

# FY2026 First Quarter Consolidated Financial Results Appendix

May 14, 2026

Rakuten Group, Inc.



- Figures in this document are rounded to one decimal place, so there may be some discrepancies with the numbers in other disclosed materials.
- Past figures may be retroactively adjusted due to changes in accounting standards or revisions to definitions.
- Please refer to <https://global.rakuten.com/corp/investors/assets/doc/documents/26Q1Datasheet.xlsx>.

# Executive Summary

## Consolidated Results

- Revenue increased across all segments; Internet Services, FinTech, and Mobile. Revenue: JPY 643.6 bn (+14.4% YoY), reaching JPY 600 bn for the first time in a Q1
- Consolidated Non-GAAP OI: JPY 36.3 bn (JPY +36.6 bn YoY), IFRS OI: JPY 30.4 bn (JPY +45.8 bn YoY), with both achieving Q1 profitability for the first time since full-scale entry into the MNO business. A good start towards the goals set at the beginning of the fiscal year to significantly increase both consolidated Non-GAAP OI and IFRS OI
- EBITDA\*: JPY 108.8 bn (+36.2% YoY), reaching JPY 100 bn in a Q1 for the first time since full-scale entry into the MNO business

## Financing Activities

- Maintaining our financial policies and strategies. Striving to improve profitability in each business and reduce outstanding interest-bearing debt in order to achieve our targets for non-FinTech net interest-bearing debt/EBITDA\* ratio and consolidated equity ratio
- The USD-denominated perpetual subordinated bonds issued in April 2021 were fully redeemed on the first optional redemption date of April 22, 2026. The redemption of senior bonds during FY2026 is planned to be covered by available funds, and all funds for bond redemptions during FY2026 have been secured. For bond redemptions from FY2027 onwards, we intend to proactively and flexibly control its funding needs by combining a variety of methods

\*EBITDA = Non-GAAP OI + depreciation and amortization, etc.

# Executive Summary

## Internet Services

- Segment revenue<sup>\*1</sup>: JPY 317.6 bn (+4.0% YoY), Non-GAAP OI<sup>\*1\*2</sup>: JPY 21.2 bn (+65.6% YoY)
- Domestic E-Commerce<sup>\*1\*3</sup> GMS: JPY 1,499.0 bn (+4.8% YoY). Growth driven primarily by Core Businesses, including Travel business, which continued to benefit from robust inbound demand and domestic travel demand. In addition to the steady revenue growth of Core Businesses such as Rakuten Ichiba and Travel business, various initiatives aimed at reducing losses in Growth Investment Businesses such as the logistics business resulted in Non-GAAP OI: JPY 30.9 bn<sup>\*2</sup> (+29.2% YoY)
- International Business Unit<sup>\*3\*4</sup> revenue: USD 459.2 mm (+6.9% YoY), Non-GAAP OI<sup>\*2</sup>: USD 7.1 mm (USD +8.6 mm YoY). Rakuten Rewards saw sluggish revenue growth, but increased profits due to a reduction in one-time expenses recorded in Q1/25. Rakuten Viki achieved a significant increase in profits thanks to revised plan fees and various cost reductions. Rakuten Viber continued to see increased revenue and profits due to strong communication and advertising revenue

\*1: From Q1/26, a portion of points-related business was transferred from Group Headquarters (Adjustments) to the Internet Services segment. No retrospective adjustments were made. \*2: From Q1/26, some AI-related development costs were allocated to each business. Retrospective adjustments were made to the performance of segments and each business from Q1/25. \*3: Retrospective revisions were made due to a revision of the classification of each business within the Internet Services segment in Q2/25. \*4: Open Commerce: Total of Rakuten Rewards (US, Europe, Canada), Fillr, and overseas advertising business. EU: Total of Rakuten TV and Rakuten France. Others: Total of Rakuten Kobo, Rakuten Viber, Rakuten Viki, etc. Note that Rakuten Symphony, Taiwan EC business, and businesses of overseas financial subsidiaries are not included.

# Executive Summary

## FinTech

- Segment revenue: JPY 275.3 bn (+23.1% YoY), Non-GAAP OI<sup>\*1</sup>: JPY 58.5 bn (+33.8% YoY), resulting in increased revenue and profit. Each business continued to see expansion in its customer base and GTV
- Rakuten Card: Robust growth in shopping GTV: JPY 6.8 tn (+8.5% YoY), driven by an expanding customer base and increased average spend per customer. While funding costs continued to rise, other cost controls were successful, resulting in increased profit
- Rakuten Bank: Leveraged group synergies to promote account acquisition, reaching 18.07 mm accounts<sup>\*2</sup> (as of end of March 2026, +7.3% YoY). With further progress in converting Rakuten Bank accounts into main accounts, non-consolidated deposit balance also increased: JPY 12.9 tn<sup>\*2\*3</sup> (as of end of March 2026, +12.9% YoY). In addition to the accumulation of assets under management, interest income grew significantly due to the Bank of Japan's policy interest rate hikes, resulting in substantial increases in both revenue and profit
- Rakuten Securities: Expanded its customer base, driven by the new NISA program, reaching 13.87 million general securities accounts<sup>\*2</sup> (as of end of March 2026, +12.4% YoY) and 7.53 million NISA accounts<sup>\*2</sup> (as of end of March 2026, +18.3% YoY). Driven by robust financial income amid favorable market conditions and increased interest income following the Bank of Japan's policy rate hikes, the company recorded its highest-ever quarterly revenue.
- Rakuten Payment: Revenue growth driven by increased GTV on an expansion of its customer base, primarily through the Rakuten Pay app, and its partner companies. Various cost controls also contributed to robust profit growth

<sup>\*1</sup>: From Q1/26, some AI-related development costs were allocated to each business. Retroactive revisions have been made to each segment's results from Q1/25. <sup>\*2</sup>: Rounded down to the nearest unit <sup>\*3</sup>: J-GAAP

# Executive Summary

## Mobile

- Segment revenue: JPY 131.2 bn (+18.5% YoY), Non-GAAP OI<sup>\*1</sup>: JPY -38.0 bn (JPY +13.3 bn YoY)
- Rakuten Mobile<sup>\*2</sup> revenue: JPY 108.0 bn (+23.9% YoY), driven by an increase in the number of subscribers on successful promotional activities during the peak sales season. While marketing expenses increased to strengthen promotional capabilities, other expenses remained at previous levels, resulting in Non-GAAP OI<sup>\*1\*3</sup>: JPY -36.4 bn (JPY +12.7 bn YoY). EBITDA<sup>\*1\*3\*4</sup>: JPY 1.0 bn (JPY +7.5 bn YoY), achieving profitability for the first time in a Q1, even including fixed asset tax
- As of the end of March 2026, Rakuten Mobile's total number of subscribers<sup>\*5</sup> was 10.36 million, a net increase of 1.74 million subscribers YoY. Acquisitions progressed smoothly throughout the sales season, and the churn rate improved due to the suppression of cancellations by short-term users. Net ARPU<sup>\*6</sup> was JPY 2,442 (JPY +12 YoY). While data ARPU declined due to changes in the subscriber mix due to the focus on B2B acquisitions in Q4/25, and a temporary increase in the denominator due to the acceleration of B2C acquisitions at the end of Q1/26, options ARPU and other ARPU continued to grow steadily
- Capex<sup>\*7</sup>: JPY 26.2 bn. Continuing to shift internal human resources and build close cooperative relationships with affiliate companies to accelerate base station construction, in order to improve communication quality

\*1: From Q1/26, some AI-related development costs were allocated to each business. Retrospective adjustments were made to the performance of segments and each business from Q1/25. \*2: From April 2025, part of the Rakuten Communications business was absorbed into Rakuten Mobile, Inc. \*3: Includes investment gains and losses related to the Mobile business from Q4/25. \*4: EBITDA = Non-GAAP OI + depreciation and amortization, etc. \*5: Total value of MNOs, MVNEs and MVNOs including BCP subscribers. \*6: ARPU is calculated using the average of MNO subscribers at the end of the most recent quarter and the previous quarter, excluding MVNE and BCP and other contracts. Within ARPU, the cost of sales associated with the sales uplift effect from Rakuten Mobile's MNO subscribers and the effect of sending customers from group companies to the mobile business are deducted from Ecosystem ARPU. Mobile Ecosystem Contribution (Net ARPU x Number of MNO subscribers) is recorded after revenue and operating expenses on the income statement of Rakuten Mobile.

\*7: Network-related capex.

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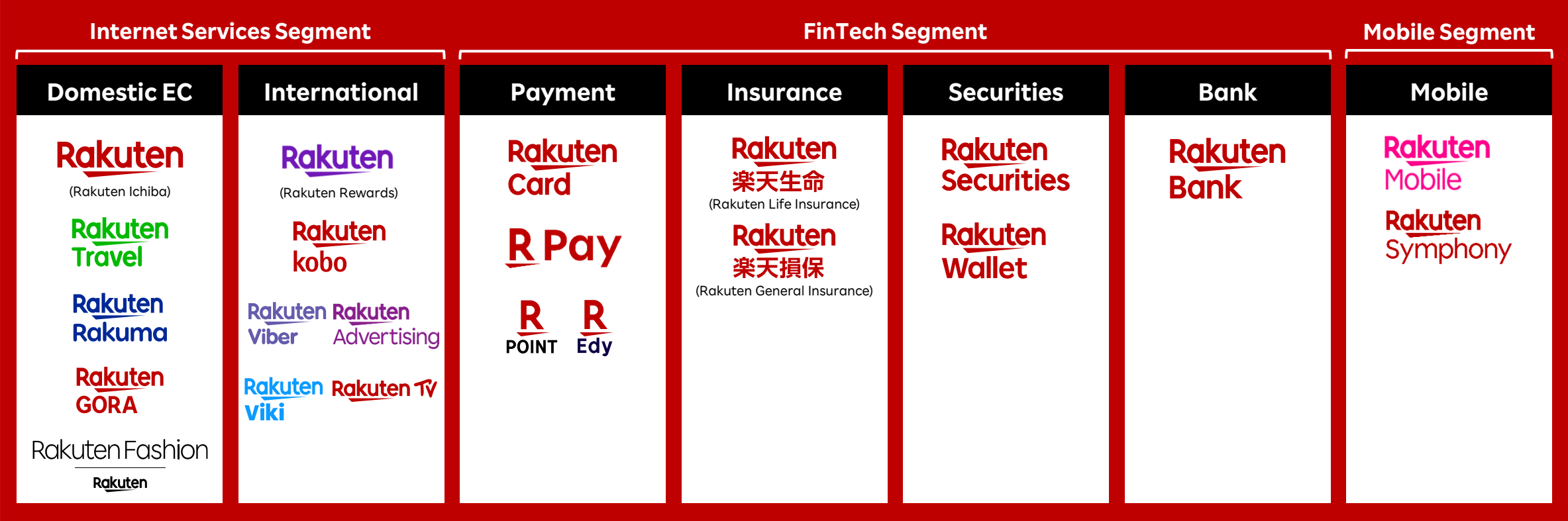
## 4 Finance

# 1. Ecosystem KPIs

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# Rakuten Ecosystem Service Line-Up (Excerpt)

■ Established leading positions in many markets. Highest cross-use rate among MNO carriers\*

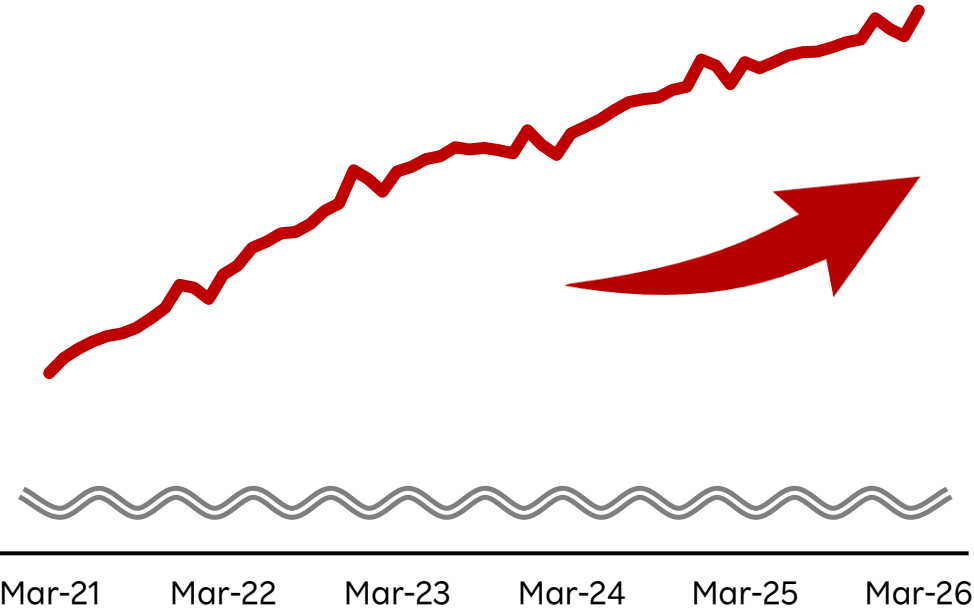


\*Source: MMDLabo. Feb 20, 2023. "Survey on the actual condition of use of related services of major 4 MNO carriers." Number of carrier-related services except for mobile phone contracts for 4 MNO carrier users. (Internet survey, target: Major 4 MNO carrier users aged 18-69, valid responses = 2,000: Docomo users (n = 500), au users (n = 500), Softbank users (n = 500) Rakuten Mobile users (n = 500))

# Number of Monthly Active Users and Ratio of Users of Two or More Services

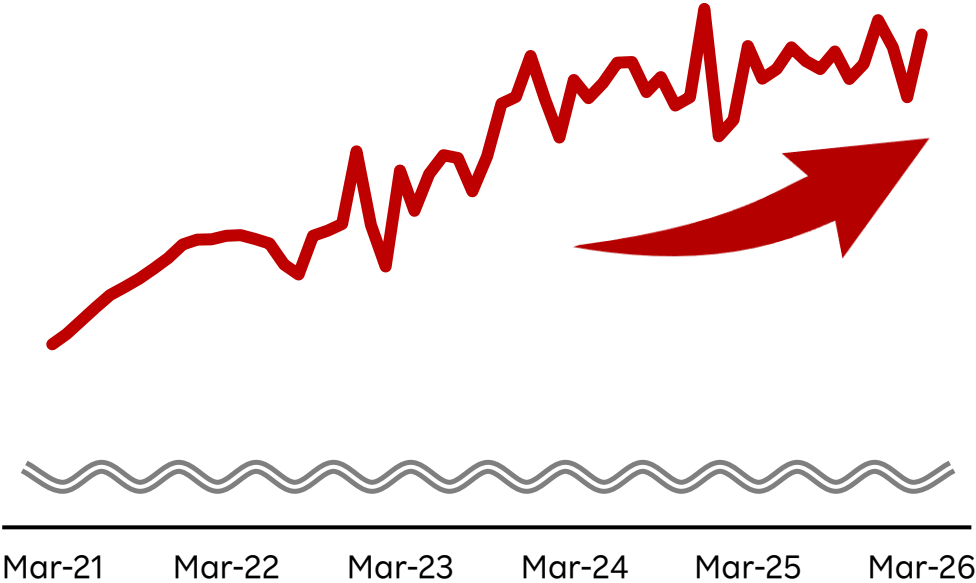
Monthly Active User Growth in Japan

**45.88 mm**  
+ 4.2% YoY\*1



Ratio of Users of Two or More Services\*2

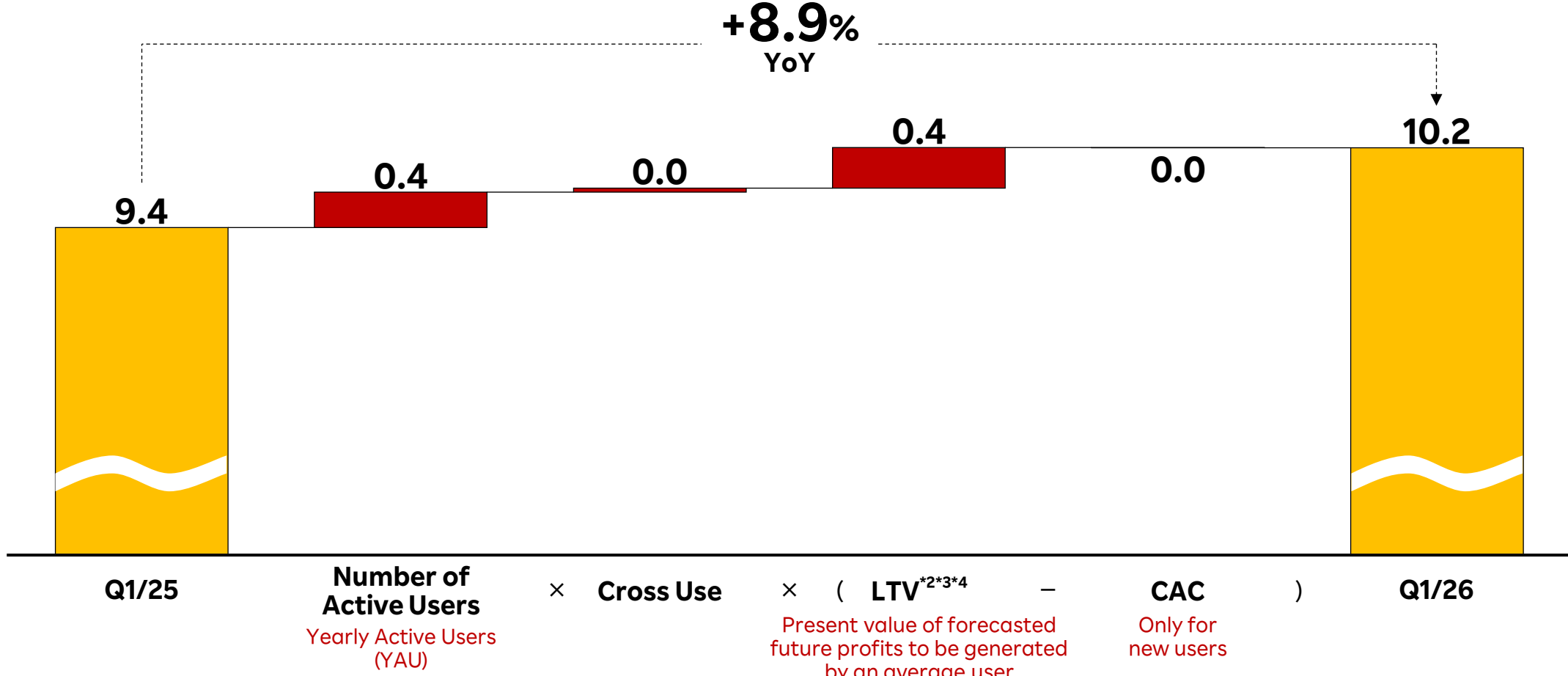
**77.1%**  
+ 0.1 pt YoY\*3



\*1: Comparison of monthly active users in March 2026 versus March 2025. \*2: Percentage calculated by dividing the number of users of two or more services in the past 12 months by the number of users of all services in the past 12 months. (As of the end of March 2026. Limited to the use of services that can earn Rakuten Points.) \*3: Comparison of monthly use ratio in March 2026 versus March 2025.

# Membership Value<sup>\*1</sup>

■ Strong performance across various FinTech businesses, including expansion of the customer base at Rakuten Securities and Rakuten Bank, is driving an increase in membership value

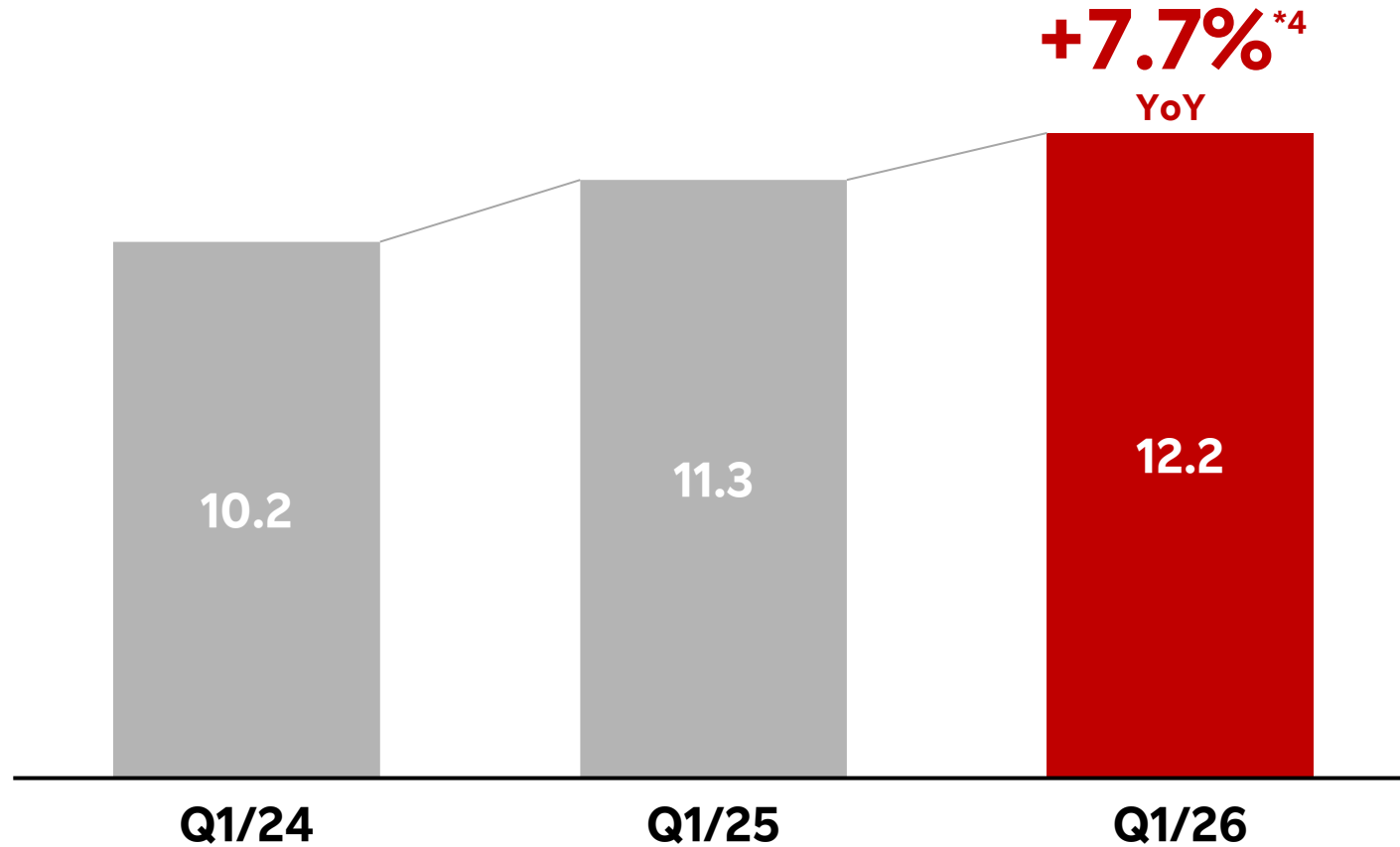


\*1: Calculated by Rakuten Group (KPIs calculated internally). \*2: LTV = Lifetime Value.  $LTV = \sum (ARPU \times Profit\ Rate^{*3} \times Retention\ Rate) \div (1 + Discount\ Rate)^{K-1}$  ①K is Projection Years ②ARPU = Revenue/YAU  
 \*3: Profit Rate =  $\{(Revenue \times Marginal\ profit\ ratio) - Retention\ cost^{*4}\} \div Revenue$  ①Marginal profit = Revenue - Variable Cost (cost of revenue, commissions, etc.). \*4: Retention cost = Marketing costs - Customer acquisition cost ①Marketing cost = Advertising cost + Promotion Cost + Point cost ②Customer acquisition cost = Marketing cost prepared for new users



# Total Global GTV<sup>\*1\*2\*3</sup>

(JPY tn)



\*1: Global Gross Transaction Value = Domestic E-Commerce GMS + Credit Card GTV + Rakuten Edy GTV + Rakuten Pay GTV + Rakuten Point Card GTV + Overseas E-Commerce GTV + Rakuten Rewards (Ebates) GTV + Digital Contents GTV + Rakuten Advertising (Rakuten Marketing) GTV \*2: Including intercompany transactions for settlement and affiliate services. \*3: From Q1/26, the scope was partially revised. Retrospective adjustments were also made to past figures. \*4: Calculation does not take into account the impact of exchange rates.

