

May 1, 2018

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

Announcement of Change of Corporate Name of a Subsidiary

At a meeting of the Board of Directors of Asahi Fire & Marine Insurance Co., Ltd., a consolidated subsidiary of Rakuten, Inc., held on May 1, 2018, a resolution was passed to change the corporate name.

1. Details of Corporate Name Change

(1) Reasons for change

To strengthen synergies within the Rakuten Group

(2) New Corporate Name

Rakuten General Insurance Co., Ltd.

(3) Schedule

Resolution of Board of Directors	May 1, 2018
Shareholders meeting (Expected)	June 28, 2018
Effective date (Expected)	July 2, 2018

2. Summary of the Consolidated Subsidiary

(1) Company name	Asahi Fire & Marine Insurance Co., Ltd.
(2) Address	7 Kandamitoshiro-cho, Chiyoda-ku, Tokyo
(3) Representative	Tomonori Soeda
(4) Outline of Business	General insurance
(5) Share Capital	JPY 5,153 million (as of September 30, 2017)