

December 20, 2012

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

Notice of Voluntary Application of  
International Financial Reporting Standards (IFRS)

Rakuten, Inc. has resolved at a Regular Meeting of the Board of Directors held on December 20, 2012, that from the announcement of Consolidated Financial Results of the Rakuten Group for the three months ended March 31, 2013 it will shift from following Japanese Generally Accepted Accounting Principles (J-GAAP) to following International Financial Reporting Standards (IFRS).