## **2. Consolidated Financial Results**

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# Q1/26 Consolidated Financial Results Summary (1)

(JPY bn, rounded)	Q1/25	Q1/26	YoY
<b>Consolidated Revenue<sup>*1</sup></b>	<b>562.7</b>	<b>643.6</b>	<b>+14.4%</b>
Internet Services Segment	305.5	317.6	+4.0%
FinTech Segment	223.6	275.3	+23.1%
Mobile Segment	110.7	131.2	+18.5%
Adjustments	-77.1	-80.5	-3.5
<b>Non-GAAP Operating Income (Loss)<sup>*1*2</sup></b>	<b>-0.3</b>	<b>36.3</b>	<b>+36.6</b>
<i>(Reference: Excluding Mobile Segment &amp; Minority Investments)</i>	<i>52.3</i>	<i>75.1</i>	<i>+43.6%</i>
Internet Services Segment	12.8	21.2	+65.6%
FinTech Segment	43.7	58.5	+33.8%
Mobile Segment	-51.3	-38.0	+13.3
Adjustments	-5.5	-5.4	+0.1
<b>EBITDA<sup>*1*2*3</sup></b>	<b>79.9</b>	<b>108.8</b>	<b>+36.2%</b>
Internet Services Segment	23.1	29.5	+28.1%
FinTech Segment	59.9	76.1	+26.9%
Mobile Segment	-6.5	1.0	+7.6
Adjustments	3.4	2.1	-37.6%

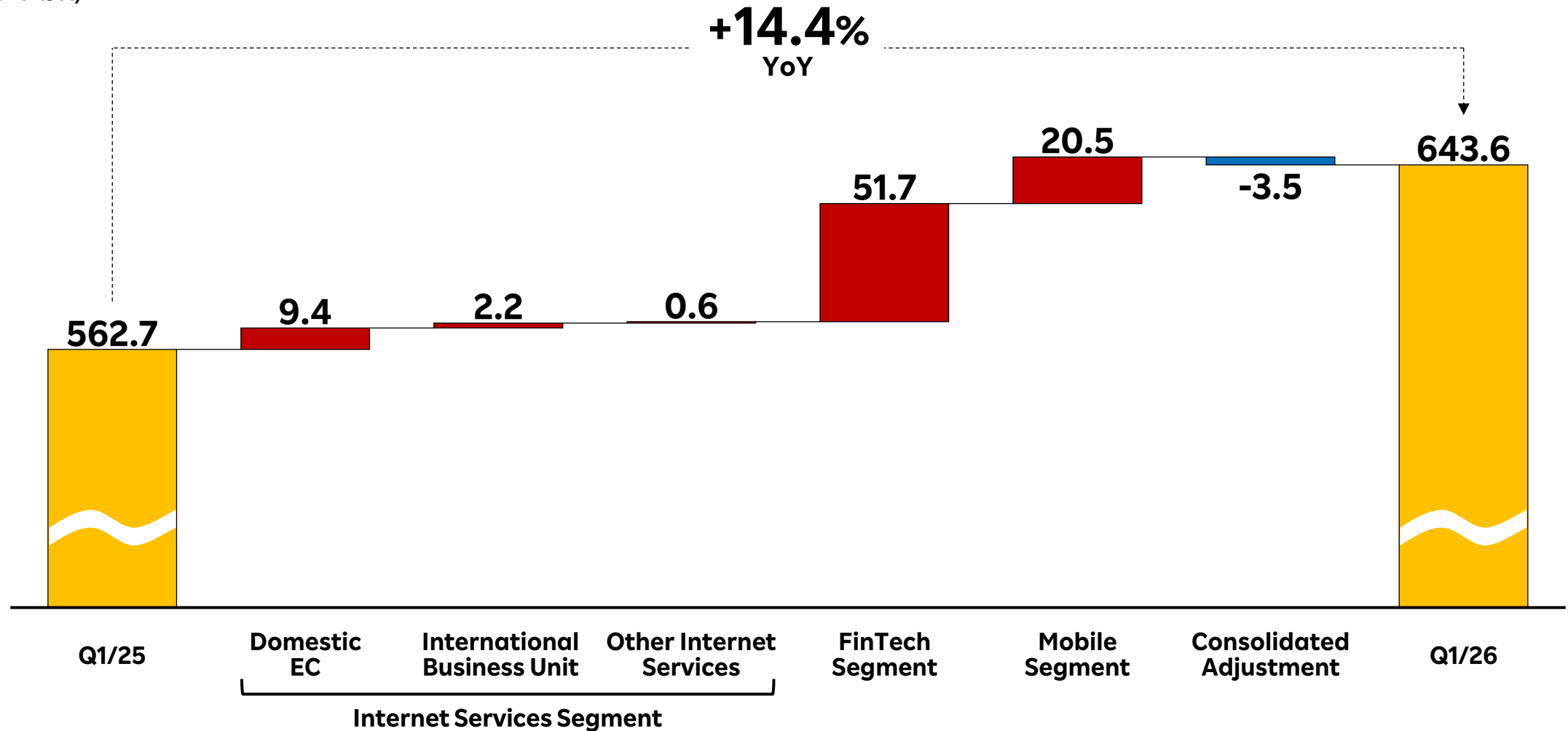
\*1: From Q1/26, a portion of points-related business was transferred from Group Headquarters (Adjustments) to the Internet Services segment. No retrospective adjustments were made. \*2: From Q1/26, some AI-related development costs were allocated to each business. Retroactive revisions have been made to each segment's results from Q1/25. \*3: EBITDA = Non-GAAP OI + depreciation and amortization etc.

# Q1/26 Consolidated Financial Results Summary (2)

(JPY bn, rounded)	Q1/25	Q1/26	YoY
<b>Non-GAAP Operating Income</b>	<b>-0.3</b>	<b>36.3</b>	<b>+36.6</b>
Amortization of Intangible Assets	-1.4	-0.4	+1.0
Share Based Compensation	-4.4	-4.5	-0.1
One-off Items	-9.4	-1.0	+8.4
<b>IFRS Operating Income</b>	<b>-15.4</b>	<b>30.4</b>	<b>+45.8</b>
Financial Income (Expenses), Net	-30.8	-12.1	+18.7
Gains (Losses) on Valuation of Investment Securities	-2.5	-0.0	+2.5
Gains (Losses) on Valuation of Derivatives	-9.7	10.3	+20.0
Interest Expenses	-21.8	-20.2	+1.6
Foreign Exchange Profits (Losses)	2.8	-2.1	-4.9
Others	0.4	-0.0	-0.4
Share of Profit (Losses) of Investments in Associates and Joint Ventures	0.4	-0.9	-1.3
<b>Profit (Loss) Before Income Tax</b>	<b>-45.8</b>	<b>17.4</b>	<b>+63.2</b>
Tax Expenses	16.0	19.1	+19.3%
<b>Net Income (Loss)</b>	<b>-61.9</b>	<b>-1.8</b>	<b>+60.1</b>
Attributable to Owners of the Company	-73.5	-18.6	+54.8
Attributable to Non-Controlling Interests	11.6	16.9	+45.7%

# Q1/26 Revenue Breakdown <sup>\*1\*2</sup>

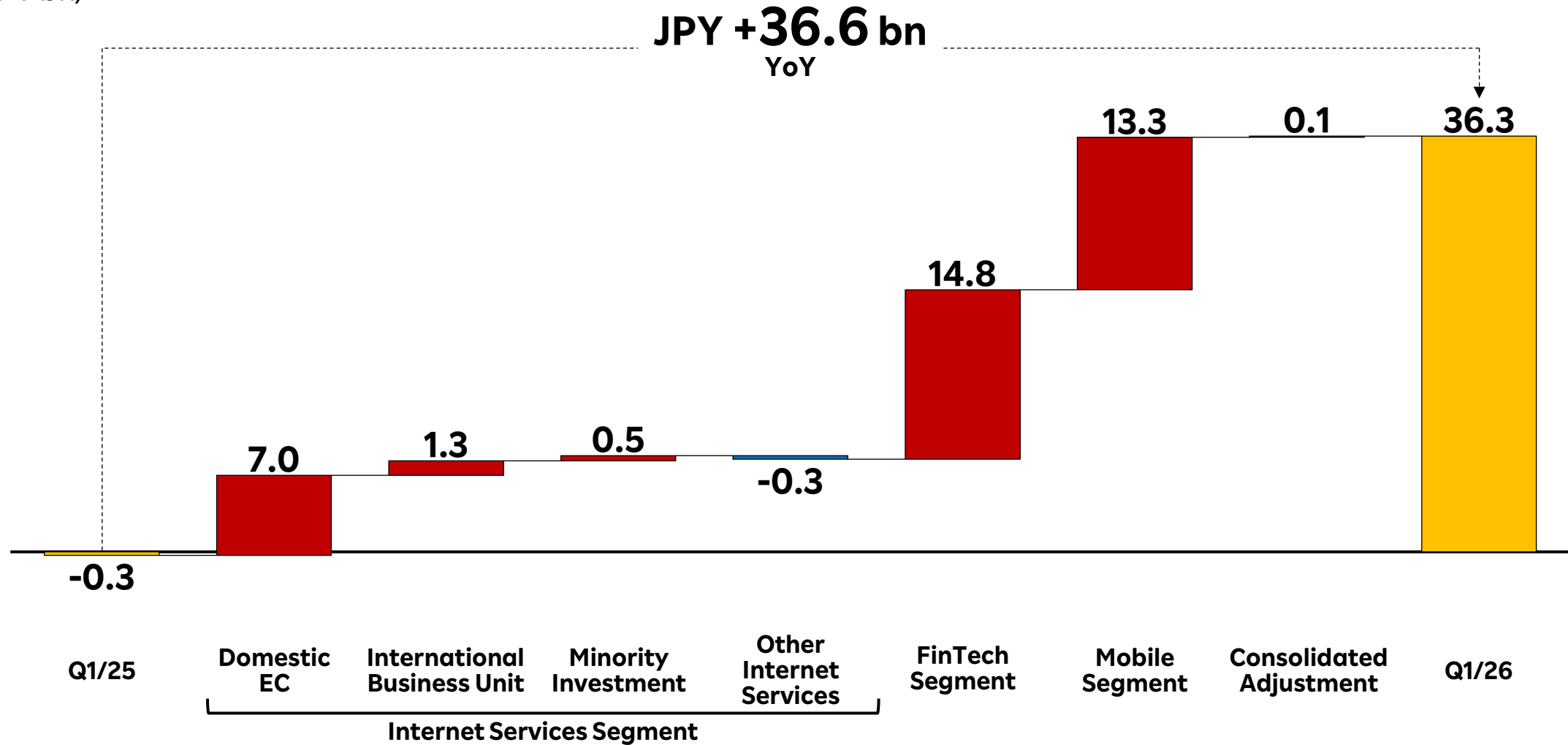
(JPY bn)



\*1: In Q2/25, groupings was changed within the Internet Services segment. Past figures have been retroactively revised. \*2: From Q1/26, a portion of points-related business was transferred from Group Headquarters (Adjustments) to the Internet Services segment. No retrospective adjustments were made.

# Q1/26 Non-GAAP Operating Income Breakdown <sup>\*1\*2\*3</sup>

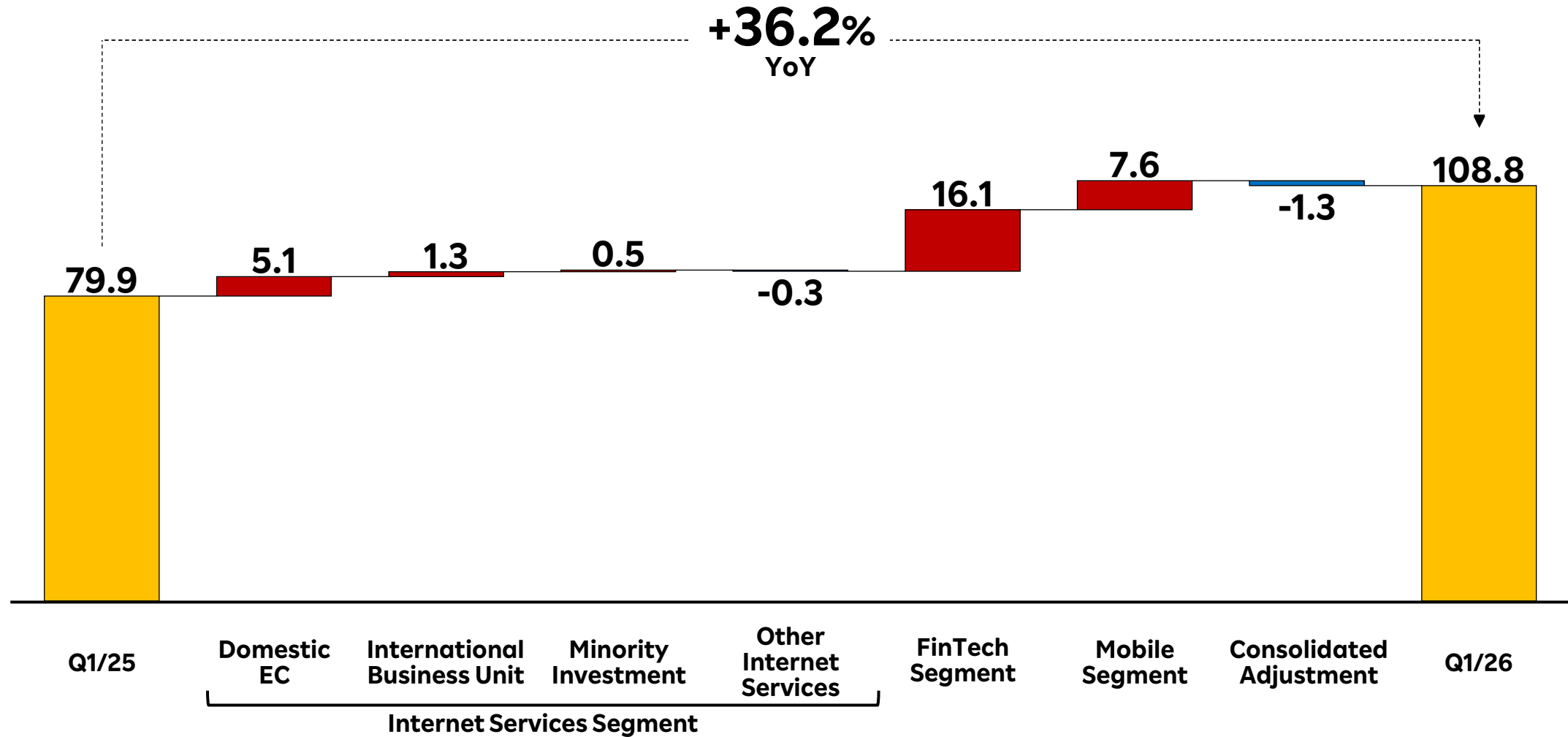
(JPY bn)



\*1: In Q2/25, groupings was changed within the Internet Services segment. Past figures have been retroactively revised. \*2: From Q1/26, a portion of points-related business was transferred from Group Headquarters (adjustment amount) to the Internet Services segment. No retrospective adjustments were made. \*3: From Q1/26, some AI-related development costs were allocated to each business. Retrospective adjustments were made to the performance of segments and each business from Q1/25.

# Q1/26 EBITDA Breakdown <sup>\*1\*2\*3\*4</sup>

(JPY bn)

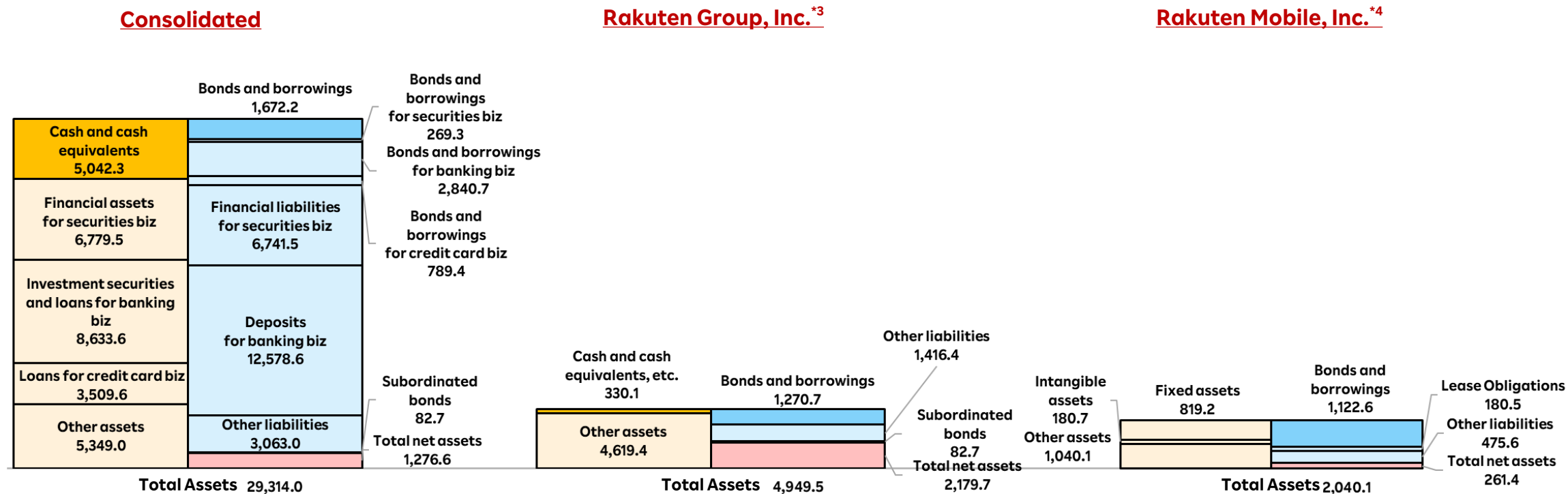


\*1: In Q2/25, groupings was changed within the Internet Services segment. Past figures have been retroactively revised. \*2: From Q1/26, a portion of points-related business was transferred from Group Headquarters (adjustment amount) to the Internet Services segment. No retrospective adjustments were made. \*3: From Q1/26, some AI-related development costs were allocated to each business. Retrospective adjustments were made to the performance of segments and each business from Q1/25. \*4: EBITDA = Non-GAAP OI + depreciation and amortization etc.

# Consolidated and Major Subsidiaries' Balance Sheets (1) – As of Mar-26<sup>\*1\*2</sup>

※Non-consolidated balance sheets include internal transactions

(JPY bn)



\*1: Rakuten Group, Inc. and Rakuten Mobile, Inc. are based on IFRS non-consolidated balance sheets. \*2: Bonds and borrowings include straight corporate bonds, CP, bank borrowings, etc. \*3: Cash and cash equivalents includes assets under short-term management for effective use of cash on hand. \*4: Mainly lease financing and Loans from Rakuten Group, Inc.

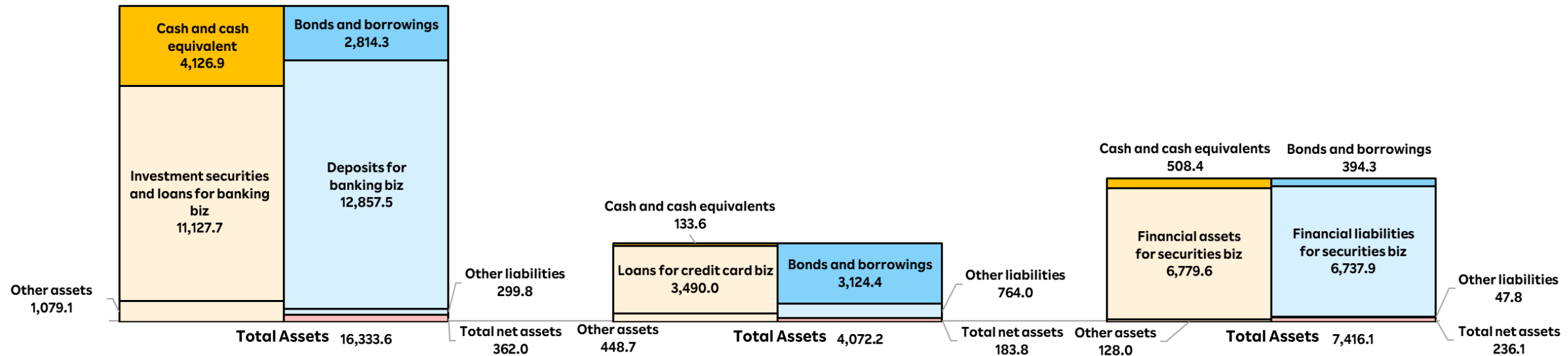
# Consolidated and Major Subsidiaries' Balance Sheets (2) – As of Mar-26<sup>\*1\*2</sup>

(JPY bn)

## Rakuten Bank, Ltd.<sup>\*3</sup>

## Rakuten Card Co., Ltd.

## Rakuten Securities, Inc.



\*1: Based on IFRS non-consolidated balance sheets. \*2: Bonds and borrowings include straight corporate bonds, CP, bank borrowings, etc. \*3: Borrowings for banking business are mainly debt from Bank of Japan under eligible collateral. Joint venture in Taiwan (Rakuten International Commercial Bank.) is not included in the figures above.

# Consolidated and Major Subsidiaries' Balance Sheets (1) – As of Mar-26

(JPY bn, rounded)	Q4/25	Q1/26	QoQ
<b>Rakuten Group, Inc. (Consolidated)</b>			
<b>Total Assets</b>	<b>28,804.4</b>	<b>29,314.0</b>	<b>+1.8%</b>
Cash and Equivalents <sup>*1</sup>	5,837.6	5,042.3	-13.6%
Financial Assets for Securities Business	6,035.2	6,779.5	+12.3%
Investment Securities and Loans for Banking Business	8,007.8	8,633.6	+7.8%
Loans for Credit Card Business	3,662.7	3,509.6	-4.2%
Other Assets	5,261.2	5,349.0	+1.7%
<b>Total Liabilities</b>	<b>27,450.2</b>	<b>28,037.4</b>	<b>+2.1%</b>
Bonds and Borrowings <sup>*2</sup>	1,598.1	1,754.9	+9.8%
Subordinated Bonds	82.7	82.7	+0.0%
Borrowings for Securities Business	269.2	269.3	+0.0%
Bonds and Borrowings for Credit Card Business	810.6	789.4	-2.6%
Borrowings for Banking Business	2,891.8	2,840.7	-1.8%
Deposits for Banking Business	12,741.3	12,578.6	-1.3%
Financial Liabilities for Securities Business	6,028.0	6,741.5	+11.8%
Other Liabilities	3,111.2	3,063.0	-1.6%
<b>Total Net Assets</b>	<b>1,354.2</b>	<b>1,276.6</b>	<b>-5.7%</b>
<b>Total Liabilities and Equity</b>	<b>28,804.4</b>	<b>29,314.0</b>	<b>+1.8%</b>

\*1: Including Rakuten Bank cash and cash equivalents, etc. \*2: Bonds and borrowings include corporate straight bonds, CP, bank borrowings, etc.

