

October 1, 2014

Company name Rakuten, Inc.

Representative Hiroshi Mikitani

Chairman and CEO

(Stock Code: 4755

Tokyo Stock Exchange First Section)

Announcement of Completion of Merger of a Subsidiary

As announced on August 4, 2014 (“Announcement of Merger (Simplified Merger and Short Form Merger) of Wholly-Owned Subsidiary VI-VI-VI.COM Co., Ltd.”), Rakuten, Inc., the surviving company today completed the merger of its wholly-owned consolidated subsidiary VI-VI-VI.COM Co., Ltd. (dissolved company).