



# Rakuten Global Strategy

February 14, 2014  
Rakuten, Inc.

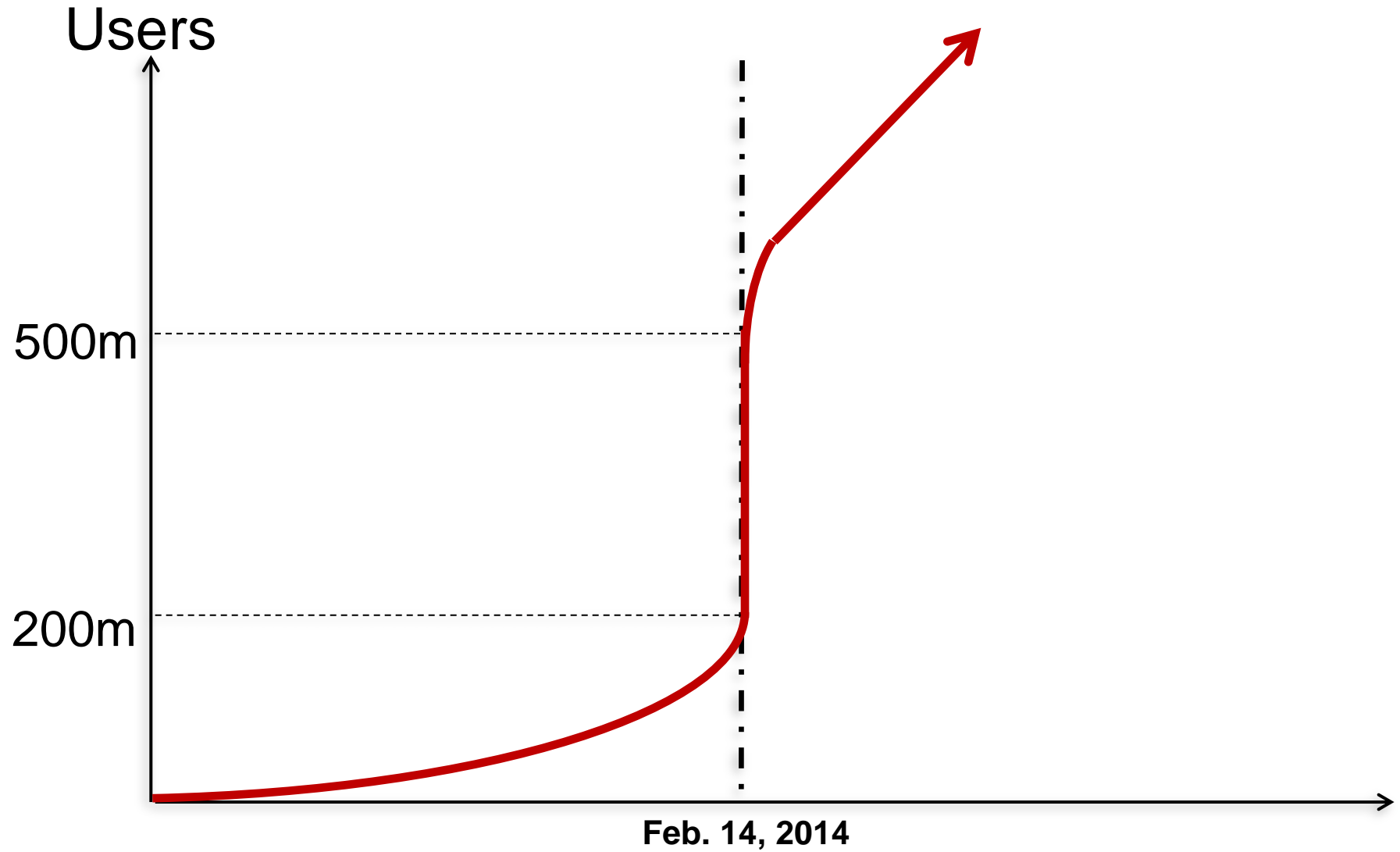
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# Project Eagle



Photo by Kazunari Sudo

# Rakuten Group Membership\*



\*As of end of 2013: Rakuten Members (Japan) 90MM, Overseas E-commerce IDs 60MM, Viki MAU 28m, Kobo IDs 18MM.