# Consolidated and Major Subsidiaries' Balance Sheets (2) – As of Mar-26<sup>\*1\*2</sup>

(JPY bn, rounded)	Q4/25	Q1/26	QoQ
<b>Rakuten Group, Inc. (non-consolidated) *Including internal transactions</b>			
<b>Total Assets</b>	<b>4,959.6</b>	<b>4,949.5</b>	<b>-0.2%</b>
Cash and Cash Equivalents, etc. <sup>*3</sup>	397.0	330.1	-16.8%
Other Assets	4,562.6	4,619.4	+1.2%
<b>Total Liabilities</b>	<b>2,834.6</b>	<b>2,769.8</b>	<b>-2.3%</b>
Bonds and Borrowings	1,328.0	1,353.4	+1.9%
Debt from External Financial Institutions	1,285.1	1,322.5	+2.9%
Subordinated Bonds	82.7	82.7	+0.0%
Internal Transactions	42.9	30.9	-28.1%
Other Liabilities	1,506.6	1,416.4	-6.0%
<b>Total Net Assets</b>	<b>2,125.1</b>	<b>2,179.7</b>	<b>+2.6%</b>
<b>Total Liabilities and Equity</b>	<b>4,959.6</b>	<b>4,949.5</b>	<b>-0.2%</b>

(JPY bn, rounded)	Q4/25	Q1/26	QoQ
<b>Rakuten Mobile, Inc.</b>			
<b>Total Assets</b>	<b>2,012.1</b>	<b>2,040.1</b>	<b>+1.4%</b>
Fixed Assets	819.4	819.2	-0.0%
Intangible Assets	178.4	180.7	+1.3%
Other Assets	1,014.3	1,040.1	+2.5%
<b>Total Liabilities</b>	<b>1,730.8</b>	<b>1,778.7</b>	<b>+2.8%</b>
Loans, Lease Finance, and Others	1,110.6	1,122.6	+1.1%
Debt from External Financial Institutions	313.0	313.3	+0.1%
Internal Transactions	797.6	809.3	+1.5%
Lease Obligations	183.7	180.5	-1.7%
Other Liabilities	436.6	475.6	+8.9%
<b>Total Net Assets</b>	<b>281.3</b>	<b>261.4</b>	<b>-7.1%</b>
<b>Total Liabilities and Equity</b>	<b>2,012.1</b>	<b>2,040.1</b>	<b>+1.4%</b>

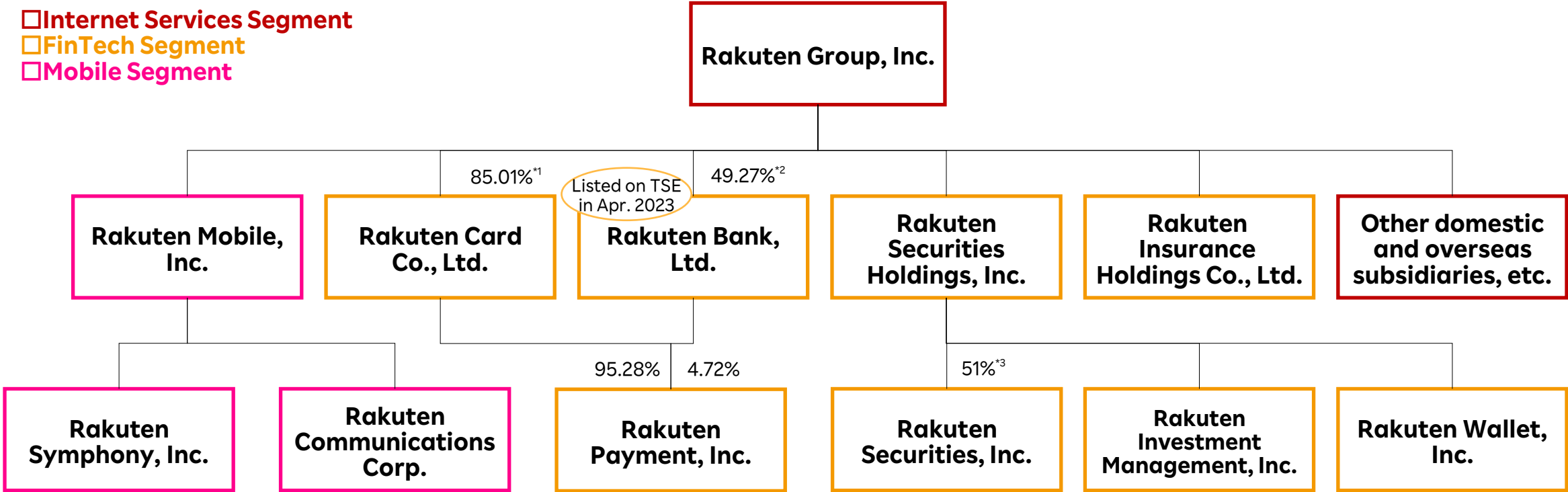
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# 3. Segment Results and KPIs

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# Rakuten Group Organizational Chart and Segment Correspondence Chart

- Internet Services Segment
- FinTech Segment
- Mobile Segment



\*1: 14.99% of Rakuten Card common stock was transferred to Mizuho Financial Group. in December 2024. \*2: After overseas sale of common stock of Rakuten Bank in December 2023, the current shareholding ratio is 49.27%. \*3: 19.99% and additional 29.0007% of Rakuten Securities common stock was transferred to Mizuho Securities.

# Segment Management Structure

## Internet Services



**Segment Leader**

**Hiroshi Mikitani**

Representative Director,  
Chairman, President and  
CEO

## FinTech



**Segment Leader**

**Seiichiro Sonoda**

President of FinTech  
Group Company

## Mobile



**Segment Leader**

**Kentaro Hyakuno**

Group COO  
President of  
Communications &  
Energy Company



**Kazuhiro Suzuki**

Representative Director  
and Co-CEO of  
Rakuten Mobile, Inc.



**Ryo Matsumura**

President of  
Commerce & Marketing  
Company



**Sharad Sriwastawa**

Representative Director,  
Co-CEO and CTO of  
Rakuten Mobile, Inc.



**Shunsuke Yazawa**

Representative Director  
and President of  
Rakuten Mobile, Inc.

# Internet Services Segment Structure\*

## Internet Services Segment

<b>Domestic EC</b>	<b>Core Businesses</b>	<ul style="list-style-type: none"> <li>■ Rakuten Ichiba</li> <li>■ Rakuten Travel</li> <li>■ Rakuten Rebates</li> <li>■ Rakuten GORA</li> <li>■ Ad Related Business</li> </ul>	etc.
	<b>Growth Investment Businesses</b>	<ul style="list-style-type: none"> <li>■ Rakuten Super Logistics</li> <li>■ Rakuten Mart</li> <li>■ Rakuten Books</li> <li>■ Rakuten24</li> <li>■ Rakuten Fashion</li> </ul>	etc.
<b>International Business Unit</b>	<ul style="list-style-type: none"> <li>■ Rakuten Rewards</li> <li>■ Rakuten Viber</li> <li>■ Rakuten TV</li> <li>■ Rakuten Kobo</li> <li>■ Rakuten Viki</li> </ul>	etc.	
<b>Minority Investment</b>	<ul style="list-style-type: none"> <li>■ Rakuten Capital</li> </ul>	etc.	
<b>Other Internet Services</b>	<ul style="list-style-type: none"> <li>■ Taiwan Rakuten Ichiba</li> <li>■ Sports Businesses (Eagles, Vissel, etc.)</li> </ul>	etc.	

\*From Q4/22, Domestic EC was classified into Core Businesses and Growth Investment Businesses. The main definition of classification are as follows:

- Core Businesses → "Accomplished structural profitability," "Realized profitability exceeding WACC," "Businesses essential to domestic EC business portfolio even if profitability is low."

- Growth Investment Businesses → "Currently investment phase," "Accountability in business portfolio management," "Expected to bring positive value to Rakuten Group."

# FinTech Segment Structure

## FinTech Segment

<b>Rakuten Card</b>	<ul style="list-style-type: none"><li>■ Rakuten Card</li></ul>
<b>Rakuten Bank</b>	<ul style="list-style-type: none"><li>■ Rakuten Bank</li></ul>
<b>Rakuten Securities</b>	<ul style="list-style-type: none"><li>■ Rakuten Securities</li></ul>
<b>Insurance Business</b>	<ul style="list-style-type: none"><li>■ Rakuten Life Insurance</li><li>■ Rakuten General Insurance</li><li>■ Rakuten Insurance Planning etc.</li></ul>
<b>Rakuten Payment</b>	<ul style="list-style-type: none"><li>■ Rakuten Pay</li><li>■ Rakuten Edy</li><li>■ Rakuten Point Partner</li><li>■ Rakuten Pay (Online Payment)</li></ul>
<b>Others</b>	<ul style="list-style-type: none"><li>■ Rakuten Securities Holdings</li><li>■ Rakuten Wallet</li><li>■ Rakuten Investment Management</li><li>■ Overseas Subsidiaries of Rakuten Card, Rakuten Bank and Rakuten Securities etc.</li></ul>

# Mobile Segment Structure

## Mobile Segment

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### Rakuten Mobile

- Rakuten Mobile
- Rakuten Energy (Rakuten Electricity, Rakuten Gas)
- Related investment

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### Rakuten Symphony

- Rakuten Symphony

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### Others

- Rakuten Communications etc.
-

# Internet Services Segment

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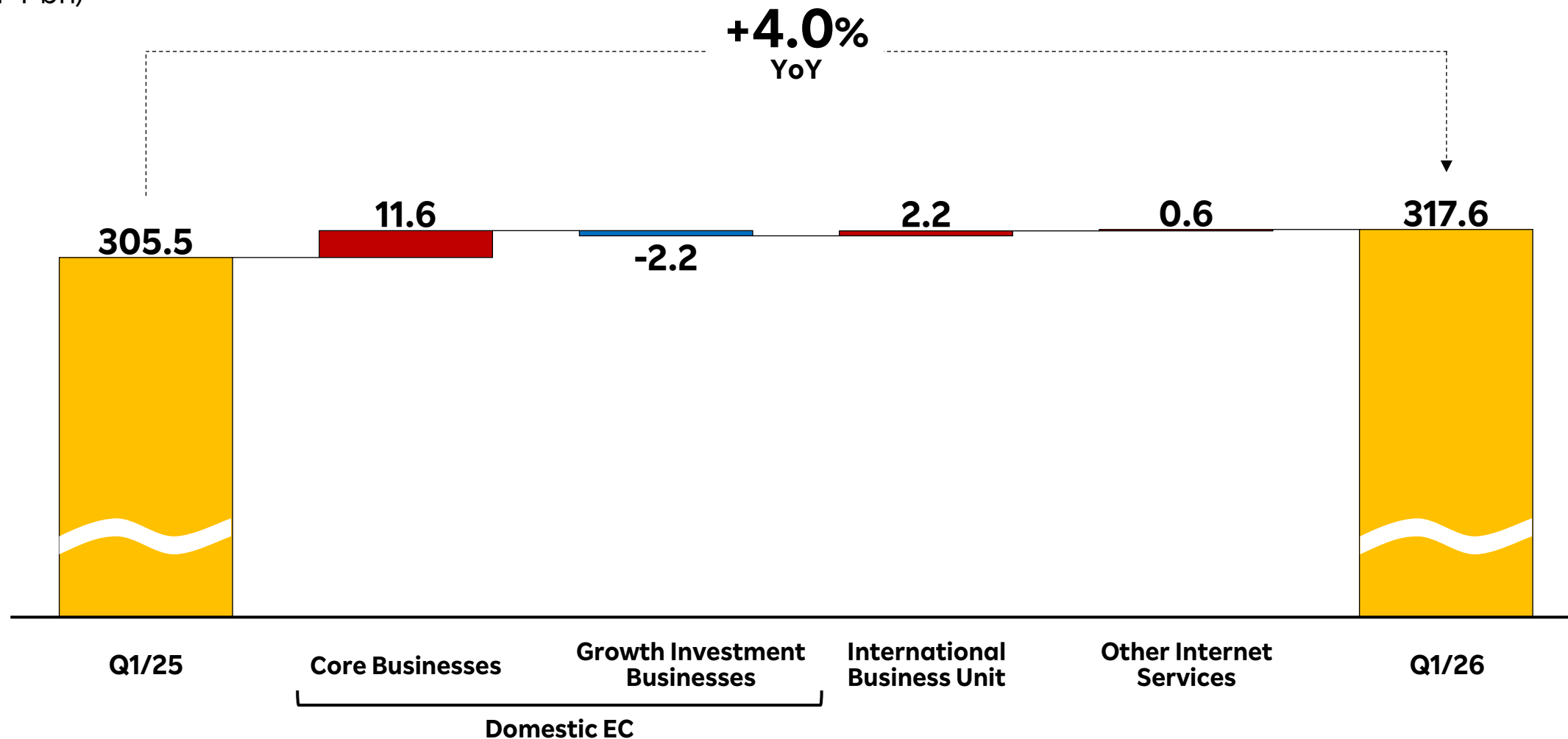
# Q1/26 Internet Services Segment Financial Results<sup>\*1</sup>

Q1/26 (JPY bn)	Revenue	YoY	Non-GAAP Operating Income	YoY
<b>Domestic EC<sup>*2</sup></b>	<b>246.2</b>	<b>+4.0%</b>	<b>30.9</b>	<b>+29.2%</b>
Core Businesses <sup>*3*4</sup>	172.4	+7.2%	39.8	+12.1%
Growth Investment Businesses <sup>*3</sup>	73.8	-2.9%	-8.9	+2.7
<b>International Business Unit<sup>*2*5</sup></b>	<b>66.6</b>	<b>+3.3%</b>	<b>1.0</b>	<b>+1.3</b>
Rakuten Rewards	26.6	-4.8%	1.4	+196.2%
<b>Minority Investment</b>			<b>-0.8</b>	<b>+0.5</b>
<b>Other Internet Services<sup>*2</sup></b>	<b>4.9</b>	<b>+13.9%</b>	<b>-10.0</b>	<b>-0.3</b>
<b>Segment Total</b>	<b>317.6</b>	<b>+4.0%</b>	<b>21.2</b>	<b>+65.6%</b>

\*1: From Q1/26, some AI-related development costs were allocated to each business. Retrospective adjustments were made to the performance of segments and each business from Q1/25. \*2: In Q2/25, groupings was changed within the Internet Services segment. Past figures have been retroactively revised. \*3: From Q3/25, a part of Travel business included in the Growth Investment Businesses was transferred to the Core Businesses. Past figures are retroactively revised. \*4: From Q1/26, a portion of points-related business was transferred from Group Headquarters (Adjustments) to the Internet Services segment. No retrospective adjustments were made. \*5: Open Commerce: Total of Rewards (USA, Europe, Canada), Fillr, overseas Ads business, etc. EU: Total of Rakuten TV and Rakuten France. Others: Total of Rakuten Kobo, Rakuten Viber, and Rakuten Viki, etc. This does not include businesses from Rakuten Symphony, Taiwan e-commerce, or overseas financial subsidiaries.

# Q1/26 Internet Services Segment Revenue Breakdown <sup>\*1\*2\*3</sup>

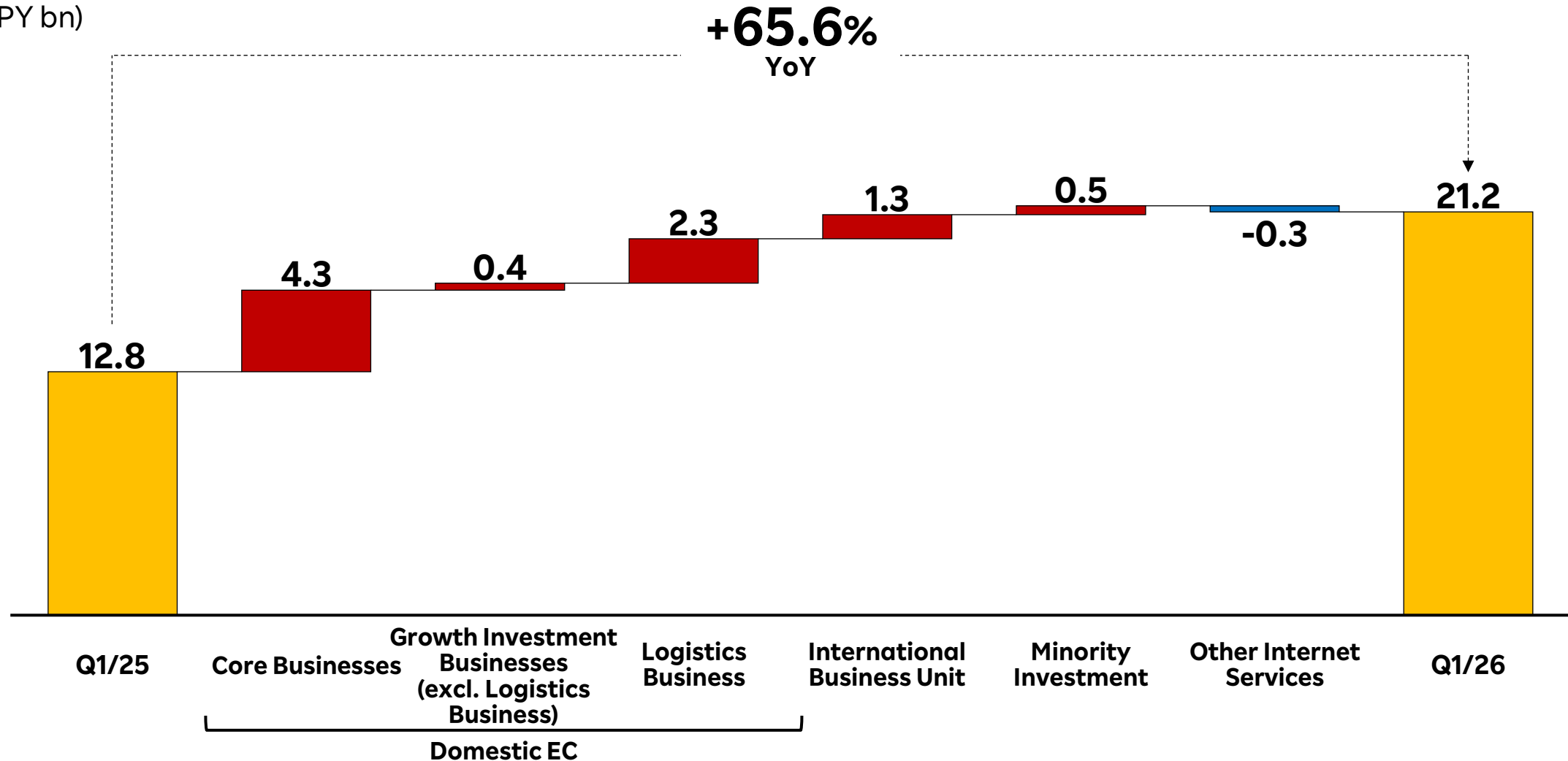
(JPY bn)



\*1: In Q2/25, groupings was changed within the Internet Services segment. Past figures have been retroactively revised. \*2: From Q3/25, a part of Travel business included in the Growth Investment Businesses was transferred to the Core Businesses. Past figures are retroactively revised. \*3: From Q1/26, a portion of points-related business was transferred from Group Headquarters (Adjustments) to the Internet Services segment. No retrospective adjustments were made.

# Q1/26 Internet Services Segment Non-GAAP Operating Income Breakdown <sup>\*1\*2\*3\*4</sup>

(JPY bn)

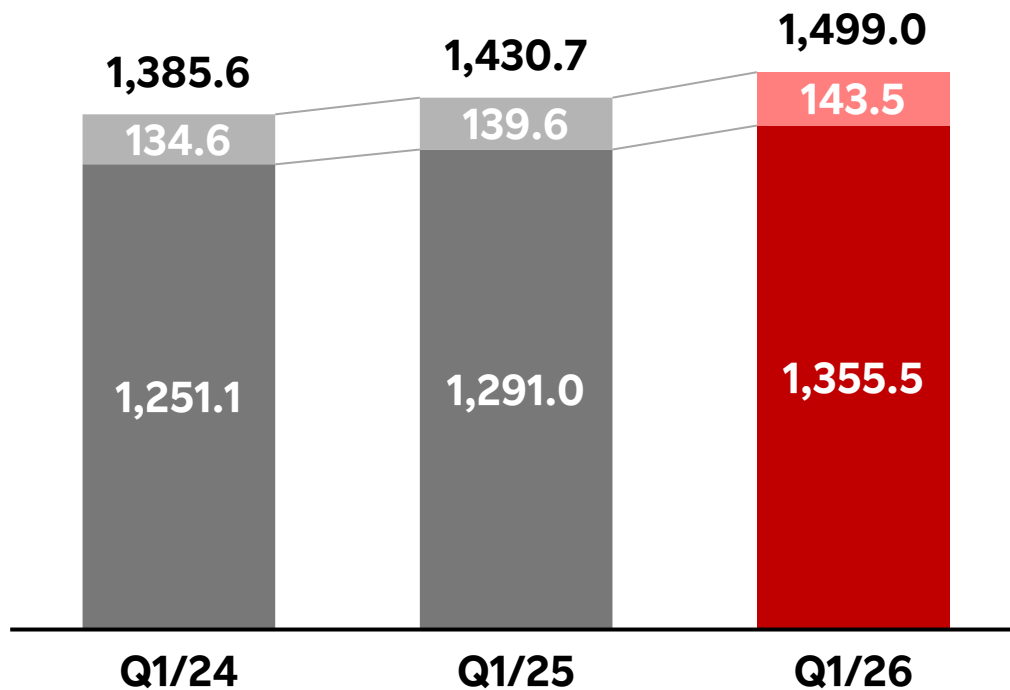


\*1: In Q2/25, groupings was changed within the Internet Services segment. Past figures have been retroactively revised. \*2: From Q3/25, a part of Travel business included in the Growth Investment Businesses was transferred to the Core Businesses. Past figures are retroactively revised. \*3: From Q1/26, a portion of points-related business was transferred from Group Headquarters (Adjustments) to the Internet Services segment. No retrospective adjustments were made. \*4: From Q1/26, some AI-related development costs were allocated to each business. Retrospective adjustments were made to the performance of segments and each business from Q1/25.

# Q1/26 Domestic EC GMS<sup>\*1\*2\*3\*4\*5</sup>

- Remained strong, driven primarily by the travel business, which continued to benefit from both robust inbound demand and domestic travel demand
- Take rate declined YoY due to factors such as Rakuten Mart’s withdrawal from the Kansai region

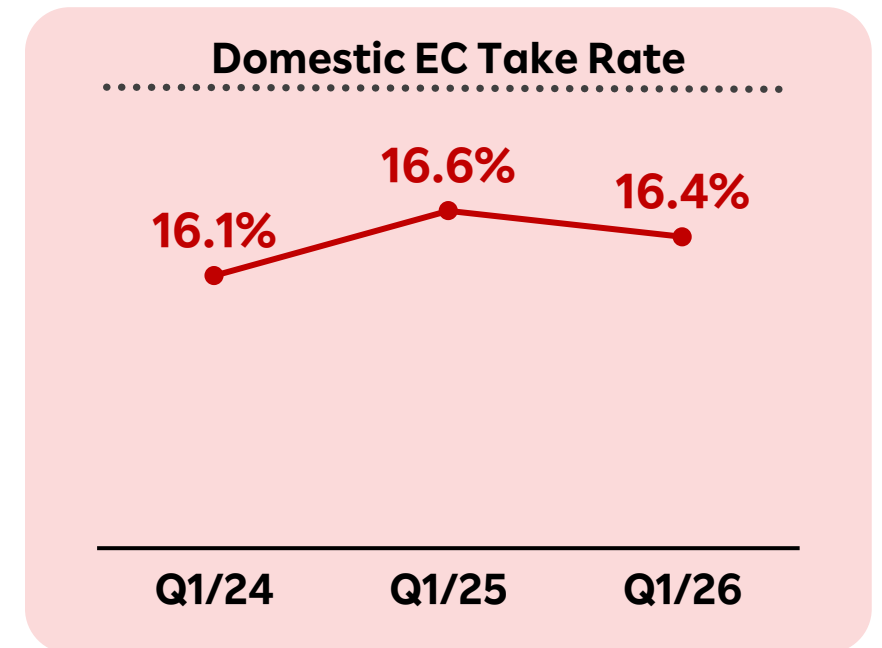
(JPY bn)



**Domestic EC**  
**+4.8%**  
YoY

**Growth Investment**  
**Businesses**  
**+2.8%**  
YoY

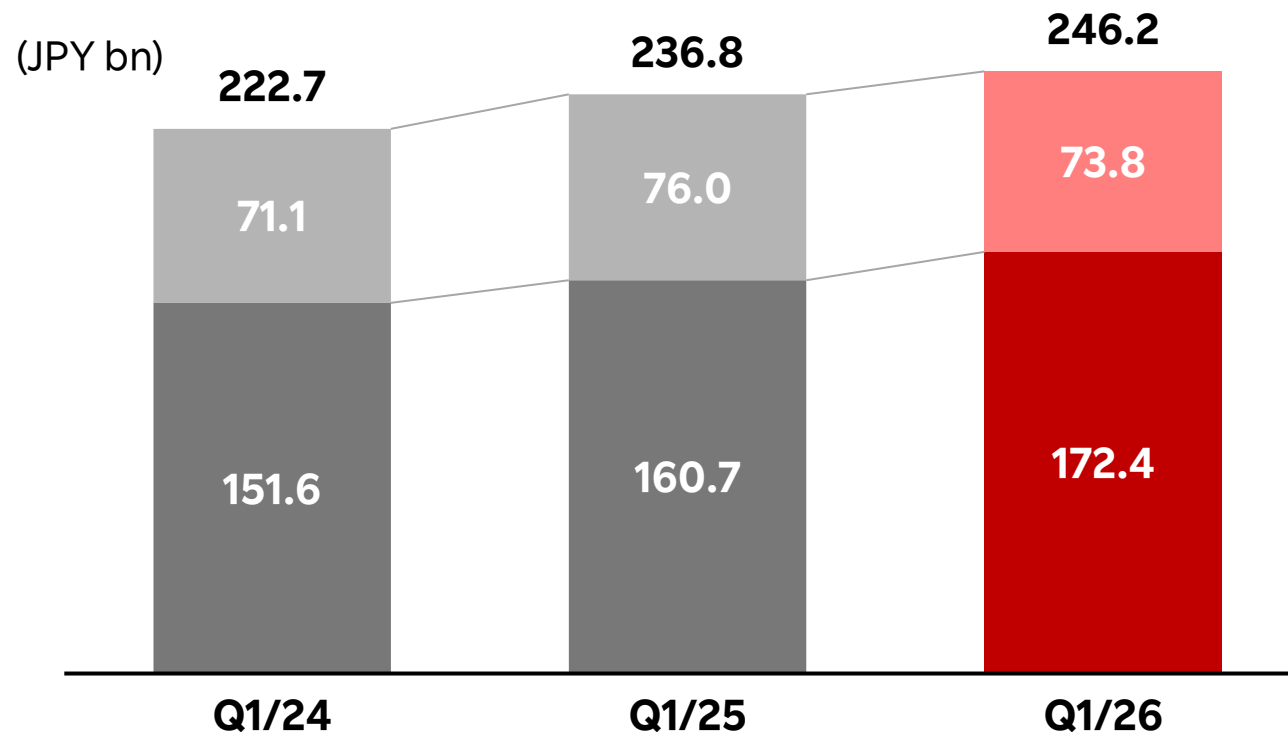
**Core Businesses**  
**+5.0%**  
YoY



\*1: Domestic E-commerce GMS (excludes certain tax-exempt businesses, includes consumption tax.) is the combined transaction amount for Rakuten Ichiba, Rakuten Travel (GTV on checkout basis), Rakuten Books, Books Network, golf business, Rakuten Fashion, Rakuten Dream businesses, Rakuten Beauty, Rakuten24, Car, Rakuma, Rakuten Rebates, Rakuten Ticket and cross boarder trading, etc. \*2: In Q2/25, groupings was changed within the Internet Services segment. Past figures have been retroactively revised. \*3: From Q2/25, the scope of Domestic EC GMS was revised. Past figures have been retroactively adjusted. \*4: From Q3/25, a part of Travel business included in the Growth Investment Businesses was transferred to the Core Businesses. Past figures are retroactively revised. \*5: From Q1/26, a portion of points-related business was transferred from Group Headquarters (Adjustments) to the Internet Services segment. No retrospective adjustments were made.

