



October 8, 2013

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

Announcement about September GMS Growth

Rakuten, Inc. announces that Rakuten Ichiba achieved GMS of JPY 142.6 billion in September (preliminary estimate) which was up 42% YoY approximately.

Rakuten conducted a “Rakuten Super Sale” from September 1 (Sunday) for 74 hours, and the “Rakuten Victory Sale” between midnight on September 27 (Friday) to 1:59am on September 30 (Monday) over a similar 74 hour period, celebrating our first victory in the Pacific League for the Tohoku Rakuten Golden Eagles baseball team. During the Rakuten Victory Sale, coach Hoshino’s number 77 was used in several major promotions. For example, customers could get a maximum 77 times points for using various Rakuten Group services. Thanks to these campaigns, new member registration recorded a sharp increase. Even after the campaigns ended, fashion items for autumn and winter, and food items such as rice and fruits maintained good sales momentum.

As a result, Rakuten’s businesses outside Ichiba also benefitted during September, for example Rakuten Travel booking transaction value grew by 22% YoY to JPY 50.0 billion (preliminary estimate).

Rakuten Ichiba will also conduct an ‘Okaimono Marathon’ as a major promotion from October 13 (Sunday). Rakuten plans to continue to offer special campaigns with high entertainment value to users.