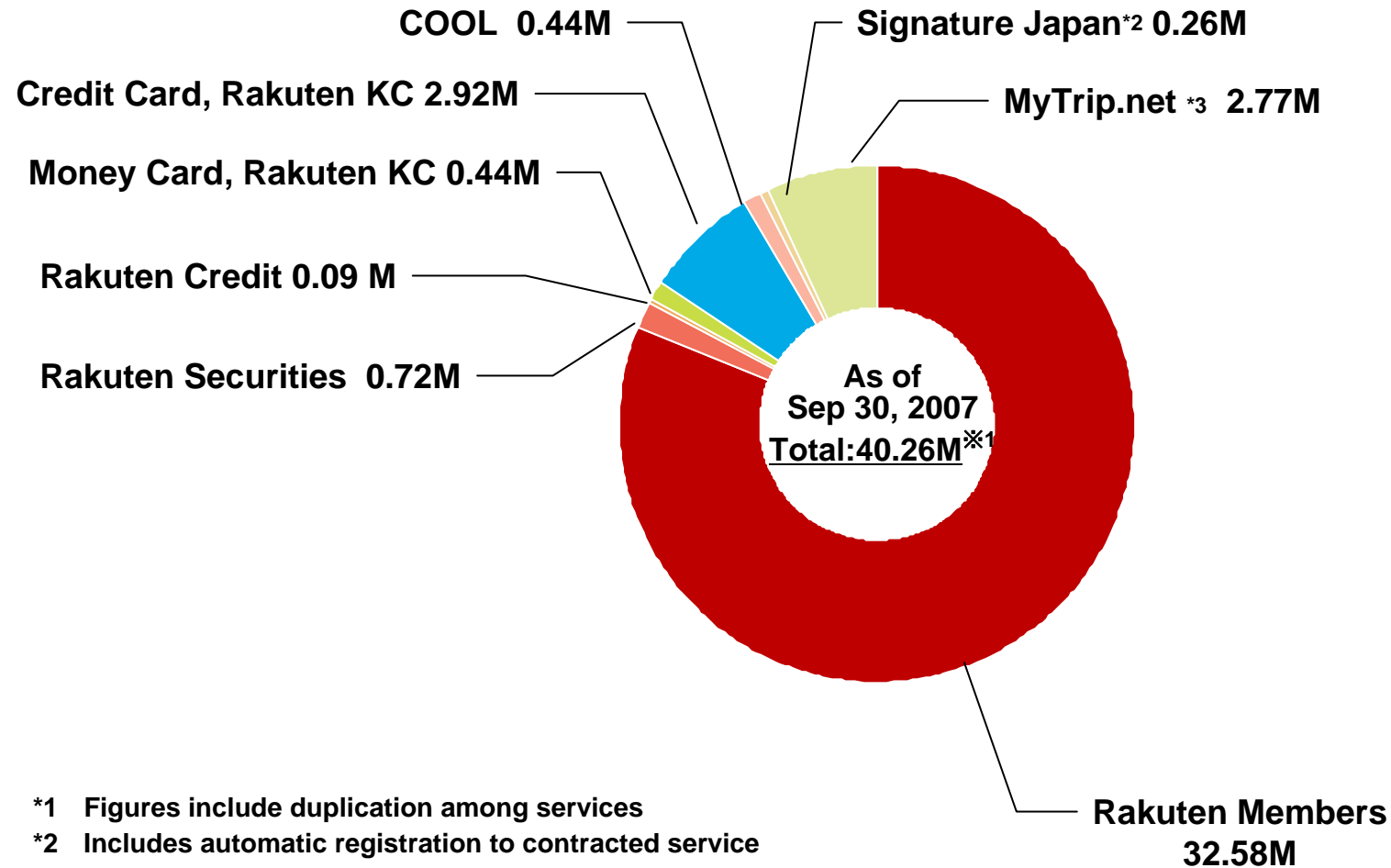
Balance of Loan Receivables

	06/Q3	06/Q4	07/Q1	07/Q2	07/Q2		
					Results	% of total	YoY change
General services	55,733	62,198	60,825	64,137	62,976	16.3%	13.0%
Card shopping	49,087	55,376	54,927	58,635	57,937	15.0%	18.0%
Other	6,646	6,822	5,898	5,503	5,039	1.3%	- 24.2%
Financing	271,703	273,830	269,673	263,512	258,097	66.7%	- 5.0%
Card cash advances (securitized)	129,015 (95,646)	128,451 (90,589)	126,117 (92,437)	122,668 (94,524)	120,413 (91,908)	31.1% 23.7%	- 6.7% - 3.9%
Loan card (securitized)	108,487 (81,964)	110,941 (79,371)	109,482 (85,186)	106,494 (82,421)	103,722 (78,101)	26.8% 20.2%	- 4.4% - 4.7%
Other financing	34,201	34,438	34,074	34,350	33,961	8.8%	- 0.7%
Installment (securitized)	121,471 (8,787)	1,158 -	1,166 -	1,108 -	1,174 -	0.3% -	- 99.0% -
Credit guarantee (off-balance guarantees)	356,445 (196,450)	51,197 (46,144)	50,013 (45,100)	48,248 (43,483)	47,117 (42,467)	12.2% 11.0%	- 86.8% - 78.4%
Other	31,134	27,530	24,052	20,817	17,863	4.6%	- 42.6%
Total operating receivables (as presented on balance sheet)	836,486 422,505	415,913 172,279	405,729 158,954	397,823 156,578	387,229 156,889	100.0% 40.5%	- 53.7% - 62.9%

