

June 9, 2014

Company name Rakuten, Inc.
Representative Hiroshi Mikitani
Chairman and CEO
(Stock Code: 4755
Tokyo Stock Exchange First Section)

Issuance of Unsecured Bonds of Rakuten, Inc.

Rakuten, Inc. (hereinafter “the Company”) announces that it plans to issue unsecured bonds of the Company (with inter-bond pari passu clause) targeted for sale to individual investors.

Bond Name	Tohoku Rakuten Golden Eagles Bond
Total Issue Amount (Planned)	JPY 20 billion
Denomination per Bond	JPY 1 million
Term	3 Years
Payment Amount	JPY 100 Per JPY 100 Bond
Coupon rate (* See Terms and Conditions)	Annual 0.20 to 0.60% * Coupon expected to be fixed on June 13, 2014
Offering Period (Planned)	June 16, 2014 to June 27, 2014
Payment Date (Planned)	June 30, 2014
Maturity Date (Planned)	June 30, 2017
Underwriter	Daiwa Securities Group Inc.
Trustee	Rakuten Securities, Inc.

In addition, we are considering whether to issue unsecured bonds of the Company targeted for sale to institutional investors.

This announcement is for the purpose of publicly disclosing the issue of unsecured bonds of the Company (with inter-bond pari passu clause) and does not constitute an offer or solicitation to invest in bonds of the Company.