# Q1/26 Domestic EC Revenue<sup>\*1\*2\*3</sup>

- **Core Businesses:** Travel delivered strong GTV growth, contributing to revenue increase
- **Growth Investment Businesses:** Revenue declined due to the withdrawal from the Kansai area in the online supermarket business among other factors



Domestic EC

**+4.0%**

YoY

Growth Investment  
Businesses

**-2.9%**

YoY

Core Businesses

**+7.2%**

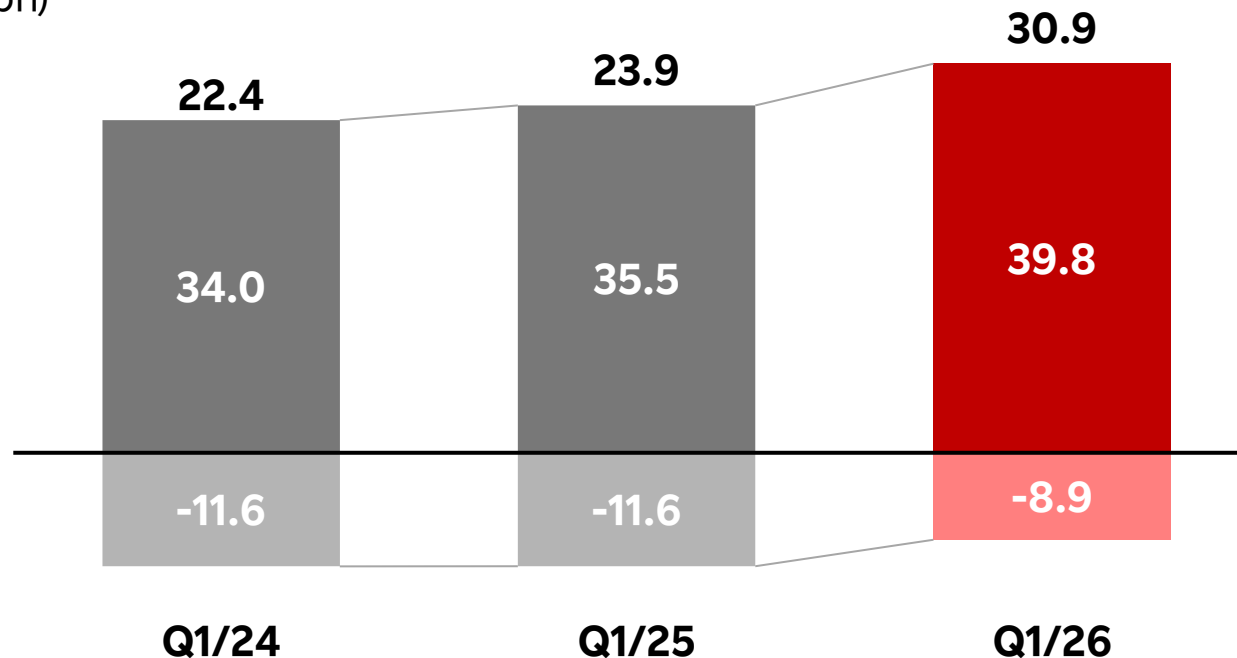
YoY

\*1: In Q2/25, groupings was changed within the Internet Services segment. Past figures have been retroactively revised. \*2: From Q3/25, a part of Travel business included in the Growth Investment Businesses was transferred to the Core Businesses. Past figures are retroactively revised. \*3: From Q1/26, a portion of points-related business was transferred from Group Headquarters (Adjustments) to the Internet Services segment. No retrospective adjustments were made.

# Q1/26 Domestic EC Operating Income <sup>\*1\*2\*3\*4</sup>

- **Core Businesses:** Profit growth driven by cost control at Rakuten Ichiba and improved revenue and profitability in the Travel business
- **Growth Investment Businesses:** Profitability improvement initiatives in the Logistics business and the termination of the NBA streaming service contributed significantly to a reduction in losses

(JPY bn)



Domestic EC  
**+29.2%**  
YoY

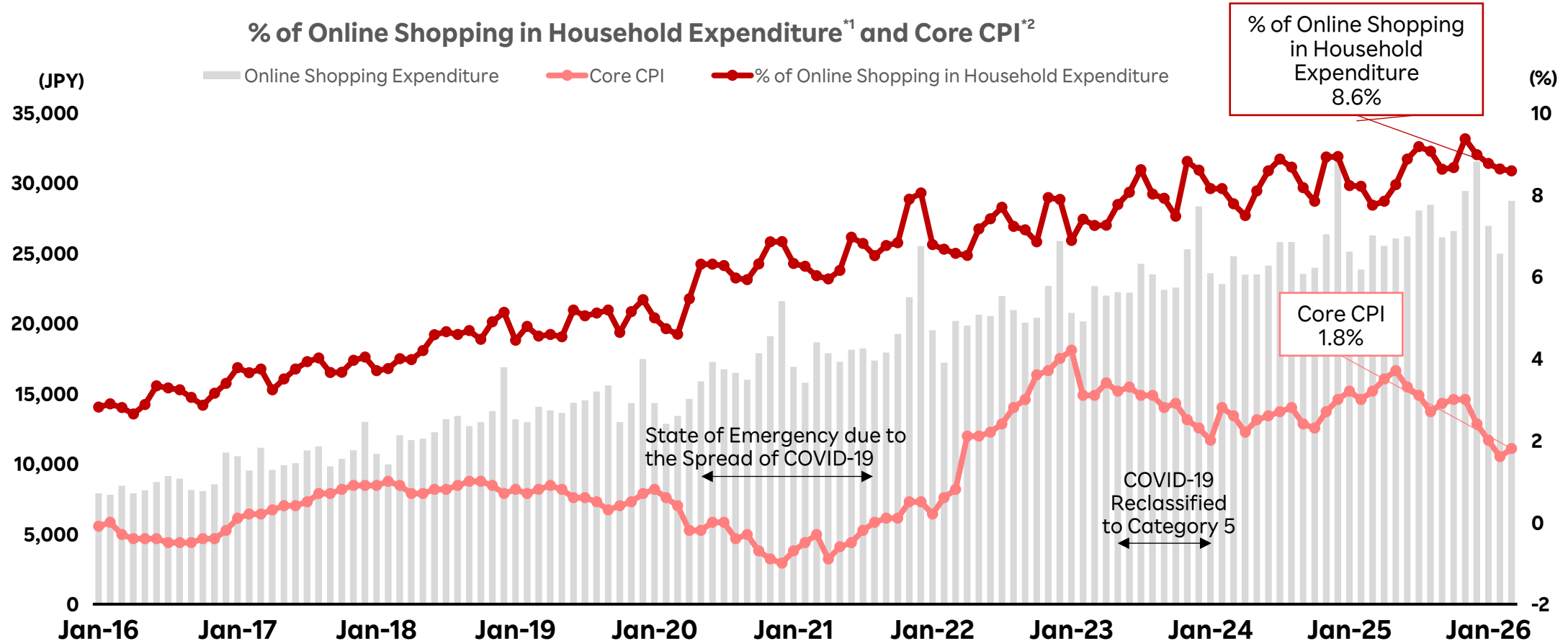
Core Business  
**+12.1%**  
YoY

Growth Investment  
Business  
**JPY +2.7 bn**  
YoY

\*1: In Q2/25, groupings was changed within the Internet Services segment. Past figures have been retroactively revised. \*2: From Q3/25, a part of Travel business included in the Growth Investment Businesses was transferred to the Core Businesses. Past figures are retroactively revised. \*3: From Q1/26, a portion of points-related business was transferred from Group Headquarters (Adjustments) to the Internet Services segment. No retrospective adjustments were made. \*4: From Q1/26, some AI-related development costs were allocated to each business. Retroactive revisions have been made to each business' results from Q1/25.

# Growth of Online Shopping from a Macroeconomic Perspective

- The rise in online shopping usage triggered by the spread of COVID-19 has continued even as the economy normalized
- Online shopping spending remains strong, despite inflationary pressures

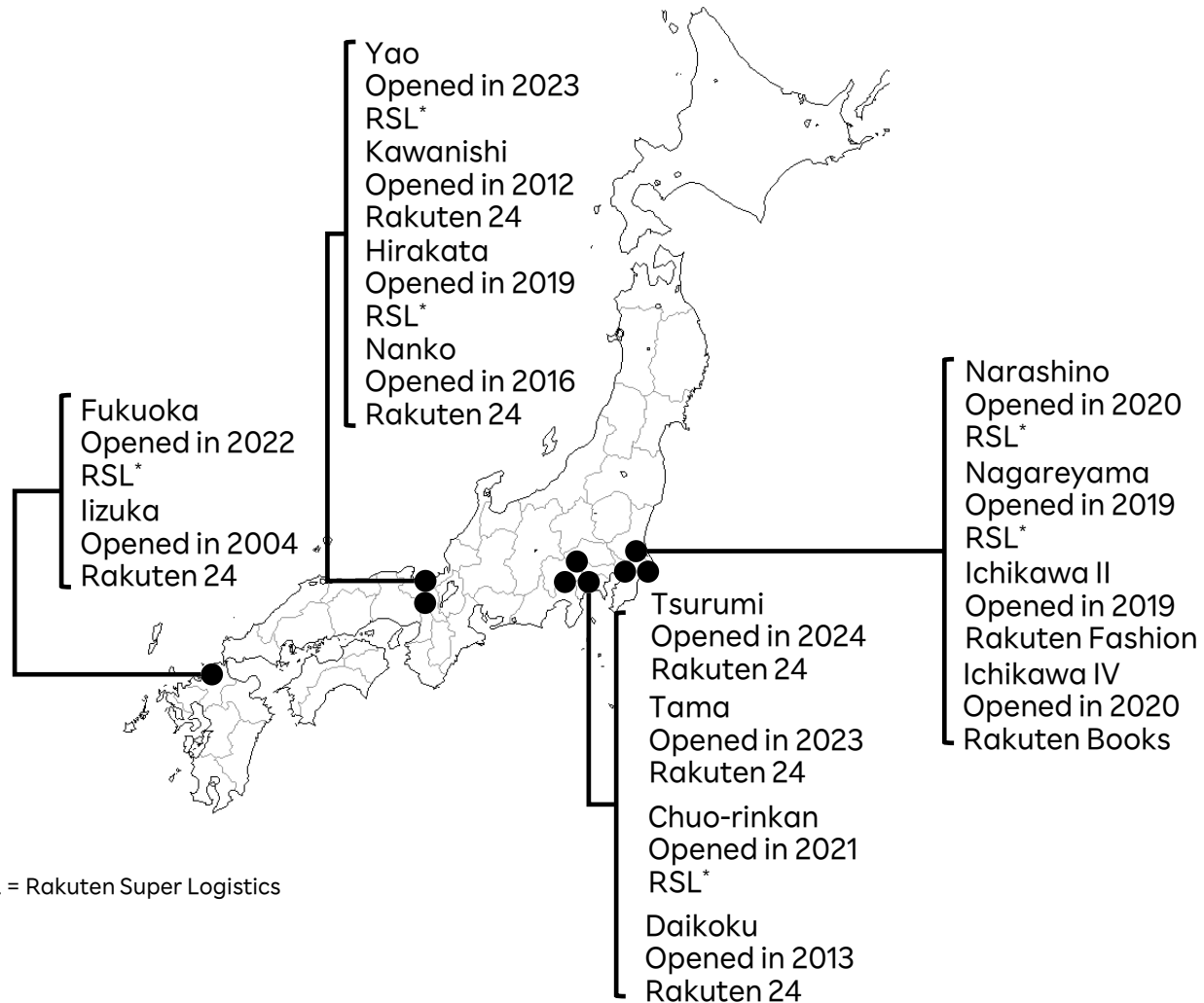


Source: Ministry of Internal Affairs and Communications Consumer Price Index, Family Income and Expenditure Survey, Household Consumption Survey (Monthly Expenditure Per Household Using the Internet)

\*1: Calculated based on online shopping expenditure (for households with two or more people) and household survey income and expenditure data (for households with two or more people). \*2: Year-on-Year change in the overall index, excluding fresh food

# List of Logistics Centers (As of Mar-26)

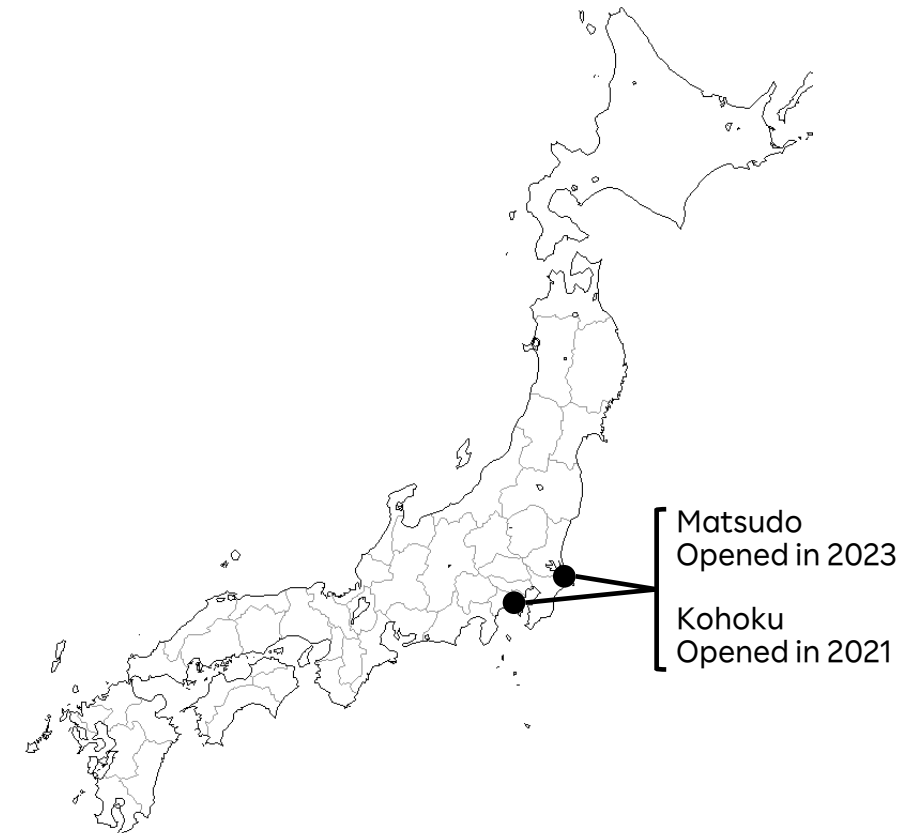
## JP Rakuten Logistics



\*RSL = Rakuten Super Logistics

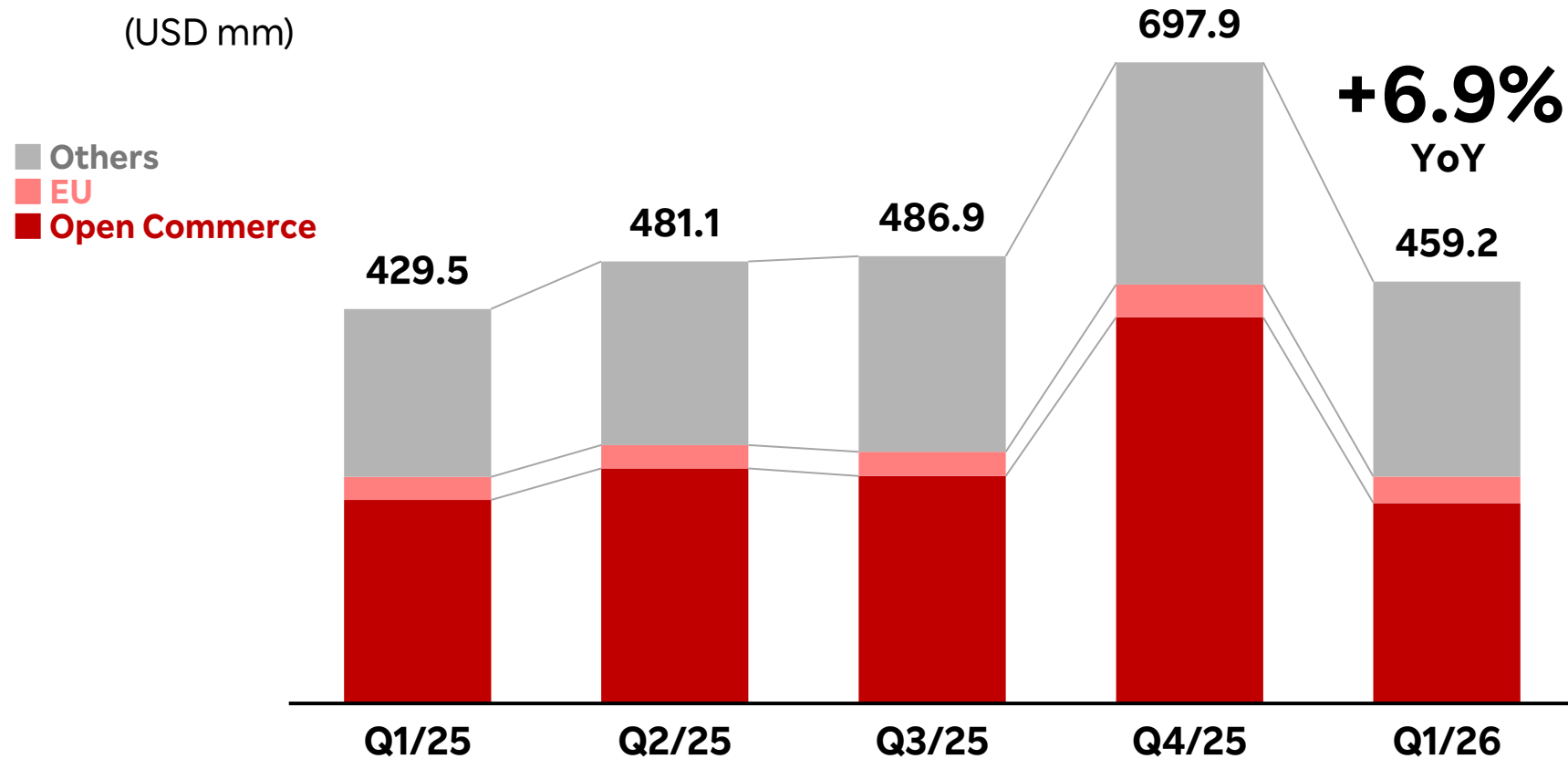


## Rakuten Mart Logistics Centers



# Q1/26 International Business Unit Revenue<sup>\*1\*2</sup>

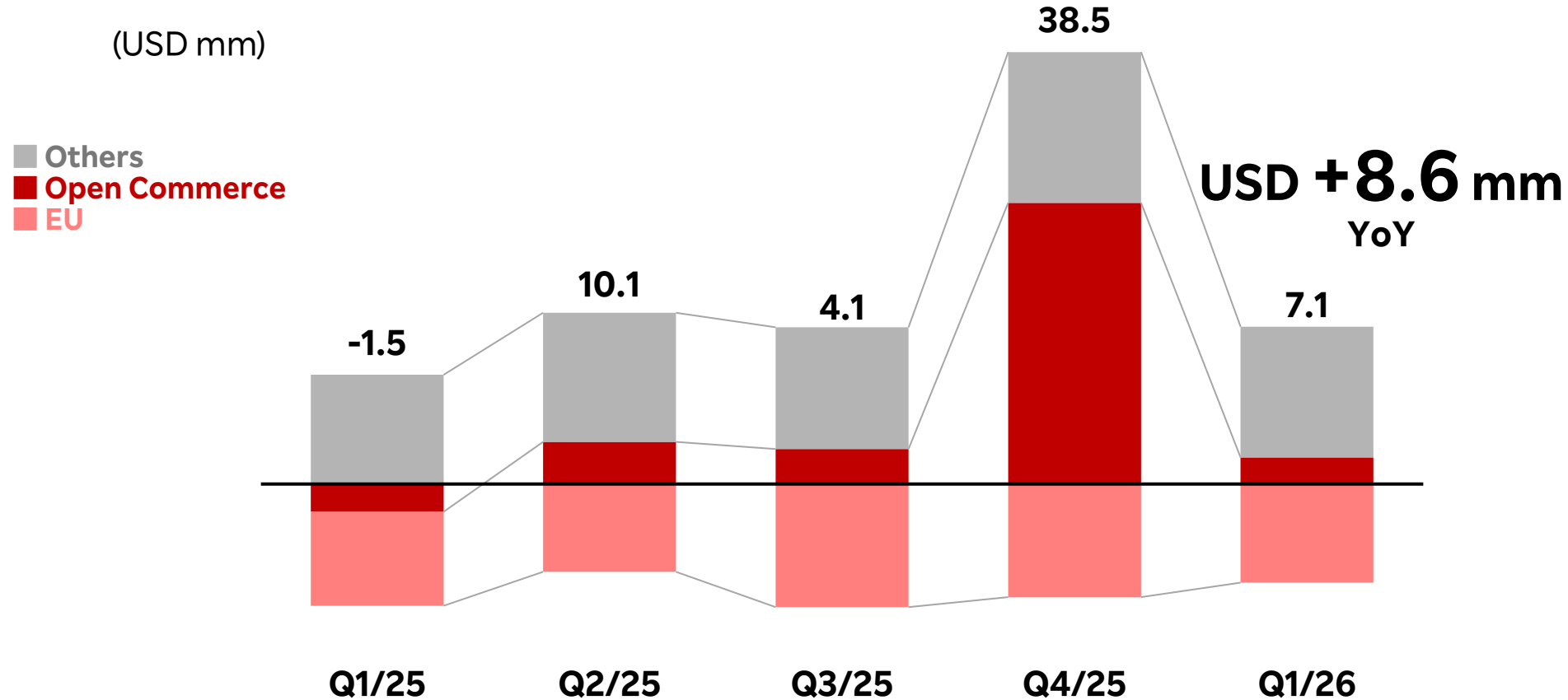
- Open Commerce saw a decline in revenue due to the closure of a creator marketing platform<sup>\*3</sup>
- Rakuten Viki contributed to revenue growth through ARPU increase from plan price adjustments and improvements in product mix



\*1: Open Commerce: Total of Rewards (USA, Europe, Canada), Fillr, overseas Ads business. EU: Total of Rakuten TV and Rakuten France. Others: Total of Rakuten Kobo, Rakuten Viber, and Rakuten Viki, etc. This does not include businesses from Rakuten Symphony, Taiwan e-commerce, or overseas financial subsidiaries. \*2: In Q2/25, groupings was changed within the Internet Services segment. Past figures have been retroactively revised. \*3: 'Collective Voice', a creator marketing platform within Open Commerce that connects creators (influencers) with brands, will be shut down.