Number of Current Cardholders

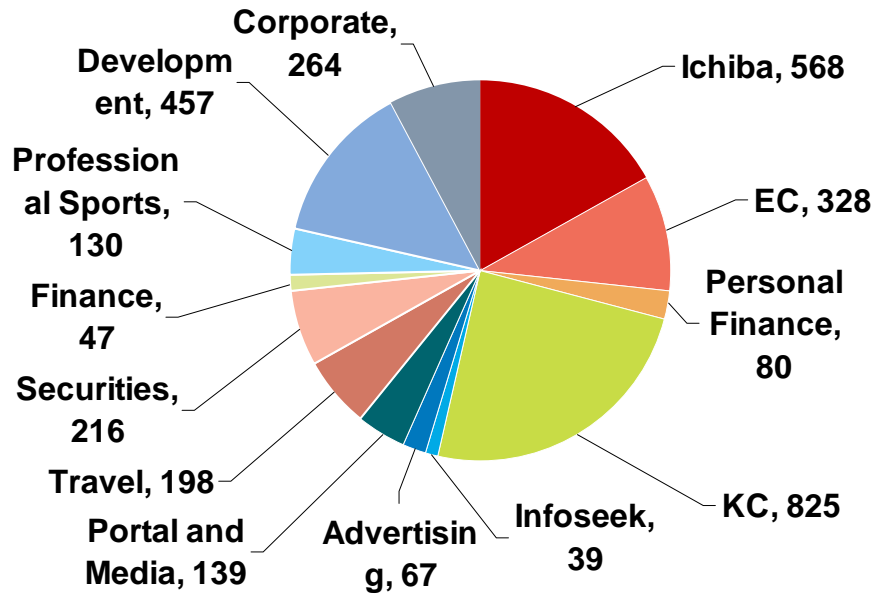
	06/Q3	06/Q4	07/Q1	07/Q2	07/Q3	
					Results	YoY change
Credit Card	2.58	2.67	2.79	2.86	2.92	13.2%
(Rakuten Card)	0.39	0.48	0.57	0.67	0.77	97.4%
Loan Card	0.50	0.47	0.47	0.46	0.45	-10.0%

Group Membership

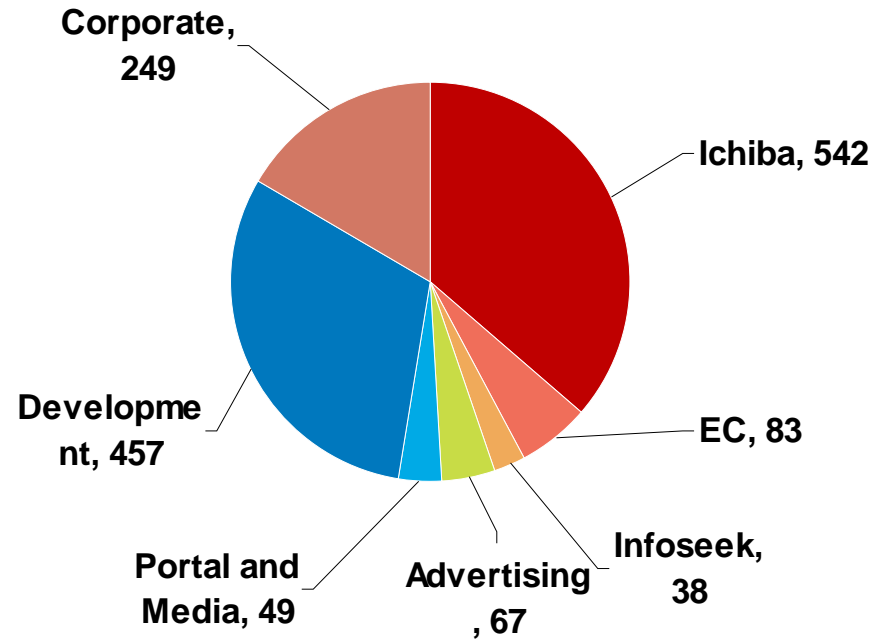


- *1 Figures include duplication among services
- *2 Includes automatic registration to contracted service
- *3 MyTrip.net excludes members converted to Rakuten ID
- *4 Ynot members converted to Rakuten ID by 2007/Jul
- *5 Financial related business added from 2006/Q4

Rakuten Group: 3,358



Rakuten, Inc.: 1,485 (Non-consolidated)



* As of Sep 30, 2007

* Excluding directors, auditors and part-time workers

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