

March 19, 2018
Company name Rakuten, Inc.
Representative Hiroshi Mikitani
Chairman and CEO
(Stock Code: 4755
Tokyo Stock Exchange First Section)

Announcement Regarding Change of Effective Date of Company Split
(Simplified absorption-type split)

Rakuten, inc. (hereafter “the Company”) announces that the company has decided to change the effective date of a company split announced on December 7, 2017 in which part of the "Rakuten B2B" business conducted by the company (exhibition contracts with suppliers) will be succeeded to SynaBiz Co., Ltd., a subsidiary of Aucfan Co., Ltd.

1. Change of the effective date of the company split

Original Date	After Change
March 30, 2018 (Expected)	May 11, 2018 (Expected)

2. Reason for Change

Since it was found that there was an error in the absorption company split gazette by SynaBiz Co., and Rakuten, inc. on February 9, 2018 and takes more time to finish legal procedures including reposting the absorption company split gazette.

3. Schedule of the company split

Conclusion of memorandum regarding the change of effective date	March 19, 2018
Effective date of the company split (Expected)	May 11, 2018

4. Future outlook

No material impact on Rakuten Group consolidated financial results