# Q1/26 International Business Unit Operating Income <sup>\*1\*2\*3</sup>

- Rakuten Rewards reported a significant YoY increase, largely due to the absence of restructuring charges recorded in Q1/25
- Rakuten Viki also achieved growth through COGS adjustment and cost reduction



\*1: Open Commerce: Total of Rewards (USA, Europe, Canada), Fillr, overseas Ads business. EU: Total of Rakuten TV and Rakuten France. Others: Total of Rakuten Kobo, Rakuten Viber, and Rakuten Viki, etc. This does not include businesses from Rakuten Symphony, Taiwan e-commerce, or overseas financial subsidiaries. \*2: In Q2/25, groupings was changed within the Internet Services segment. Past figures have been retroactively revised. \*3: From Q1/26, some AI-related development costs were allocated to each business. Retroactive revisions have been made to each business' results from Q1/25.

# Global Customer Base

■ Global customer base of Rakuten services are steadily expanding

**Rakuten**  
(Rakuten Rewards)




**GMS**  
Q1/26

**+4.0%**  
YoY

**USD 2.59 bn**

**Rakuten TV**



**Total Users\***  
(As of the end of Mar-26)

**+29.1%**  
YoY

**181.9 mm**

**Rakuten kobo**




**Registered Users**  
(As of the end of Mar-26)

**+6.7%**  
YoY

**75.3 mm**

**Rakuten Viber**




**Registered Users**  
(As of the end of Mar-26)

**+3.8%**  
YoY

**1.65 bn**

**Rakuten Viki**



**Registered Users**  
(As of the end of Mar-26)

**+17.6%**  
YoY

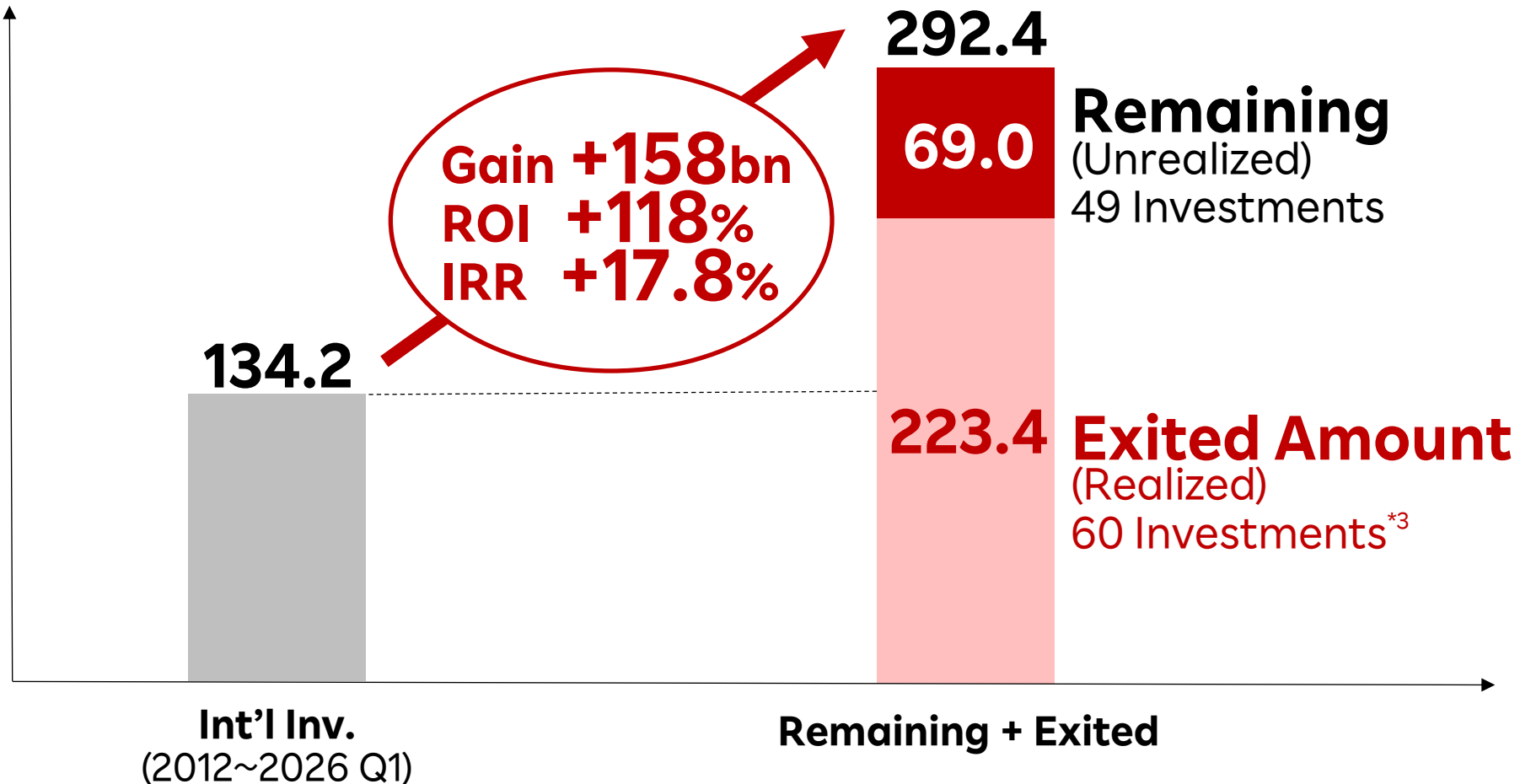
**122.8 mm**

\*Total number of registered users and non-registered AVOD (Advertising Video On Demand) users.

# Rakuten Capital<sup>\*1</sup> Investment Performance<sup>\*2</sup>

(As of Mar-26)

(JPY bn)



\*1: Investment Business of Rakuten Group (Rakuten Capital). \*2: JPY based. Non-Rakuten Capital investments, such as Lyft and Rakuten Medical, and short-term investments are excluded (Total of Internet Services segment and Mobile segment). \*3: Includes partial exits

# FinTech Segment

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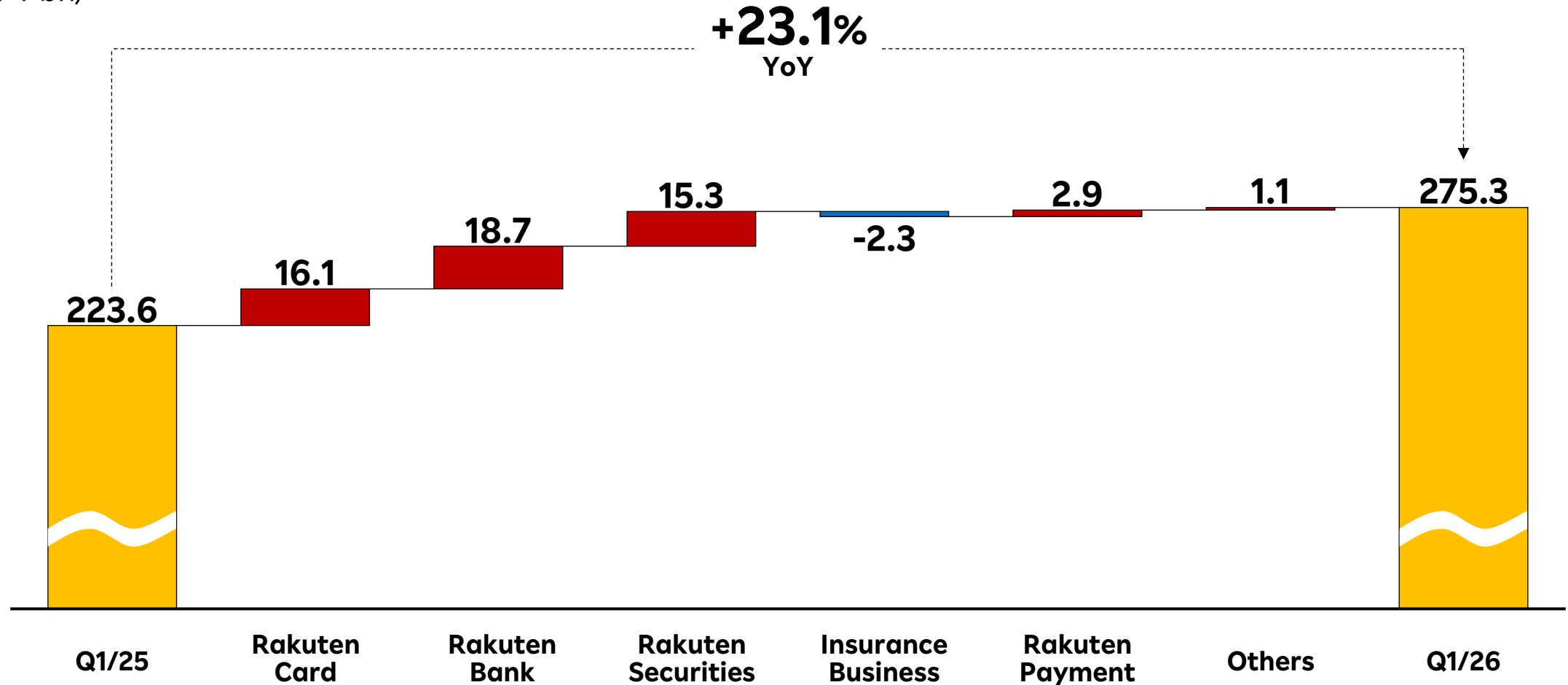
# Q1/26 FinTech Segment Financial Results<sup>\*1</sup>

Q1/26 (JPY bn)	Revenue	YoY	Non-GAAP Operating Income	YoY
Rakuten Card	103.4	+18.4%	16.8	+15.7%
Rakuten Bank	66.8	+38.8%	29.3	+27.6%
Rakuten Securities <sup>*2</sup>	50.2	+43.8%	15.4	+87.9%
Insurance Business <sup>*3</sup>	21.7	-9.7%	1.7	+51.9%
Rakuten Payment <sup>*4</sup>	27.3	+12.0%	2.1	+14.4%
Others <sup>*5</sup>	6.0	+22.7%	-6.7	-1.9
<b>Segment Total</b>	<b>275.3</b>	<b>+23.1%</b>	<b>58.5</b>	<b>+33.8%</b>

\*1: From Q1/26, some AI-related development costs were allocated to each business. Retrospective adjustments were made to the performance of segments and each business from Q1/25. \*2: From Q3/25, Rakuten Securities' off-shore subsidiaries were transferred from Rakuten Securities to Others. Past figures have been retroactively adjusted. \*3: Insurance Business includes Life Insurance, General Insurance, and Insurance Agency. \*4: Rakuten Payment includes Rakuten Pay, Rakuten Edy, and Rakuten Point Card. \*5: Others include Rakuten Card's off-shore subsidiaries, Rakuten Bank's off-shore subsidiaries, Rakuten Securities HD Inc., Rakuten Securities' off-shore subsidiaries, Rakuten Wallet, Inc., and Rakuten Investment Management, Inc. etc.

# Q1/26 FinTech Segment Revenue Breakdown\*

(JPY bn)

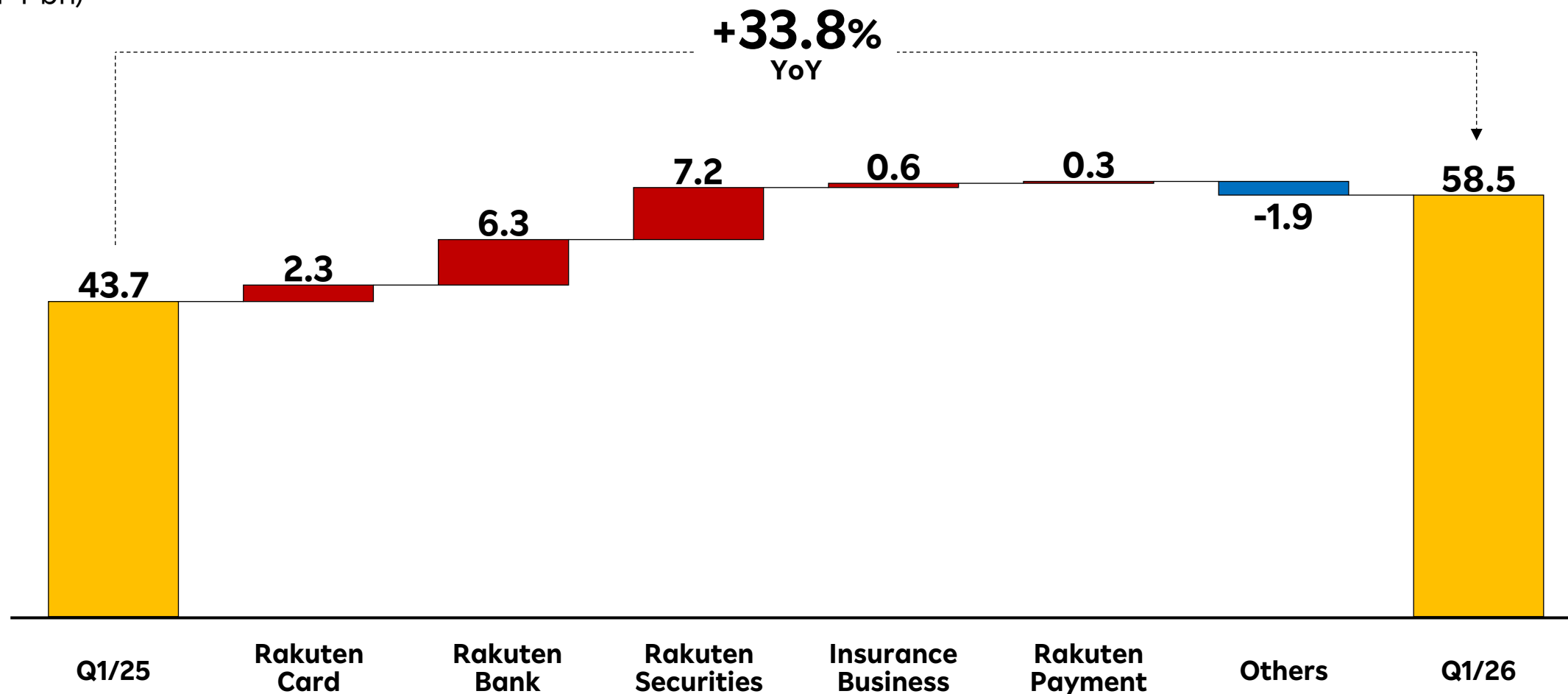


\*From Q3/25, Rakuten Securities' off-shore subsidiaries were transferred from Rakuten Securities to Others. Past figures have been retroactively adjusted.



# Q1/26 FinTech Segment Non-GAAP Operating Income Breakdown <sup>\*1\*2</sup>

(JPY bn)



\*1: From Q3/25, Rakuten Securities' off-shore subsidiaries were transferred from Rakuten Securities to Others. Past figures have been retroactively adjusted. \*2: From Q1/26, some AI-related development costs were allocated to each business. Retrospective adjustments were made to the performance of segments and each business from Q1/25.

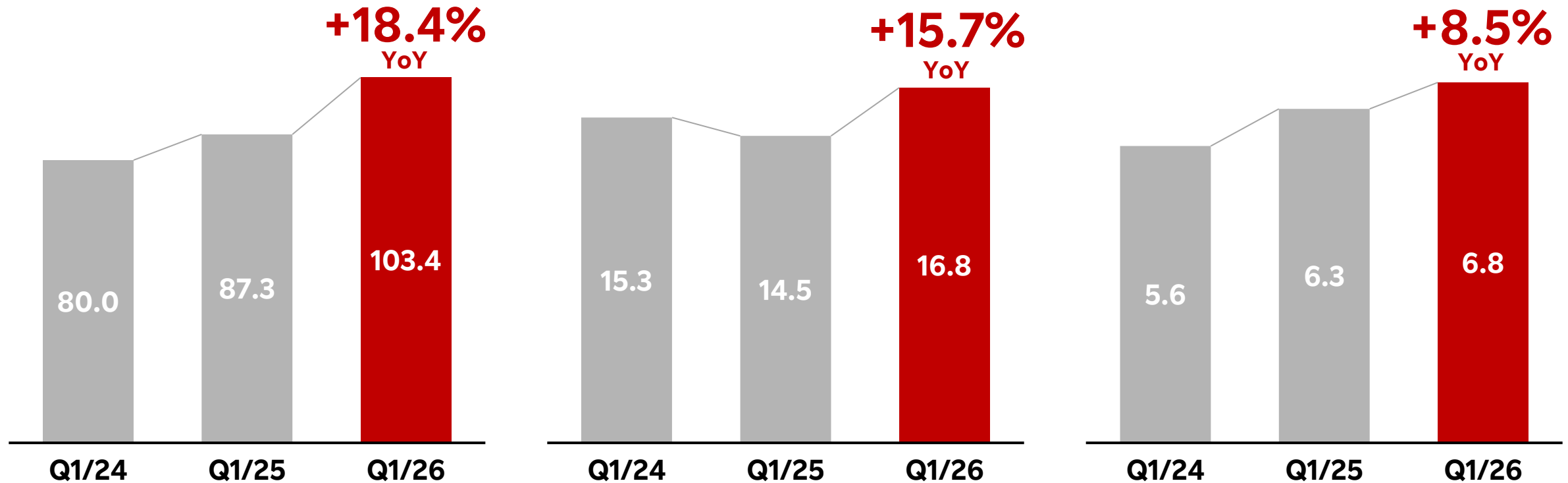
# Q1/26 Rakuten Card Financial Results and KPI

- GTV expanded driven by membership base growth and higher spend per customer. Revolving balance and installment payment volumes also grew steadily, contributing to revenue growth
- Although funding costs continued to rise, cost control measures in other areas proved effective, resulting in a significant profit improvement

Revenue (JPY bn)

Non-GAAP Operating Income\* (JPY bn)

Rakuten Card Shopping GTV (JPY tn)



\*From Q1/26, some AI-related development costs were allocated to each business. Retroactive revisions have been made to the results from Q1/25.

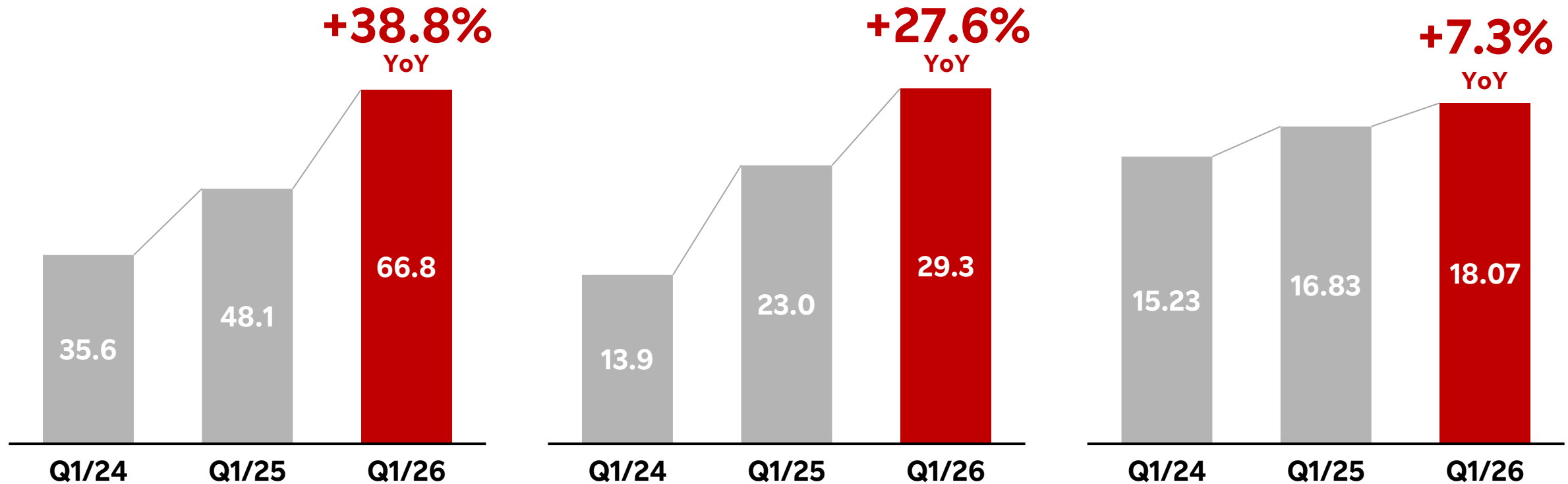
# Q1/26 Rakuten Bank Financial Results and KPI

- Steady growth in deposit balance drove an increase in assets under management, contributing to expanded interest income
- Despite increased investment in customer base expansion and other growth initiatives, the business achieved a record quarterly profit

Revenue (JPY bn)

Non-GAAP Operating Income\*<sup>1</sup> (JPY bn)

Rakuten Bank Accounts\*<sup>2</sup> (mm)



\*1: From Q1/26, some AI-related development costs were allocated to each business. Retroactive revisions have been made to the results from Q1/25. \*2: Rounded down to the nearest unit

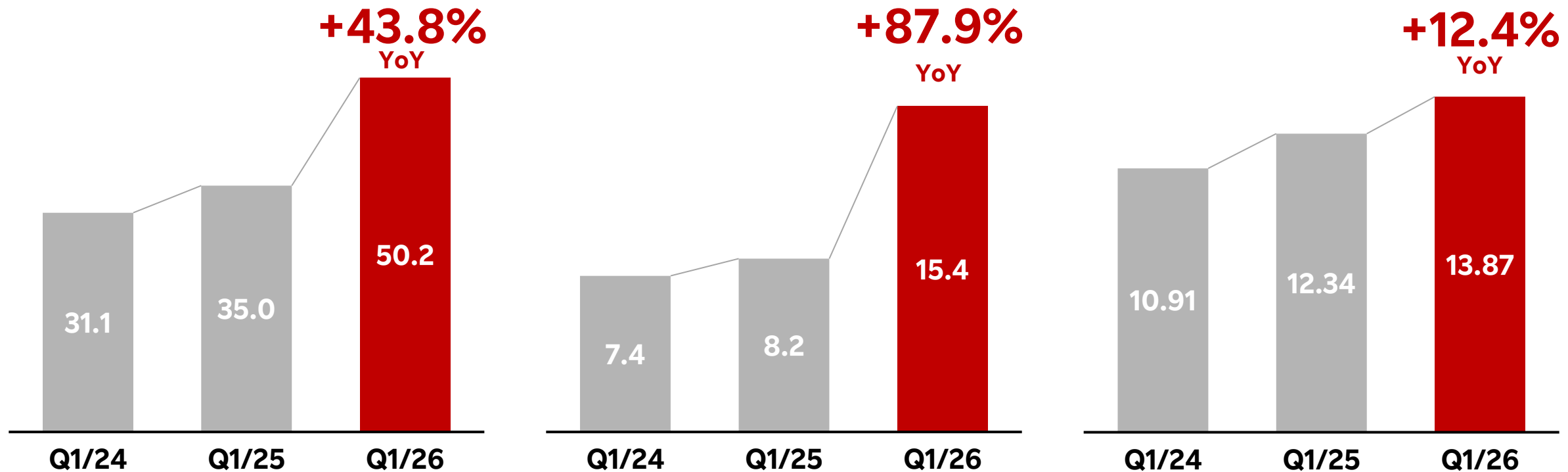
# Q1/26 Rakuten Securities Financial Results and KPI

- Revenue increased on an expanded customer base and strong market conditions. Achieved record high quarterly operating revenue
- Increased proportion of revenue from sources other than domestic stock trading commissions, which were made free in October 2023, resulted in a business structure less susceptible to market fluctuations

Revenue<sup>\*1</sup> (JPY bn)

Non-GAAP Operating Income<sup>\*1\*2</sup> (JPY bn)

Rakuten Securities General Accounts<sup>\*3</sup> (mm)



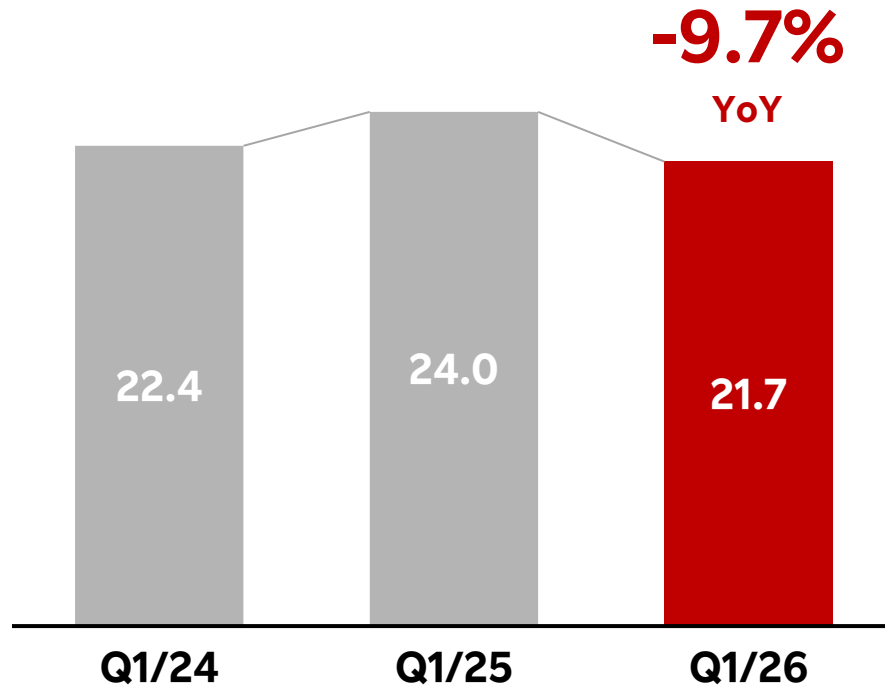
\*1: Rakuten Securities, Inc. non-consolidated, IFRS basis. From Q3/25, the scope of accounting was changed from Rakuten Securities consolidated (including off-shore subsidiaries) to Rakuten Securities, Inc. non-consolidated. Past figures have been retroactively adjusted. \*2: From Q1/26, some AI-related development costs were allocated to each business. Retroactive revisions have been made to the results from Q1/25.

