

February 20, 2015

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

## Announcement Regarding Change of Representative Director and Directors

Rakuten, Inc. (hereinafter “the Company”) announces the following change of Representative Director and Directors which were approved at a Board of Directors meeting held today.

<Change of Representative Director>

### 1. Name and Title of New Representative Director

Name	New Title (Note 1)	Current Title(Note 2)	Date of assumption of office
Yasufumi Hirai	Executive Vice President and Representative Director Chief Information Officer Rakuten Mobile Business unit officer	Executive Vice President Chief Information Officer Rakuten Mobile Business unit officer	March 27, 2015

Note 1: Appointment is planned on approval at the 18<sup>th</sup> Annual General Shareholders Meeting scheduled for March 27, 2015

Note 2: Only major titles related to Rakuten, Inc. are shown

### 2. Reasons for Personnel Change

Along with business expansion, the Company aims to strengthen its management.

In addition, there are no changes related to Hiroshi Mikitani, Chairman and CEO.

### 3. Career summary of New Representative Director

Name	Yasufumi Hirai	
Date of Birth	November 17, 1960	
Career summary	April 1983 January 2001 July 2002 March 2003 May 2003 July 2006 March 2008 August 2010 October 2012 February 2015	Joined IBM Japan, Ltd. Vice President, Software Group, IBM Japan, Ltd. Vice President, Software Group, IBM Corp. in New York Joined Microsoft K.K. Executive Officer, Microsoft K.K. Senior Managing Executive Officer, Microsoft K.K. Vice President, Cisco Systems G.K. President and General Manager, Cisco Systems G.K. Senior Vice President, Cisco Systems, Inc. Executive Vice President Executive Officer of the Company (current position)
Number of shares of the company held	0 shares	

### <Change of Directors >

#### 1. Appointment of Director (March 27, 2015) (Note 3)

Name	Career summary	
Youngme Moon	June 1996	Received Ph. D from Stanford University
	July 1997	Assistant Professor of Massachusetts Institute of Technology (MIT)
	July 1998	Assistant Professor of Harvard Business School
	July 2003	Associate Professor of Harvard Business School
	September 2005	Director of Avid Technology, Inc. (current position)
	July 2007	Donald K. David Professor of Business Administration of Harvard Business School
	July 2010	Senior Associate Dean for and Chair of the MBA Program and Donald K.David Professor of Harvard Business School
	July 2013	Director of Zulily, Inc (current position)
	July 2014	Senior Associate Dean of Strategy and Innovation and Donald K. David Professor of Harvard Business School (current position)

Note 3: Appointment is planned on approval at the 18<sup>th</sup> Annual General Shareholders Meeting scheduled for March 27, 2015

#### 2. Resignation of Director (March 27, 2015)

Name	Current Title
Joshua G.James	Director