# What is Viber?

# One of the Fastest Growing Messaging Apps



# Viber



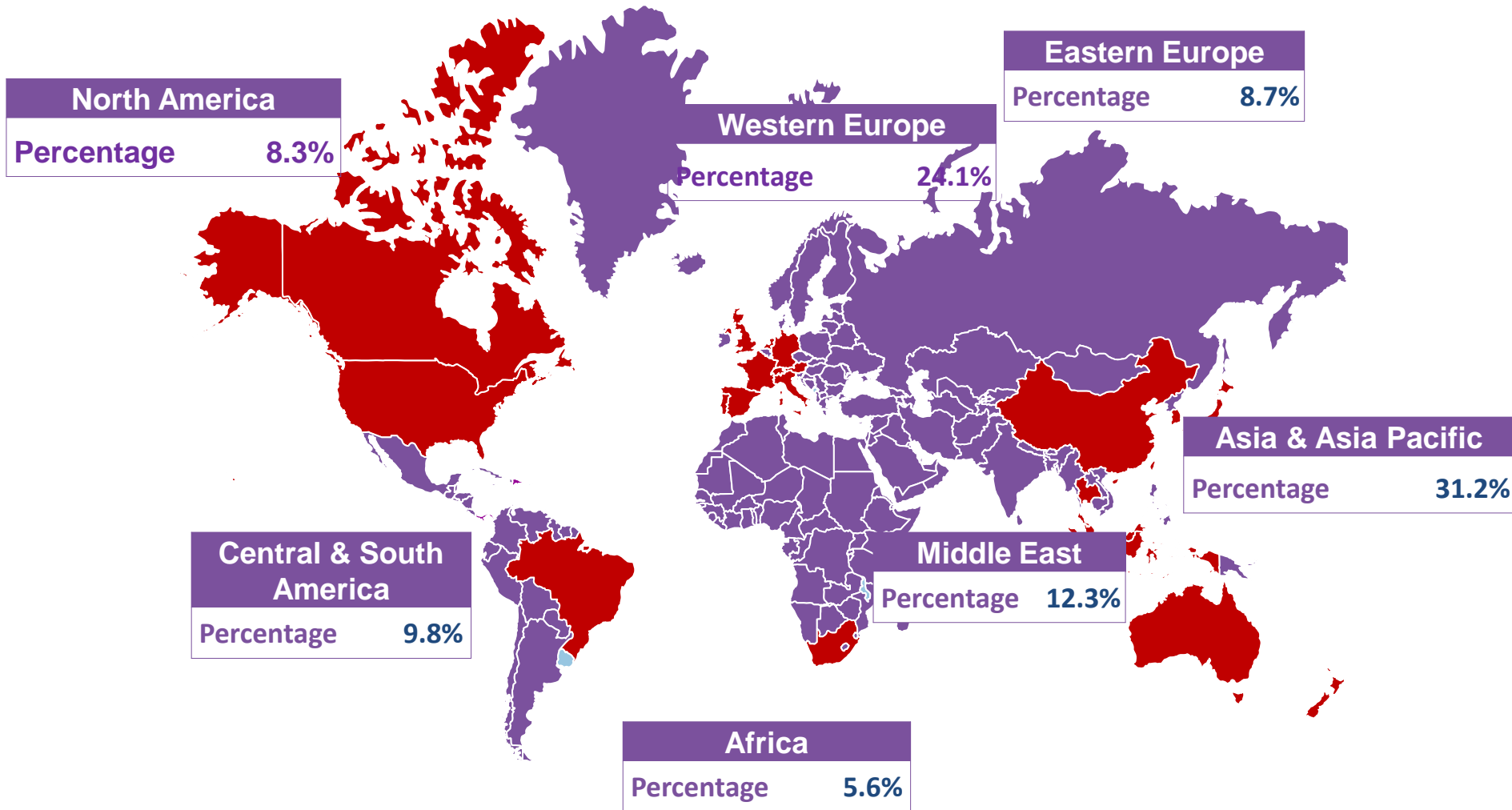
# Viber



A black and white outline map of the world, showing the continents and major islands. The text "300 Million Users" is overlaid in the center of the map.

