

July 2, 2018

Company name Rakuten, Inc.

Representative Hiroshi Mikitani

Chairman and CEO

(Stock Code: 4755

Tokyo Stock Exchange First Section)

**Announcement of Completion of Establishment of Immediate Stock
Holding Company through Intra-Group Stock Transfer**

As announced on June 11, 2018 (“Announcement of Establishment of Immediate Stock Holding Company “Rakuten Insurance Holdings Co., Ltd.” through Intra-Group Stock Transfer”), the establishment of Rakuten Insurance Holdings Co., Ltd. has been completed today.