

January 29, 2018  
Company name Rakuten, Inc.  
Representative Hiroshi Mikitani  
Chairman and CEO  
(Stock Code: 4755  
Tokyo Stock Exchange First Section)

### Notice Regarding Media Article

Today there is a media article regarding Rakuten, Inc.'s acquisition of Asahi Fire & Marine Insurance Co., Ltd., but this information was not announced by the company. It is true that Rakuten, Inc. is considering the acquisition, and if there are facts needed to be disclosed, Rakuten, Inc. will do so in a timely and appropriate manner.