

May 11, 2018
Company name Rakuten, Inc.
Representative Hiroshi Mikitani
Chairman and CEO
(Stock Code: 4755
Tokyo Stock Exchange First Section)

**Announcement of Completion of Partial Succession of Business by
Company Split (Simplified absorption-type split)**

As announced on December 7, 2017 ("Announcement of Partial Succession of Business by Company Split (Simplified absorption-type split)"), the partial succession of the "Rakuten B2B" business to SynaBiz Co., Ltd. has been completed.