\*3: Rounded down to the nearest unit

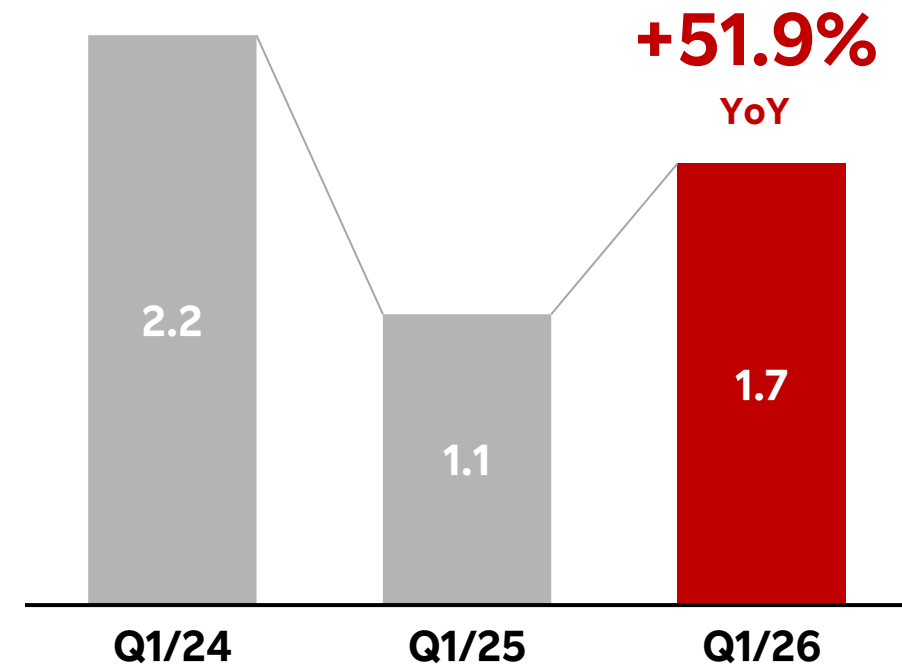
# Q1/26 Insurance Business Financial Results

- Both life and general insurance recorded strong sales. However, general insurance revenue declined due to the absence of one-time investment gains recorded in the prior year
- A focus on high-margin products drove improved profitability, resulting in a significant profit increase

Revenue (JPY bn)



Non-GAAP Operating Income\* (JPY bn)

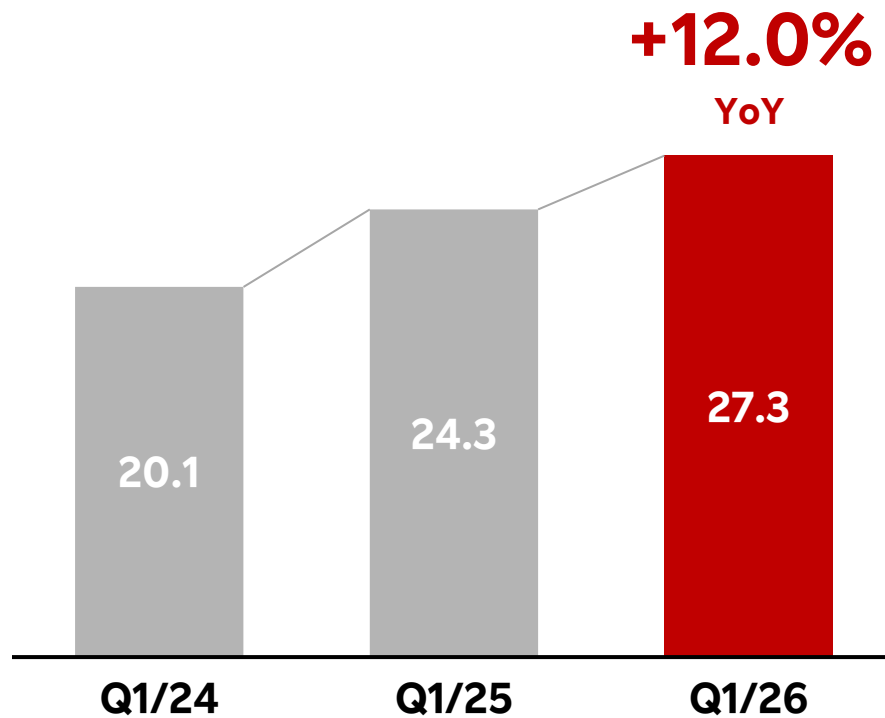


\*From Q1/26, some AI-related development costs were allocated to each business. Retroactive revisions have been made to the results from Q1/25.

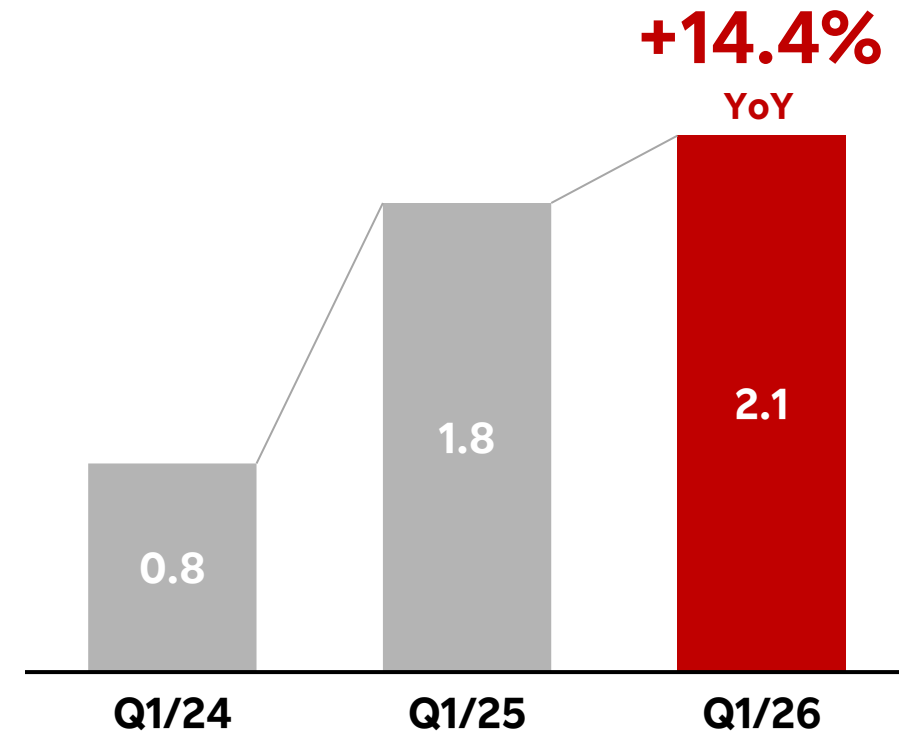
# Q1/26 Rakuten Payment Financial Results

- GTV increased driven by expanding customer base and partner companies, supporting steady growth in revenue
- Revenue growth combined with continued cost discipline proved effective, resulting in an expanded profit

## Revenue (JPY bn)



## Non-GAAP Operating Income\* (JPY bn)



\*From Q1/26, some AI-related development costs were allocated to each business. Retroactive revisions have been made to the results from Q1/25.

# **Mobile Segment**

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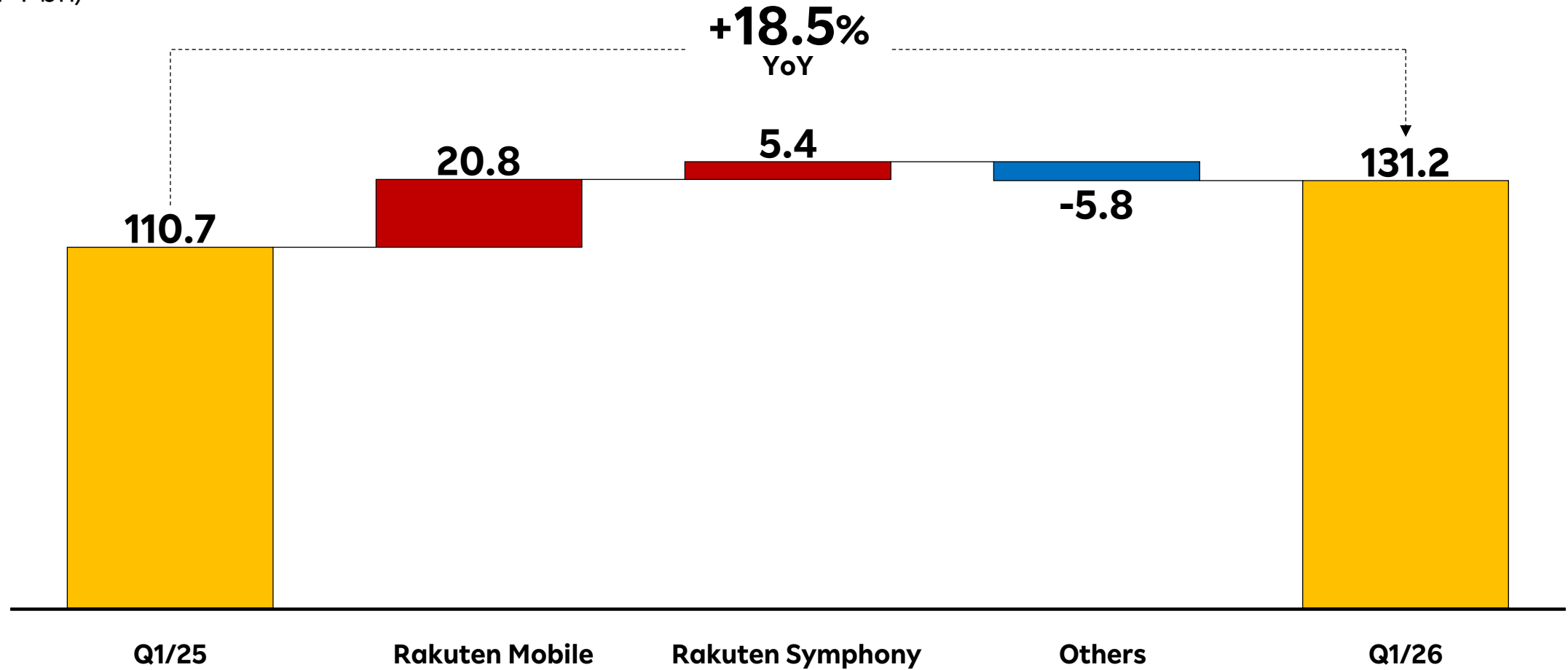
# Q1/26 Mobile Segment Financial Results<sup>\*1</sup>

Q1/26 (JPY bn)	Revenue	YoY	Non-GAAP Operating Income	YoY
<b>Rakuten Mobile<sup>*2*3</sup></b>	<b>108.0</b>	<b>+23.9%</b>	<b>-36.4</b>	<b>+12.7</b>
MNO	58.6	+22.9%		
MVNO <sup>*4</sup>	1.1	-28.5%		
Device and Accessory	22.2	+26.6%		
Other Mobile (including Rakuten Hikari, etc.)	15.0	+16.2%		
Other Businesses	11.1	+46.9%		
<b>Rakuten Symphony</b>	<b>19.1</b>	<b>+40.0%</b>	<b>-1.6</b>	<b>+0.6</b>
<b>Others<sup>*3</sup></b>	<b>4.1</b>	<b>-58.4%</b>		
<b>Segment Total</b>	<b>131.2</b>	<b>+18.5%</b>	<b>-38.0</b>	<b>+13.3</b>

\*1: From Q1/26, some AI-related development costs were allocated to each business. Retrospective adjustments were made to the performance of segments and each business from Q1/25. \*2: From April 2025, part of the Rakuten Communications business was absorbed into Rakuten Mobile, Inc. \*3: From Q4/25, investment gains and losses related to the Mobile business have been transferred from "Others" to "Rakuten Mobile." No retroactive adjustments have been made. \*4: From April 7, 2020, we ceased accepting new registrations for MVNO services.

# Q1/26 Mobile Segment Revenue Breakdown\*

(JPY bn)

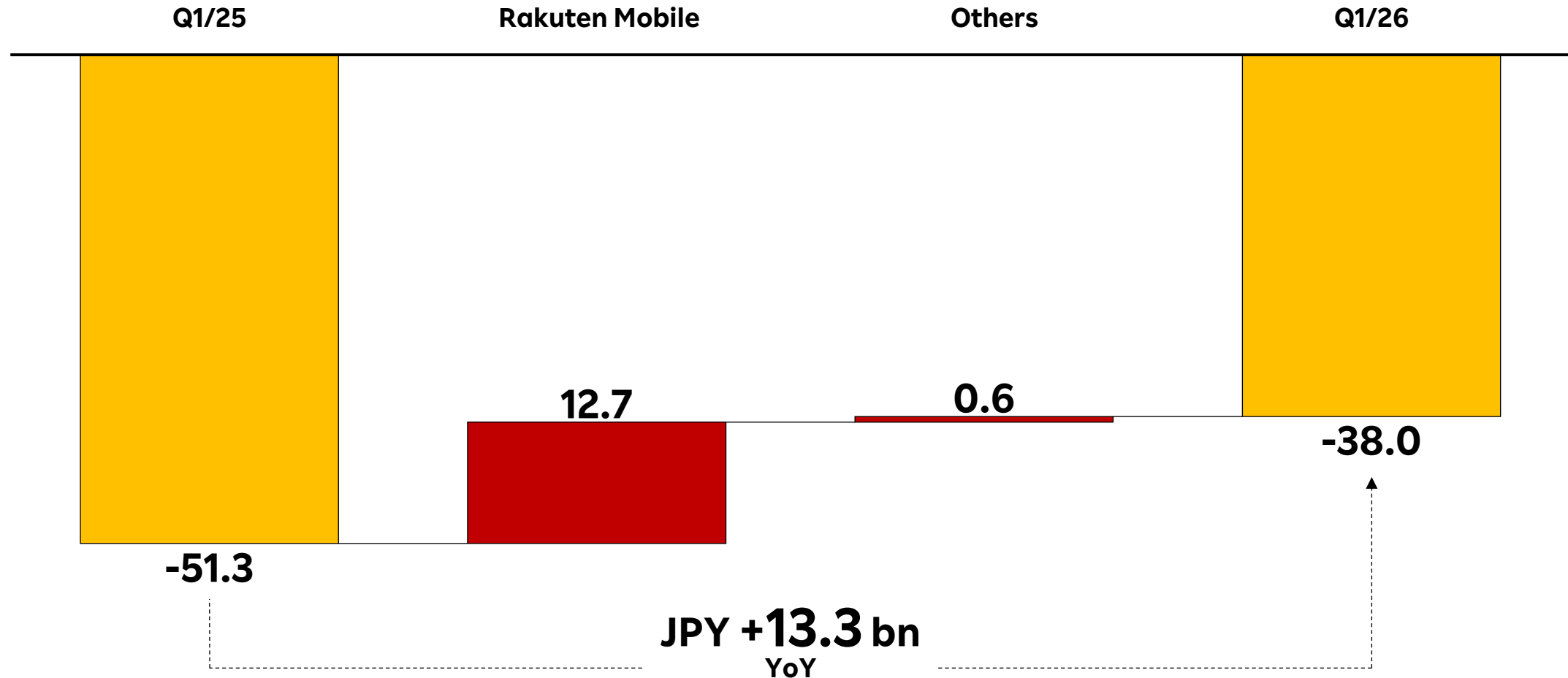


\*From April 2025, part of the Rakuten Communications business was absorbed into Rakuten Mobile, Inc.



# Q1/26 Mobile Segment Non-GAAP Operating Income/Loss Breakdown <sup>\*1\*2\*3</sup>

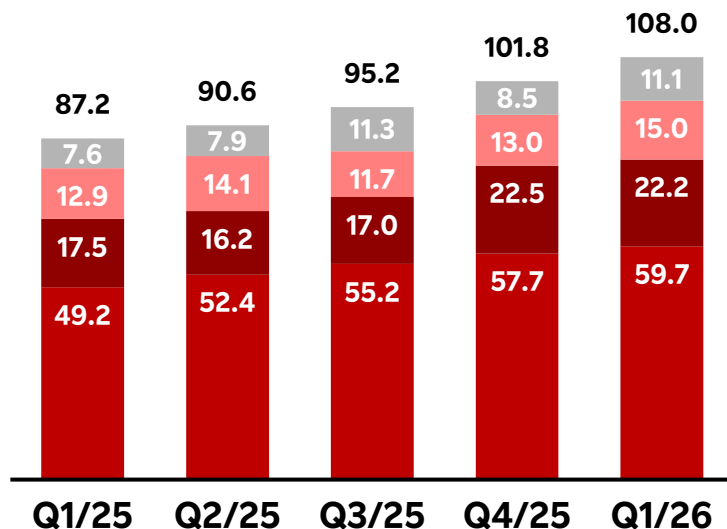
(JPY bn)



\*1: From April 2025, part of the Rakuten Communications business was absorbed into Rakuten Mobile, Inc. \*2: From Q4/25, investment gains and losses related to the Mobile business have been transferred from "Others" to "Rakuten Mobile." No retroactive adjustments have been made. \*3: From Q1/26, some AI-related development costs were allocated to each business. Retrospective adjustments were made to the performance of segments and each business from Q1/25.

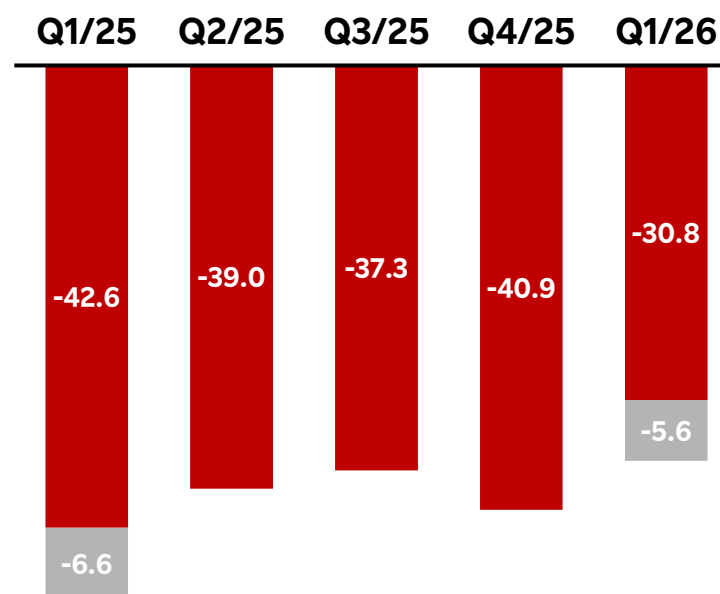
# Rakuten Mobile Quarterly Financial Results

## Revenue\*<sup>1</sup> (JPY bn)



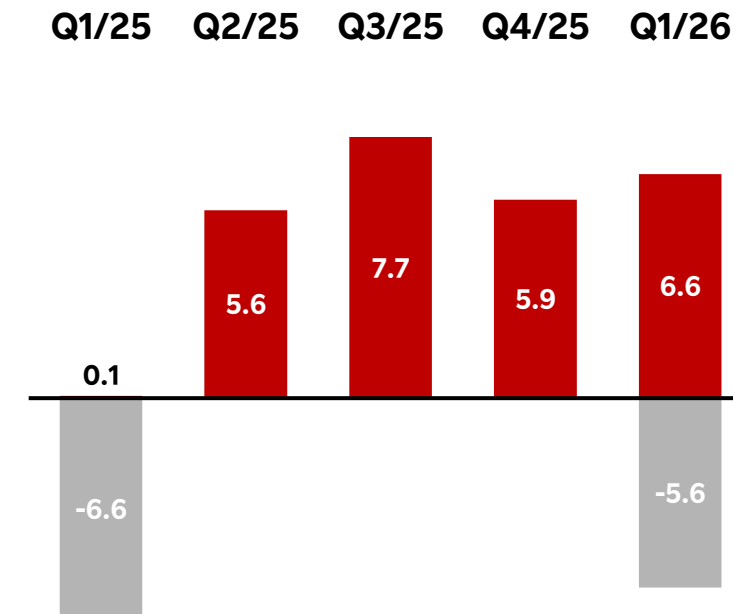
- Service revenue\*<sup>1</sup>
- Device revenue
- Other Mobile (including Rakuten Hikari etc.)
- Other Businesses

## Non-GAAP Operating Income\*<sup>2\*3</sup> (JPY bn)



- Non-GAAP Operating Income / EBITDA excluding Property Tax
- Property Tax

## EBITDA\*<sup>2\*3\*4</sup> (JPY bn)



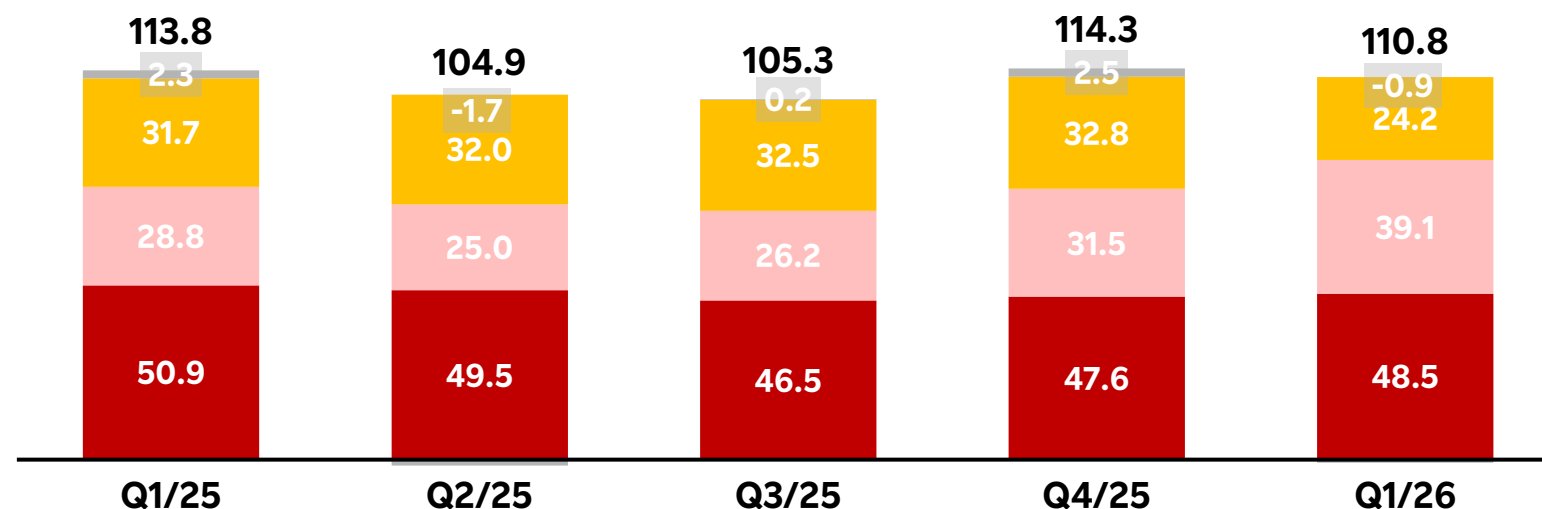
\*1: From April 2025, part of the Rakuten Communications business was absorbed. \*2: From Q4/25, investment gains/losses related to the Mobile business are included. \*3: From Q1/26, some AI-related development costs were allocated to each business. Retroactive revisions have been made to the results from Q1/25. \*4: EBITDA = Non-GAAP OI + depreciation and amortization etc.

