

November 1, 2017  
Company name Rakuten, Inc.  
Representative Hiroshi Mikitani  
Chairman and CEO  
(Stock Code: 4755  
Tokyo Stock Exchange First Section)

### **Announcement of Completion of Company Split**

As announced on September 26, 2017 (“Announcement of Succession of Business by Company Split (Simplified absorption-type split)”), the company split of Plus One Marketing Ltd. has been completed.