



November 26, 2013

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

Announcement of Approval to Change our Stock Market Listing to
the First Section of the Tokyo Stock Exchange

Today we are pleased to announce that Rakuten, Inc. has received approval from the Tokyo Stock Exchange to change the listing of our shares from the JASDAQ (Standard) market to the First Section of the Tokyo Stock Exchange, effective December 3, 2013.

On this occasion, we would like to express our sincere gratitude to our shareholders, customers, and stakeholders for their ongoing support. In order to continue to meet the expectations of our shareholders, the Rakuten Group will aim to further expand our business operations, and improve our corporate value. In return, we would be honored to have your continued support.

For further details concerning the change of our stock market listing to the First Section of the Tokyo Stock Exchange, please see the Tokyo Stock Exchange Website. <http://www.tse.or.jp/english/>