# Rakuten Mobile Operating Cost and Capital Expenditure

- While front-loaded marketing investment to expand the subscriber base continued, disciplined cost control in other areas kept operating expenses at a stable level
- Capex came in at JPY 26.2 bn for the quarter. For FY2026, capex is planned at approximately JPY 200 bn

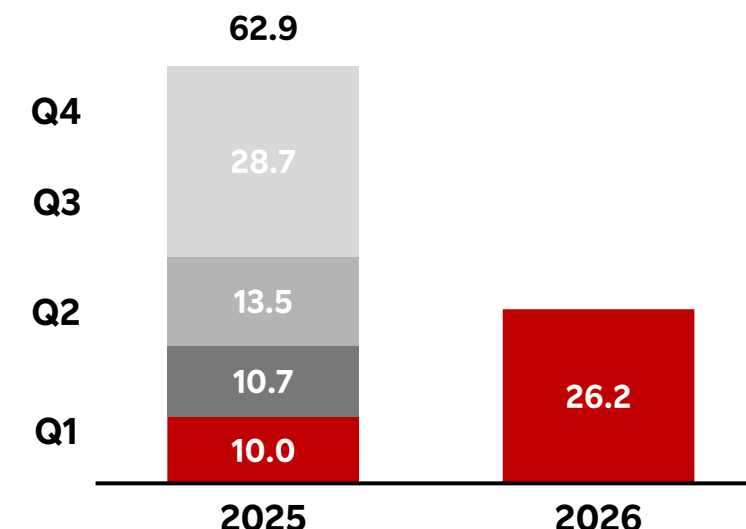
## Operating Cost\*<sup>1</sup> (including Depreciation)

(JPY bn)



## Capital Expenditure\*<sup>3</sup>

(JPY bn)



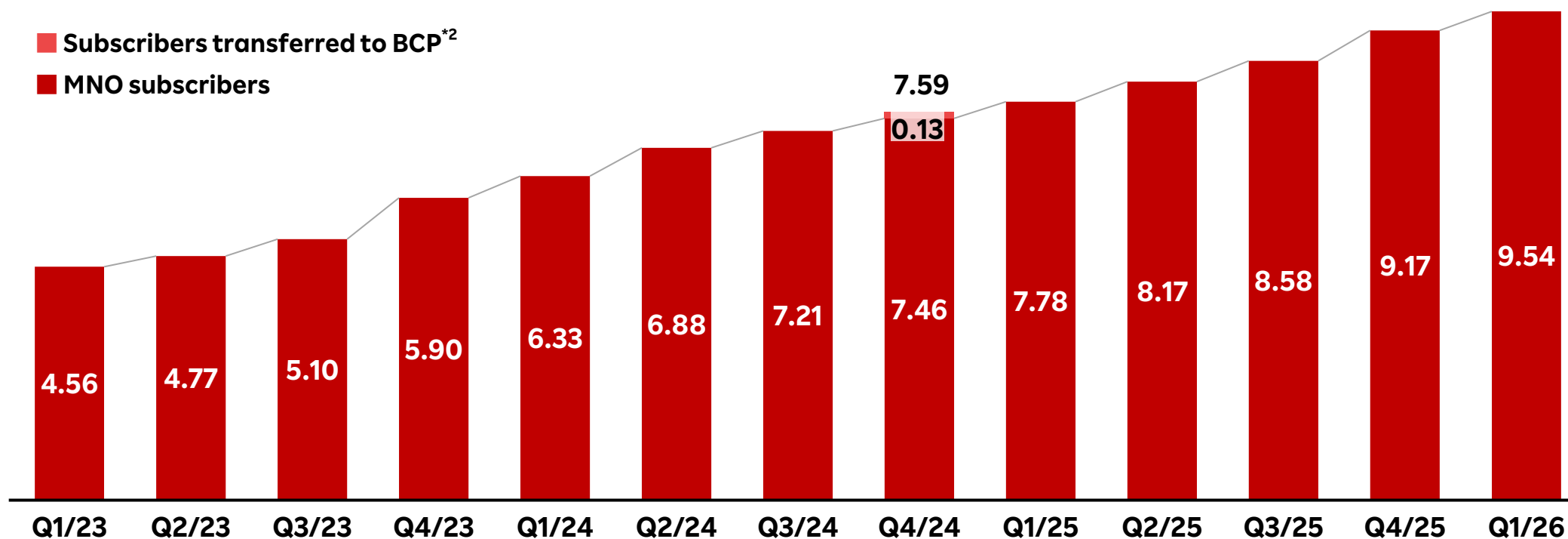
- Network Cost (including Depreciation, Roaming, etc.)
- SG&A (Including Marketing, Property Tax etc.)<sup>\*1</sup>
- Depreciation
- Others (Foreign Exchange Adjustment, etc.)<sup>\*\*2</sup>

\*1: From Q1/26, some AI-related development costs were allocated to each business. Retroactive revisions have been made to the results from Q1/25. \*2: In Q2/25, retroactive adjustments have been made for Q1/25 results due to a revision of items in cost of goods sold for the Mobile business. \*3: Including 1.7GHz, 3.7GHz, 28GHz, indoors and Platinum Band related capital expenditure and excluding IFRS16 right-of-use assets, capitalization for specified base stations opening fee for 5G 1.7 GHz, etc.

# Rakuten Mobile MNO Subscribers (B2C+B2B)<sup>\*1</sup>

- Strong customer acquisition during the peak sales season led to an increase in net additions, driven by B2C

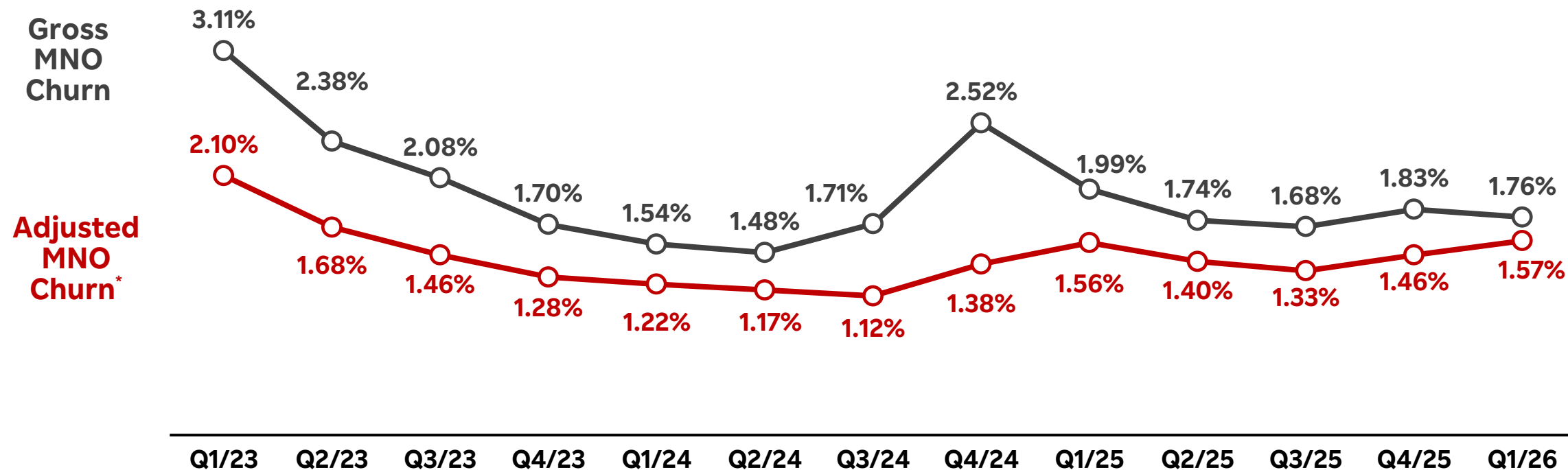
(mm subscribers)



<sup>\*1</sup>: Only MNO subscribers (B2C including Rakuten Turbo + B2B excluding BCP and MVNE). MVNE is wholesale of bandwidth from Rakuten Mobile to Rakuten Communications. BCP (Business Continuity Plan) is a corporate plan sold for business continuity purposes. <sup>\*2</sup>: Number of lines transferred to BCP and Others due to a change in the revenue recognition method in the corporate business.

# Rakuten Mobile MNO Churn (B2C+B2B)

- Adjusted churn rate increased due to higher mobility during the spring sales season. Improvement is expected as the peak season comes to an end
- Simple churn rate improved as the introduction of activation fees for fifth-line-and-above contracts from November 2025, combined with strengthened identity verification measures as part of anti-fraud initiatives, helped suppress churn among high-turnover users

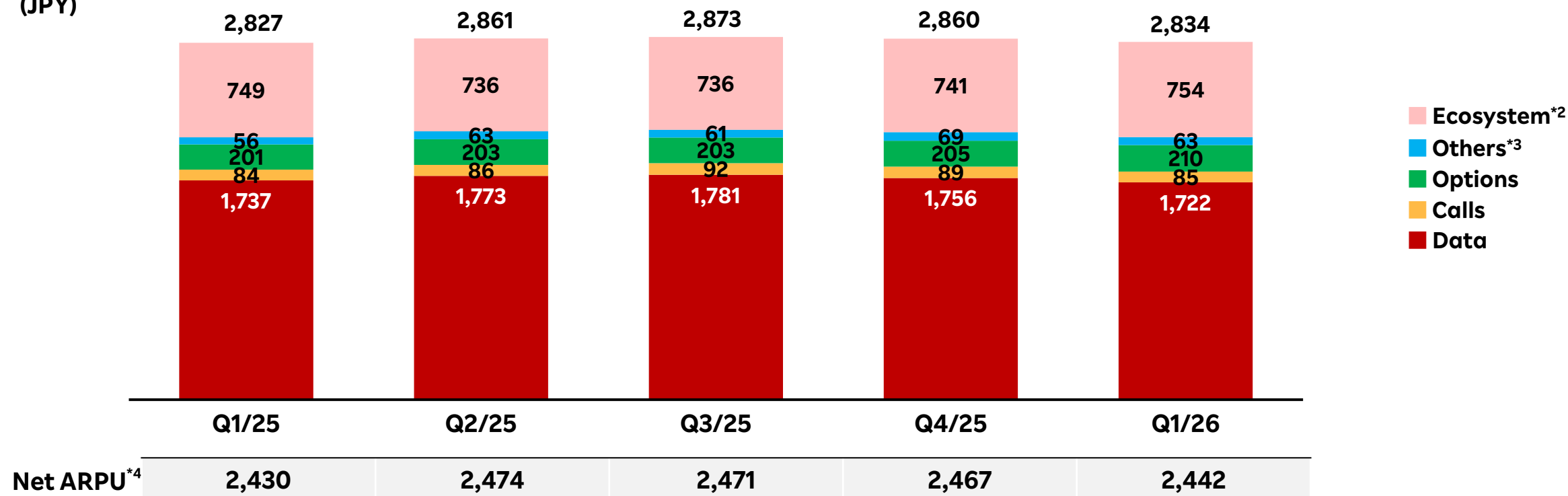


\*Churn excludes subscriptions cancelled in the same month as the contract in the B2C business, and subscribers transferred to BCP and other lines, etc. due to a change in the method of recording revenue in the corporate business

# ARPU\*1

- Options ARPU and Others ARPU continuing to grow steadily
- Data ARPU declined due to two technical factors: subscriber mix dilution from strong B2B additions in Q4/25, and a transitory denominator timing effect from accelerated B2C acquisitions late in Q1/26

(JPY)



\*1: The number of subscribers, which is the denominator for ARPU, is calculated using the average number of MNO subscribers at the beginning and end of each quarter, excluding MVNE and BCP lines. \*2: Calculated using group revenue uplift effects from effects by MNO subscribers as the numerator. \*3: Includes advertising and miscellaneous B2B revenues. \*4: Within ARPU, the cost of sales associated with the uplift effect of Rakuten Mobile's MNO subscribers and the effect of sending customers from group companies to the mobile business are deducted from Ecosystem ARPU. Mobile Ecosystem Contribution (net ARPU x number of MNO subscribers) is recorded after sales and operating expenses on Rakuten Mobile's income statement.

# ARPU Definition

- **Net ARPU** x MNO Subscribers\*<sup>1</sup> should be compared to EBITDA cost to analyze EBITDA breakeven

## ARPU

In addition to Data, Calls, Options and Others, **revenue** uplift effect of Rakuten Mobile MNO subscribers is now added to the calculation (divided by B2C+B2B subscribers).

- (-)
- a) **COGS** associated with revenue uplift effect
  - b) **Customer referral effect** from group companies to the mobile business

**Net ARPU**  
(Net of **COGS** and **customer referral effect**)

Net of **COGS** associated with revenue uplift by Rakuten Mobile MNO subscribers and **customer referral effect** from group companies to the mobile business.

Reference:

**Mobile Ecosystem Contribution**\*<sup>2</sup>

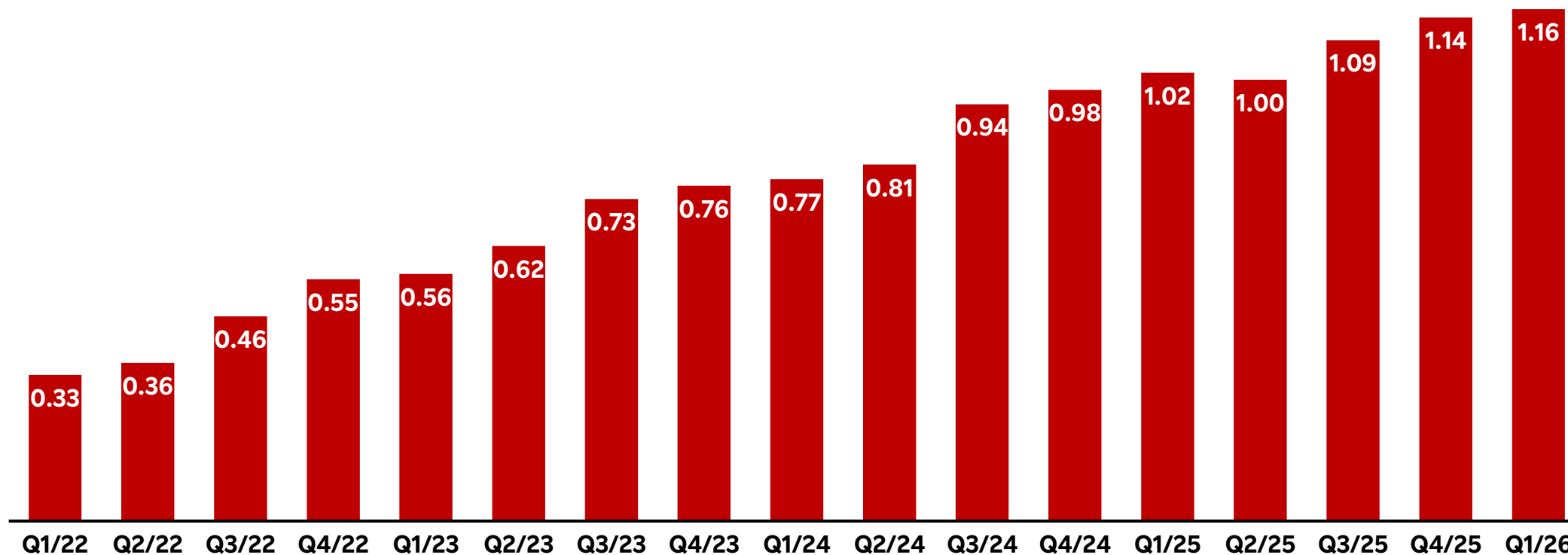
= (Gross profit uplift effect of Rakuten Mobile MNO subscribers) - (Referral effect from Group companies to the mobile business)

\*1: B2C and B2B excluding BCP and MVNE. \*2: To enable precise evaluation of performance, including the effect of inter-segment contributions and cross-referrals within Ecosystem, "Mobile Ecosystem Contribution" is now included in each segment's Non-GAAP OI/EBITDA and Rakuten Mobile's OI/EBITDA. Performance metrics will be disclosed in the data sheet, both before and after inclusion.

# Rakuten Mobile MNO Average Data Volume (B2C)

- Average daily data usage in Q1 reached a record high of 1.16GB

Averaged data consumption volume per day (GB)



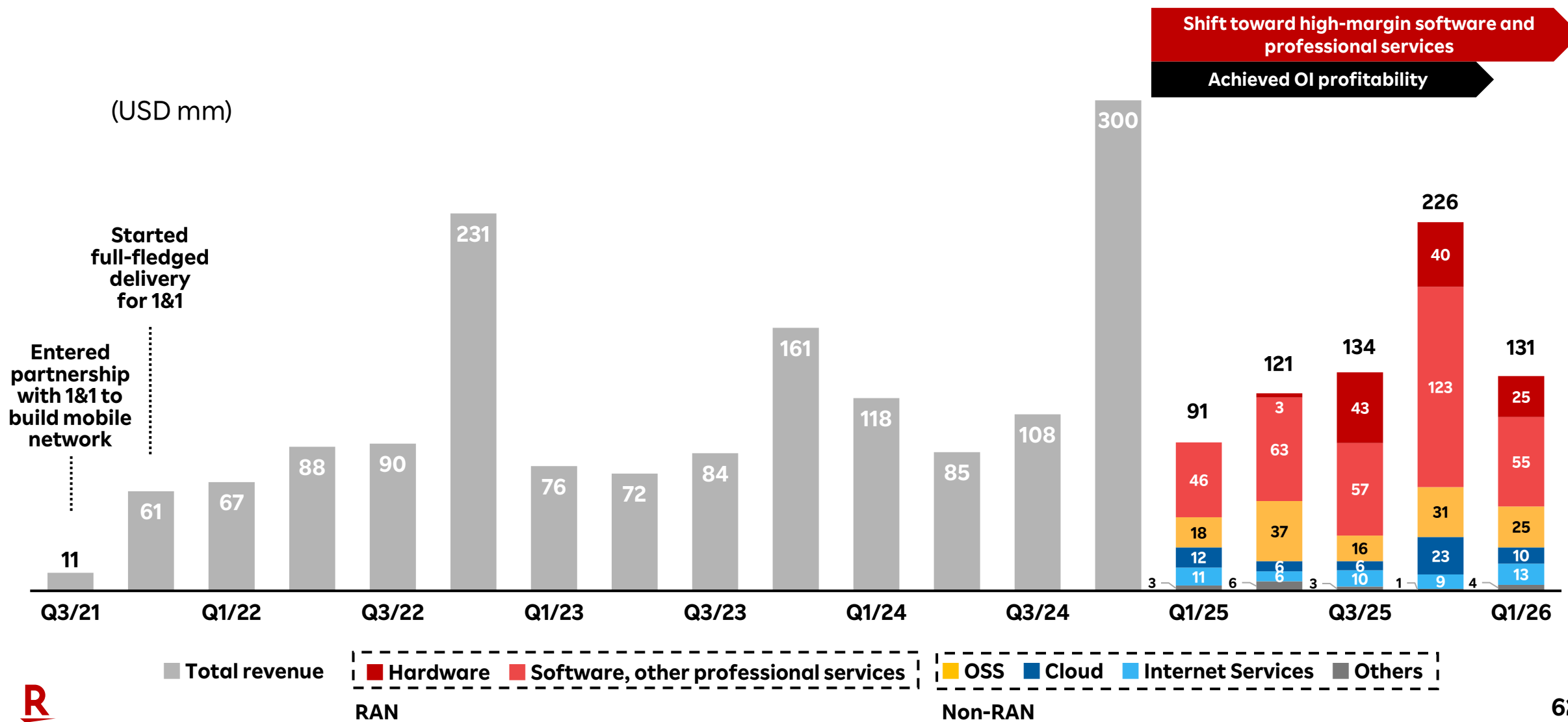
# Rakuten Mobile Owned and Roaming Frequency Bands

Spectrum		Status	Bandwidth
4G	1.7GHz	Allocated	40MHz Up: 1,730 – 1,750MHz Down: 1,825 - 1,845MHz
	700MHz	Allocated in October 2023 Started commercial use in June 2024	6MHz Up: 715 - 718MHz Down: 770 - 773MHz
	Reference: Roaming	Roaming provided by KDDI (until September 30, 2026*)	
	Reference: Including 800/900MHz	Rakuten Mobile can decide when to submit application for frequency allocation	Multiple bandwidths allocated to existing licensees
5G	1.7GHz (Other than Tokyo, Nagoya, Osaka)	Allocated	40MHz Up: 1,765 – 1,785MHz Down: 1,860 - 1,880MHz
	3.7GHz (Sub6)	Allocated	100MHz Up and Down total: 3,800 - 3,900MHz
	28GHz (mmW)	Allocated	400MHz Up and Down total: 27.0 - 27.4GHz

\*Further extension of roaming offer period will be decided after consultation between KDDI and Rakuten Group.

# Rakuten Symphony Revenue

■ Revenue grew driven by increased delivery of software for RAN and OSS, as well as expanded professional services



# Rakuten Symphony: Established a Broad Track Record Overseas

Active customers: 70 | Partners: 22 | Deployed across ~30 countries and regions

Google Cloud

VEON



NOKIA

1&1



boost mobile

Airspan

AT&T

zain

Telkom Kenya

Tech mahindra

Tejas Networks

grameenphone

mobifone

SLT Mobitel

- Regions where Rakuten Symphony products have been deployed
- Licensing Program Partners

