

October 3, 2016

Company name Rakuten, Inc.

Representative Hiroshi Mikitani

Chairman and CEO

(Stock Code: 4755

Tokyo Stock Exchange First Section)

## Announcement of Completion of Company Split and Merger of a Subsidiary

As announced on July 22, 2016 (“Announcement of Company Split and Merger of Wholly-Owned Subsidiary Rakuten Edy, Inc.”), the company split and merger of wholly owned consolidated subsidiary Rakuten Edy, Inc. have been completed.