

February 20, 2017

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

Notice on Partial Amendments to the Articles of Incorporation

Rakuten, Inc. (hereinafter the “Company”) announces that the Board of Directors today resolved to propose the following amendments to the Articles of Incorporation at the 20th Annual General Shareholders’ Meeting to be held on March 30, 2017.

1. Reasons for the amendment

In light of its future business developments, the Company proposes an amendment to the current Article 2 (Purpose) of the Company’s Articles of Incorporation to include new business purposes.

2. Particulars of the proposed amendments

The particulars of the proposed amendments are as follows:

(Amendments are underlined)

Existing Articles of Incorporation	Proposed amendment
(Purpose) Article 2 The purposes of the Company shall be to engage in the following business activities: 1.-6. (Omission of the provisions) 7. The following business activities related to computers, computer peripherals, computer-related devices and software: a) Development and production b) Sale, import, export, intermediary service and capital investment c) Maintenance and repair d) Operation and dispatch of personnel e) Calculation service f) Lease and rental (Newly established)	(Purpose) Article 2 The purposes of the Company shall be to engage in the following business activities: 1.-6. (Unchanged) 7. The following business activities related to computers, computer peripherals, computer-related devices, <u>software and digital contents</u> : a) Development and production b) Sale, import, export, intermediary service and capital investment c) Maintenance and repair d) Operation and dispatch of personnel e) Calculation service f) Lease and rental <u>g) Distribution</u>

Existing Articles of Incorporation	Proposed amendment
<p>8.-28. (Omission of the provisions)</p> <p>29. Import, export and sale of sporting goods, game machines, toys, processed food, household goods and miscellaneous goods, cosmetics, pharmaceutical products and medical <u>instruments.</u></p> <p><u>30. Manufacture and processing of sporting goods, game machines, toys, processed food, cosmetics, pharmaceutical products and medical instruments.</u></p> <p><u>31.-33.</u> (Omission of the provisions)</p>	<p>8.-28. (Unchanged)</p> <p>29. <u>Research, development, manufacture, sales and manufacturing, processing,</u> import, export and sale of sporting goods, game machines, toys, <u>agricultural, marine and livestock products and</u> processed food, household goods and miscellaneous goods, cosmetics, pharmaceutical products and medical <u>device.</u></p> <p>(Deleted)</p> <p><u>30.-32.</u> (Unchanged)</p>

3. Schedule of amendments

Annual General Shareholders' Meeting held to approve the amendments to the Articles of Incorporation: March 30, 2017.