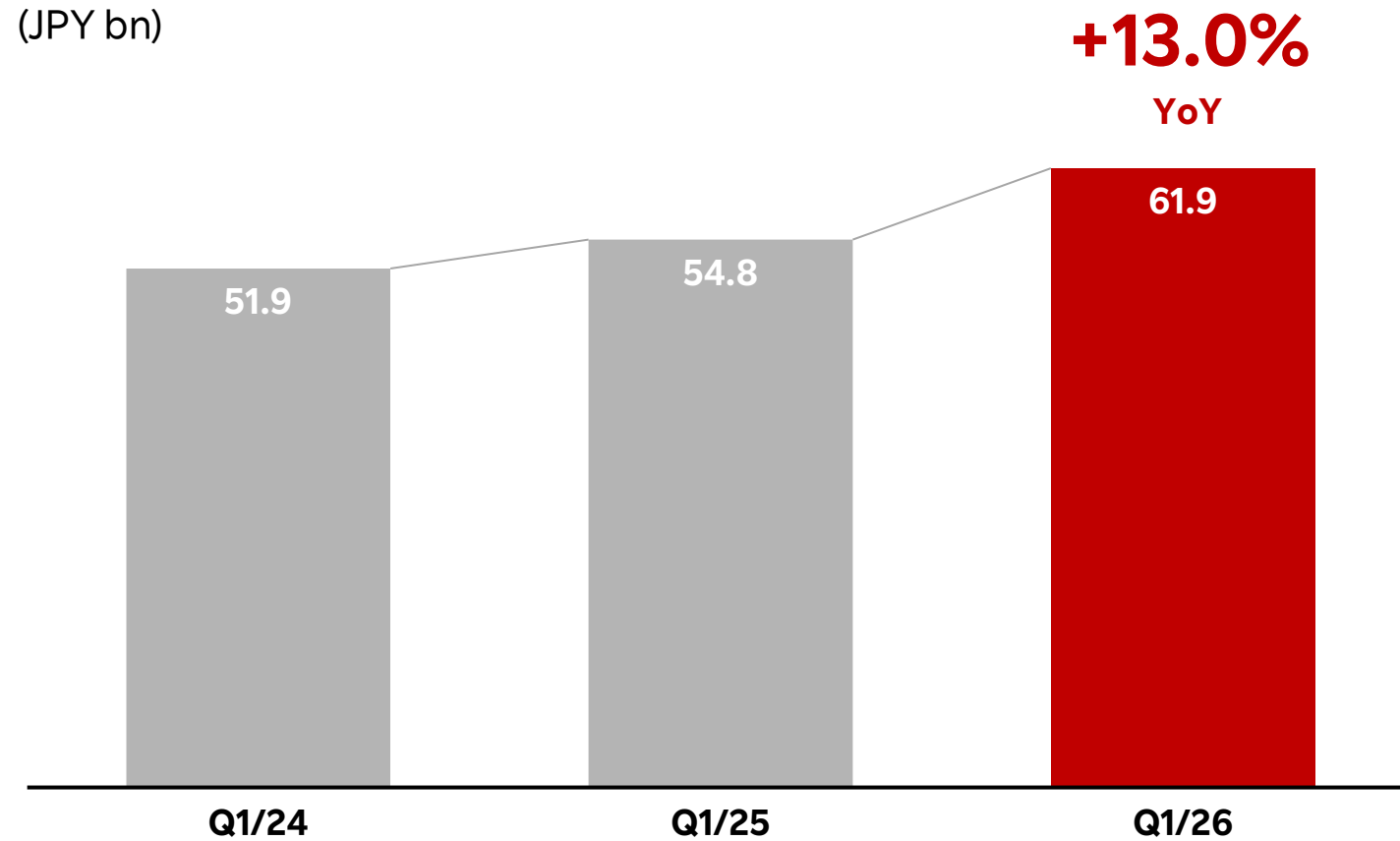
\*as of Mar-26



# Advertising Business

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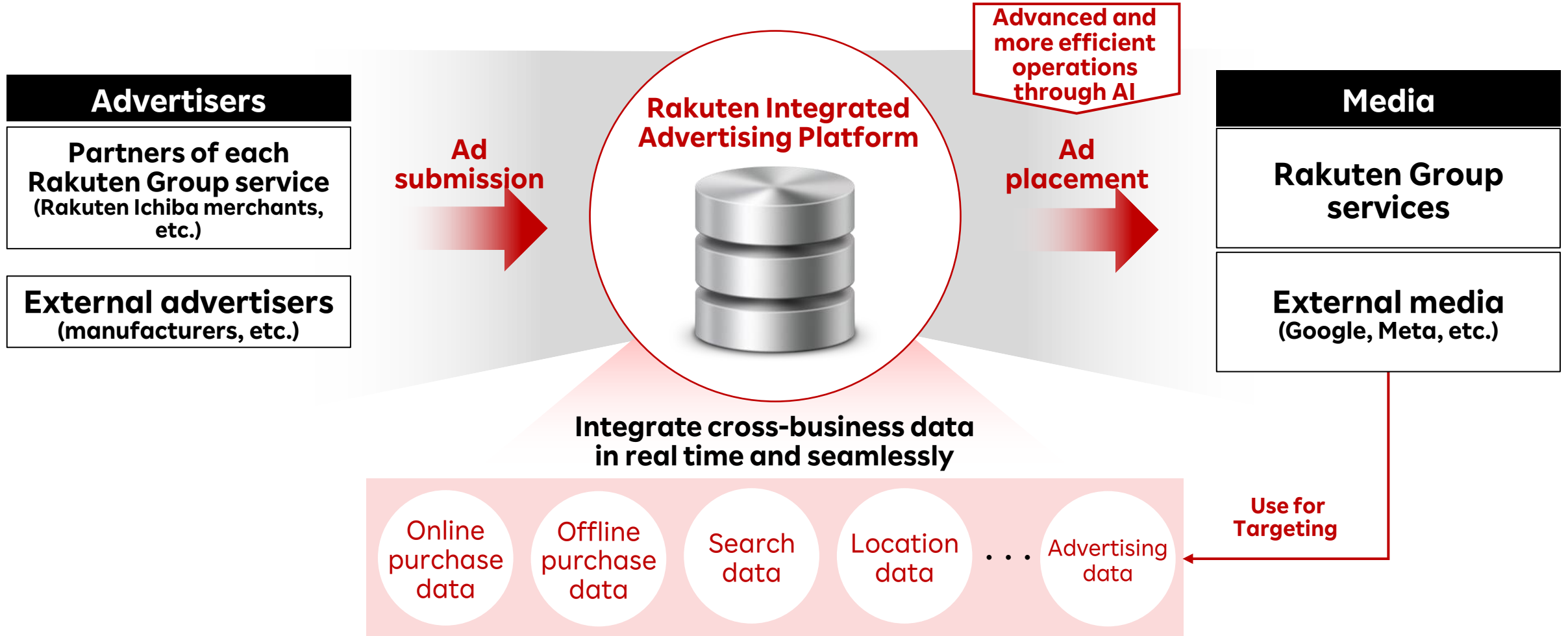
# Advertising Business Revenue<sup>\*1\*2</sup>



\*1: Aggregates advertising revenues from domestic operating entities. The advertising business outside of Japan is included in the International Business Unit. \*2: Total domestic advertising revenue recorded in each segment (Internet Services, FinTech, Mobile), including internal transactions.

# Rakuten Advertising Business Overview

- The strengths of Rakuten Group's advertising business are its abundant data (both in scope and variety) and its group services (media properties) that attract an overwhelming number of visits
- Leveraging AI, Rakuten can make maximum use of the many variables it possesses for ad operations



# 4. Finance

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# How Currency Swaps Work

## Overview

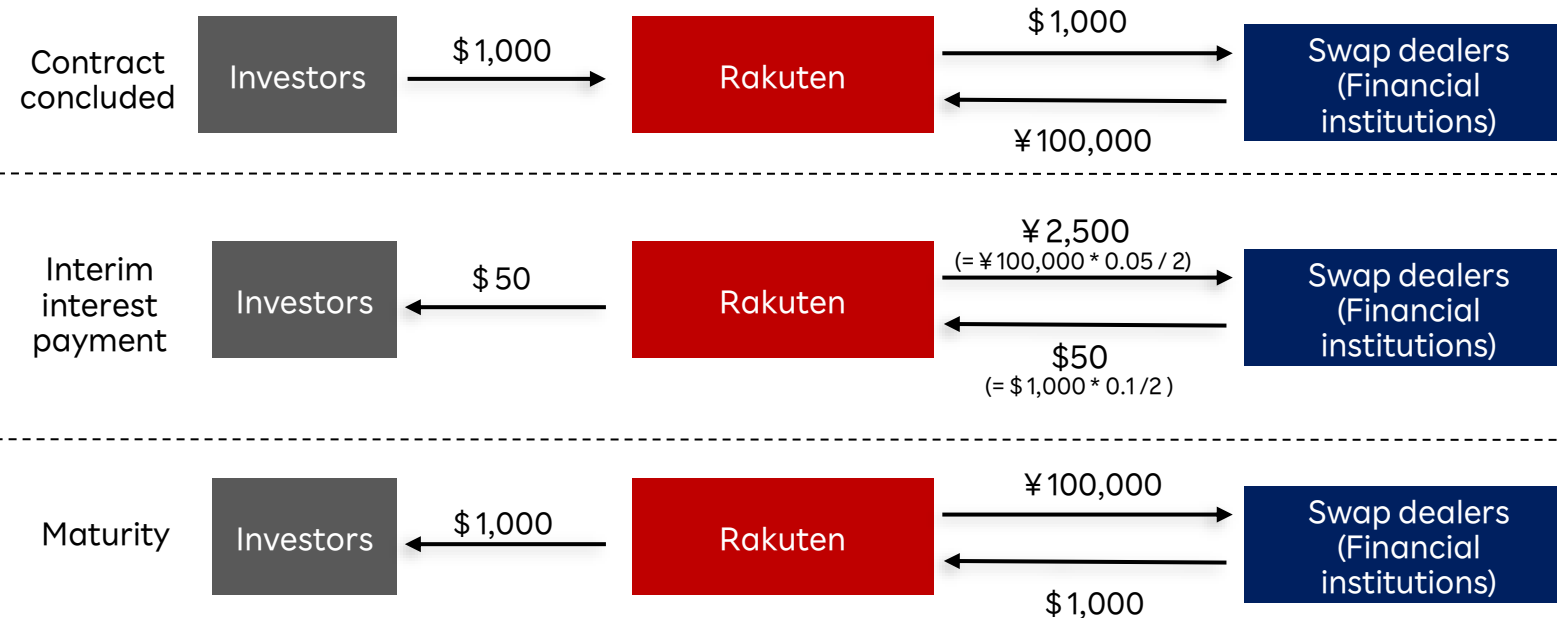
- A cross-currency swap is a contract in which principal and interest denominated in different currencies are exchanged for a specified period of time
- Exchange of principal and interest between different currencies
- Both companies have the advantage of being able to manage exchange rate risk and interest rate risk

### Premise

1. Foreign currency perpetual subordinated bond Issued: \$1,000, Exchange rate at Issuance: \$ 1 = JPY 100
2. Currency swap agreement: Fixed at \$1 = JPY 100
3. Interest rates are fixed: USD 10%, JPY 5%
4. Interest is paid semi-annually

### Key points

## Actual process



- 1 Exchange principal in both currencies
- 2 Periodically exchange interest between both currencies
- 3 If the yen appreciates, the value of the yen rises, resulting in a valuation gain for the yen recipient and a valuation loss for the yen payer (Rakuten)
- 4 Upon contract termination, the principal is exchanged again, and the received currency is returned to the investor

# Subordinated Bond Flow (Hedge Accounting Applied)

Overview

- If the subordinated bonds are recognized as liabilities (recorded as liabilities), hedge accounting is applied. Quarterly change in the fair value of the currency swap (derivative gains and losses) will offset change in the exchange rate valuation of the subordinated bonds

- Assumptions
- Foreign currency-denominated subordinated bonds issued: \$1,000, exchange rate at time of issuance: \$1 = ¥100
  - Currency swap agreement: Fixed at \$1 = ¥100
  - Exchange rate at end of period: \$1 = ¥90
  - Subordinated bonds are recognized as liabilities (recorded as debt)
  - Hedge accounting applied

Actual process

	BS		PL	
Foreign bond issuance and currency swap agreement	Assets Cash + JPY 100,000	Liabilities Subordinated bonds + JPY 100,000		
		Net Assets		-
Quarterly evaluation	Assets	Liabilities Subordinated bonds - JPY 10,000 Derivative liabilities + JPY 10,000	Expenses Derivative valuation loss JPY 10,000	Profit Exchange rate difference on subordinated bonds JPY 10,000
		Net Assets		
Status after quarterly evaluation	Assets	Liabilities Subordinated bonds JPY 90,000 Derivative liabilities JPY 10,000		
		Net Assets		

## Key points

- Subordinated bonds recorded as liabilities at the time of issuance and subsequently evaluated quarterly
- No journal entry required for the currency swap contract itself
- In a currency swap, if the yen appreciates (90 yen), the value of the yen rises, so the yen receiver will experience a valuation gain, and the yen payer (Rakuten) a valuation loss
- On the other hand, the assessed value of Rakuten's debt also decreases (from JPY 100,000 to JPY 90,000), so a foreign exchange gain is recorded, and the two balance out

✓ Derivative valuation gains/losses and foreign exchange translation of subordinated bonds offset each other

# Perpetual Subordinated Bond Flow (Hedge Accounting is Not Applied)

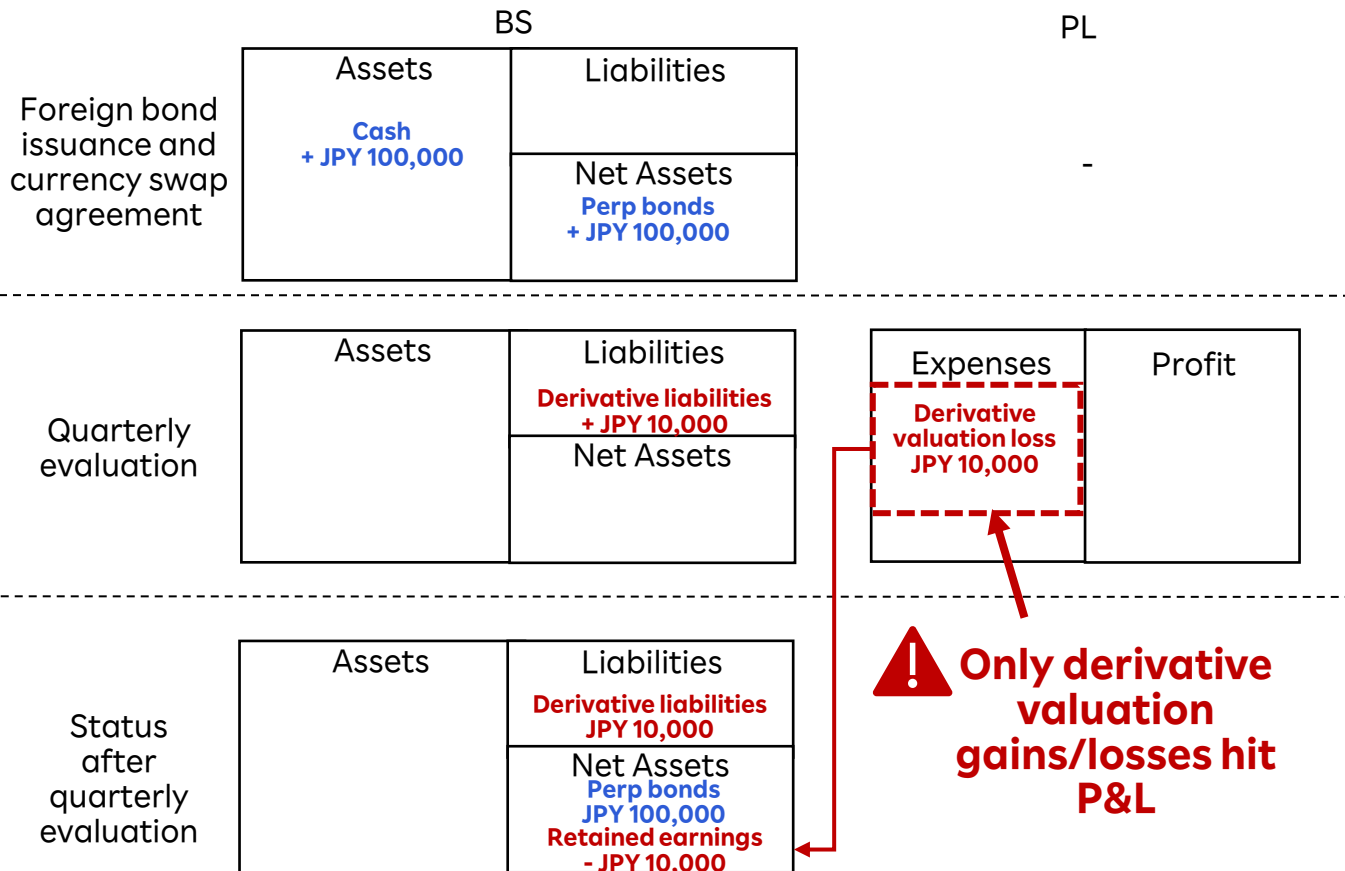
Overview

- If perpetual subordinated bonds are recognized as capital (recorded as net assets), hedge accounting cannot be applied. Quarterly change in the market value of currency swaps (derivative gains and losses) will be recognized in BS, whereas the book value of perpetual subordinated bonds at the time of issuance will not change. Thus, only the valuation gains and losses of derivatives will hit PL

### Assumptions

- Foreign currency-denominated perp bonds issued: \$1,000, exchange rate at time of issuance: \$1 = ¥100
- Currency swap agreement: Fixed at \$1 = ¥100
- Exchange rate at end of period: \$1 = ¥90
- Perp bonds are recognized as capital (recorded as net assets)
- Hedge accounting is not applied

Actual process



### Key points

- Perp bonds recorded as capital at the time of issuance and do not move from then
- No journal entry is required for the currency swap contract itself
- In a currency swap, if the yen appreciates (90 yen), the value of the yen rises, so the yen receiver will experience a valuation gain, and the yen payer (Rakuten) a valuation loss
- Only derivative valuation gains/losses impact P&L, and thus they negatively affect P&L optics

\*Perp bonds: Perpetual subordinated bonds

# Sensitivity Analysis of Derivative Gains and Losses on Currency Swaps

- Rakuten entered into currency swap agreements for the principal and interest of foreign currency-denominated perpetual subordinated bonds between U.S. dollars, euros, and Japanese yen
- The valuation of the currency swaps is impacted by fluctuations in foreign exchange rates and interest rates, and is recorded as a derivative gain or loss in financial income and expenses at the end of each quarter

Estimated impact of exchange rate and interest rate fluctuations on Rakuten Group consolidated quarterly results (JPY mm)

Relevant bonds (Issue date)	Forex			Yen interest rate*		US or Euro interest rate*	
	Base: As of end Mar-26	As of end Jun-26		As of end Jun-26		As of end Jun-26	
		1 yen weaker	1 yen stronger	10bps rise	10bps fall	10bps rise	10bps fall
USD-denominated non-callable 10-Year perpetual Subordinated notes (Apr 22, 2021)  USD-denominated non-callable 5-year perpetual subordinated notes (Dec 13, 2024)	159.90/\$	885	-885	992	-993	-545	547
EUR-denominated non-callable 6-year perpetual subordinated notes (April 22, 2021)	184.44/€	528	-528	169	-169	-98	98

\*The interest rates referenced in interest rate sensitivity are the respective OIS (Overnight Index Swap) rates, and the impact of a uniform 10bp move in OIS rates for all periods. The base rate for JPY OIS is TONA, for USD OIS is SOFR, and for EUR OIS is ESTR.

# Cash Conversion Cycle Improvements

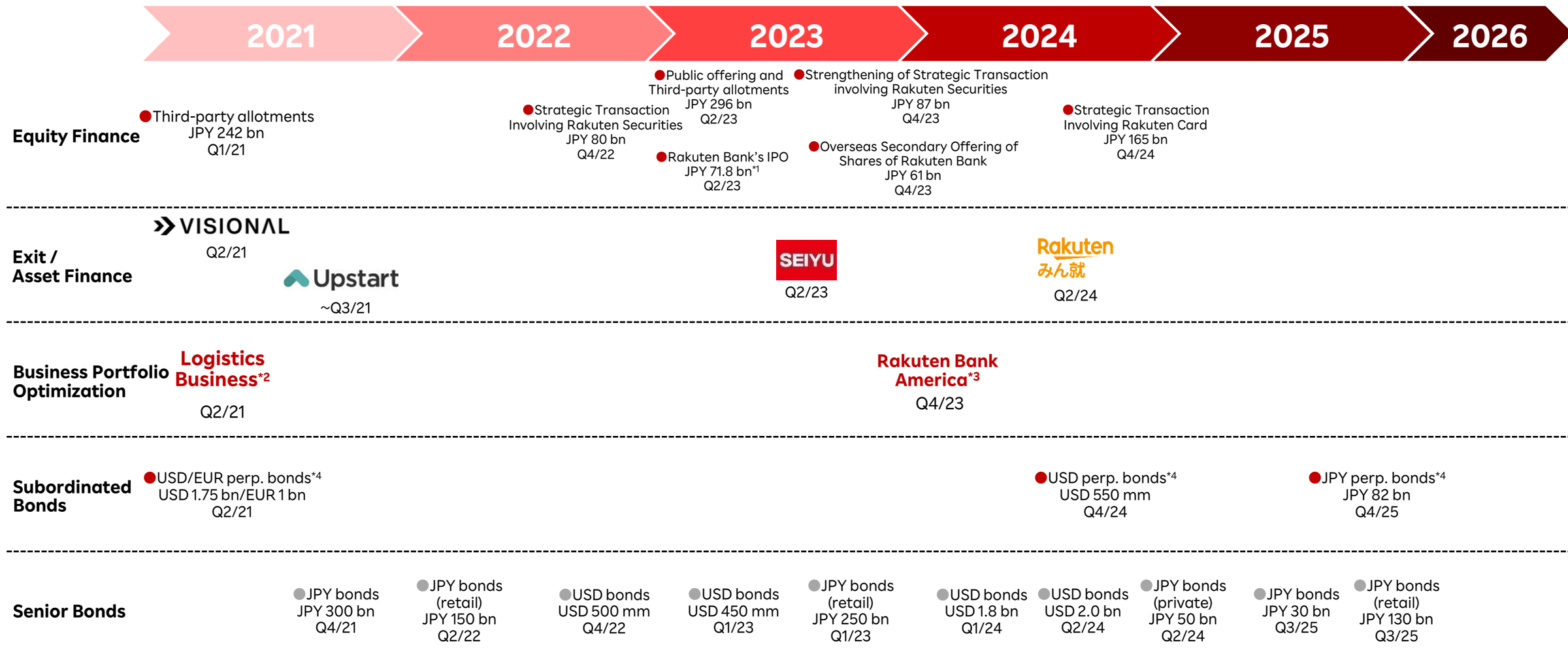
- Continuing working capital optimization efforts aimed at reducing leverage
- Cumulative cash generation as of Q1/26 stands at JPY 324.4 bn



Q1/24~Q1/26  
Cumulative amount  
of cash generated

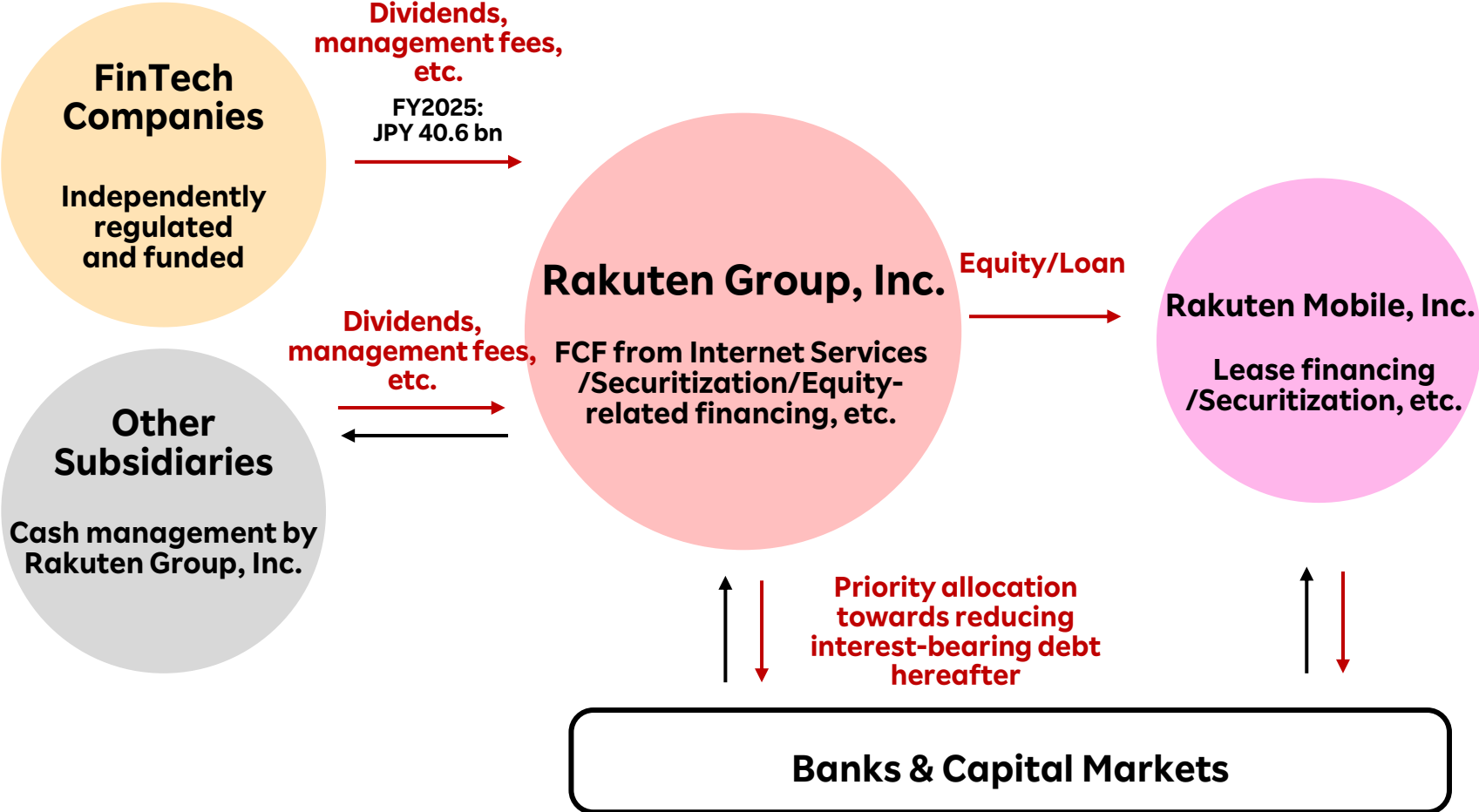
**Achieved cash generation of**  
**JPY 324.4 bn**  
in Non-FinTech businesses

# Diversifying Financing Sources including Equity, Asset Financing and Bonds



\*1: On April 13, 2023, Rakuten Bank, Ltd. priced its global IPO for JPY 1,400 per share. We sold 53,951,300 shares of Rakuten Bank through the IPO. Based on net proceeds. \*2: Established a joint venture with Japan Post Co., Ltd. and transferred a part of logistics business to the company. \*3: Dissolution of a preparatory company for the purpose of banking business in the United States. \*4: 50% equity credit from S&P, R&I and JCR. Treated as 100% equity under IFRS.

# Rakuten Mobile Funding Flow



This presentation includes forward-looking statements that 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 strives 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. Names and logos of companies, products, and services and such that appear in this material are trademarks or registered marks of their respective companies.