**300 Million Users**

# 193 Countries Worldwide



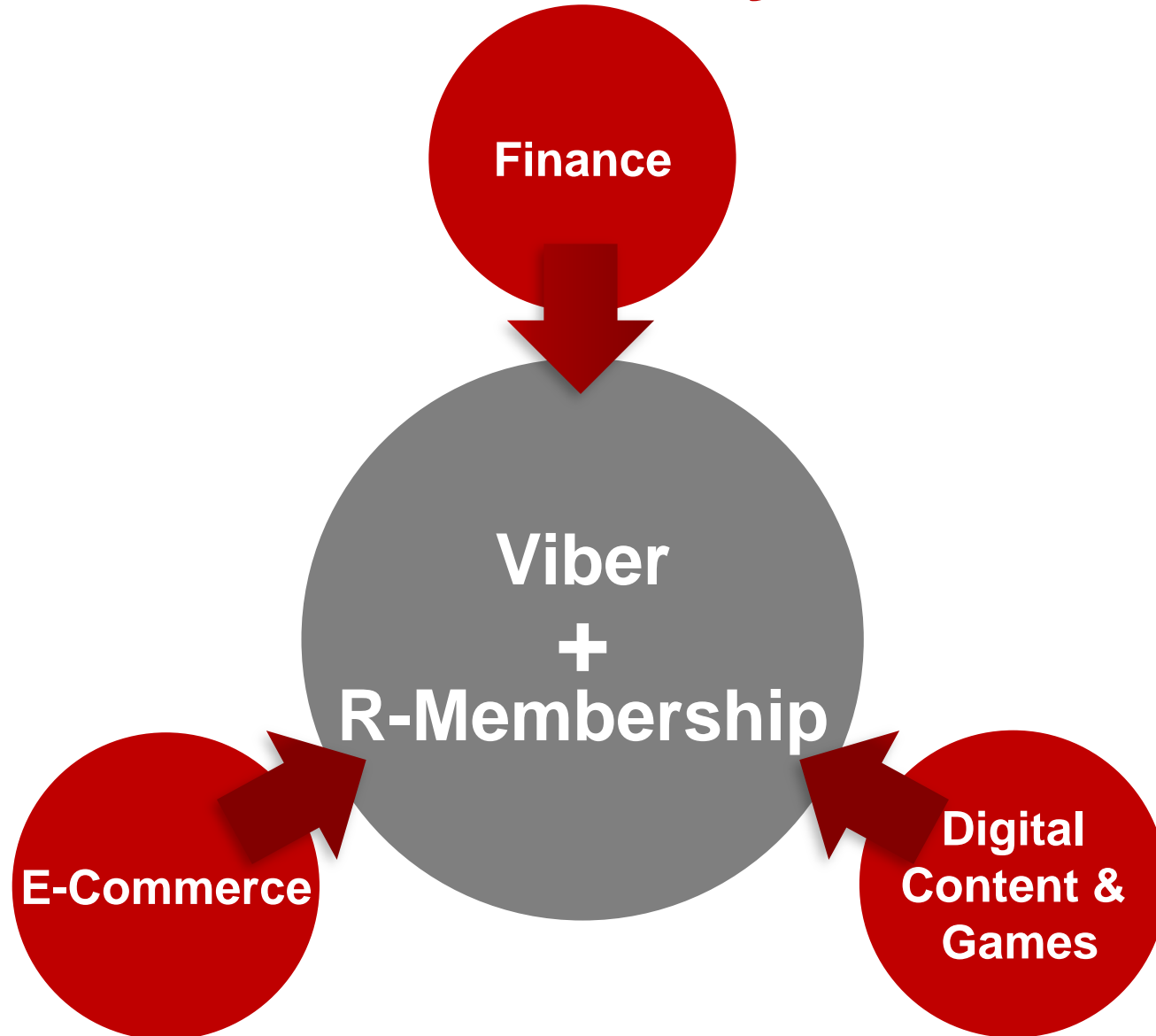
*Note: Data as at 08-Dec-2013. Percentages correspond to cumulative activated users*

**Over 550,000  
New Unique IDs per Day**

**Unique Strength**

**Complete  
Communication Platform**

# Rakuten Ecosystem



# Synergies

- Massive membership acquisition growth
  - Base for expanding Rakuten businesses
  - Integration



# Synergies

- Huge potential for monetization

# Synergies

- Channel for Digital Content and Marketplace
  - Emerging Markets: “Digital First” strategy

# Synergies

- Social Platform for Rakuten Services

 **Rakuten**

+



Connect. Freely.

## Deal Summary

- Agreed to acquire 100% of stake of Viber
- Amount: USD 900MM
- Leading mobile messaging and VOIP app service worldwide
- 300 million registered users
- 105 million MAU
- Financed via bank borrowing
- Expected closing March 2014

 **Rakuten**