

November 20, 2018
Rakuten, Inc.
Rakuten Securities, Inc.
Rakuten Baseball, Inc.
Rakuten Vissel Kobe, Inc.

Notice of Shareholder Benefit Program for the 22nd Fiscal Year

Rakuten, Inc. (the “Company”) announces the structure of a shareholder benefit program for shareholders for the 22nd fiscal year (for qualified shareholders as of the end of December 2018). The details are as follows:

1. Purpose of implementation

The Company introduced a benefit program for shareholders from the 17th fiscal year for the purpose of showing its gratitude to all its shareholders for their support, and offering everyone more opportunities to understand the Company’s group services.

As part of our sales and marketing strategy, we expect the program will allow us to expand our customer base and provide more opportunities for shareholders to use our services, and hence lead to an increase in our shareholder value.

2. Outline of the benefit program for shareholders

The Company changed the content of the benefit program to present Rakuten Ichiba coupons depending on number of shares held and holding period, in order to increase the number of shareholders who hold shares for a longer time period.

1) Qualified shareholders

Shareholders who are listed in the shareholders register as of December 31, 2018 and own 100 shares (i.e. 1 share unit) or more. In addition, in order to be recorded on the shareholders register as of the end of December 2018, due to the system for transferring shares etc., it is necessary to purchase stocks by the close of trading on the last day for rights to the benefit program (December 25, 2018).

2) List of benefits for use at Rakuten services in Japan

a. Coupons valid at Rakuten Ichiba (*1,3)

Number of shares	Coupons	Holding for over 5 years
Over 100 (1 unit)	100 yen×5 (Total value 500 yen)	One additional coupon in each range
Over 1,000 (10 units)	200 yen×5 (Total value 1,000 yen)	
Over 5,000 (50 units)	300 yen×5 (Total value 1,500 yen)	
Over 10,000 (100 units)	400 yen×5 (Total value 2,000 yen)	

b. Domestic hotel booking coupon(s) valid at Rakuten Travel (total value 2,000 yen) (*1, 2)

- c. 3 times points for eBook contents purchases at Rakuten Kobo (*4)
- d. Merchandise autographed by Tohoku Rakuten Golden Eagles players (winners will be selected by lottery) (*5)
- e. Tickets to a Tohoku Rakuten Golden Eagles regular season home game at a special discount price (*6)
- f. Merchandise autographed by Vissel Kobe players (winners will be selected by lottery) (*5)
- g. Tickets to a Vissel Kobe regular season home game at a special discount price (*7)
- h. Benefits for shareholders who hold Rakuten shares in a Rakuten Securities account (*8)
30% rebate on commissions for Rakuten shares purchased through a Rakuten Securities account (*9, 10)

*1. These coupons will be distributed through 'RaCoupon', one of the Company services, and Rakuten membership registration is required to use this service. In addition, it is not possible to make multiple applications using the same Rakuten membership ID.

*2. Shareholders can choose 'domestic hotel 2,000 yen one coupon, use for two persons or more' or 'domestic hotel 1,000 yen two coupons, use for one person or more'.

*3. Please note there is a possibility that the benefits may be partially changed.

*4. The applicable period is July 1, 2019 to December 31, 2019. For up to 100,000 yen of eBook contents purchased per month, 3 times Rakuten Super Points shall be awarded. Books, eReaders, and other items which are not eBooks are excluded. In addition, Rakuten membership registration is required to use this service, and it is not possible to make multiple applications using the same Rakuten membership ID.

*5. Merchandise for winning shareholders are planned to be shipped in July 2019.

*6. Tickets for the first team of Tohoku Rakuten Golden Eagles 2019 season home game at a special discount price can be bought up to a maximum of 8 tickets per game. In addition, some special tickets (box seats etc.), child tickets, Climax Series and Japan Series tickets will be excluded for this discount. Only limited seats are available. When seats are full, tickets can not be sold.

*7. Tickets for the Vissel Kobe 2019 season home games under J League and the preliminary game of league cup at NOEVIR Stadium Kobe at a special discount price can be bought up to a maximum of 8 tickets per game. In addition, the discount applies to Vissel seats, main stand seats, back stand seats and non-reserved seats. Only limited seats are available. When seats are full, tickets can not be sold.

*8. For shareholders on the shareholders register as of the end of December 2018 who bought at least 100 shares (i.e. one share unit) through a Rakuten Securities account by the close of trading on December 25, 2018. However, shares held through a corporate account are excluded.

*9. The 30% rebate on commissions is for Rakuten shares bought by cash (spot) trading. It is not applicable to shares bought by margin trading or share sales. In addition, the points rebate will be awarded to shareholders through the Rakuten Securities account according to the selected point course, either Rakuten Securities Points or Rakuten Super Points.

*10. The applicable period is the day after the last day of rights to the benefits until the end of the last day of rights of the following year (In the case of the 22st fiscal year, the dates are December 26, 2018 to

December 26, 2019).

3. Notes

For more details, please refer to the Company website or mail which will be sent to qualified shareholders in March 2019, enclosed with Notice of the Annual General Shareholders Meeting.

This announcement shall not be deemed to constitute an offer to sell or a solicitation of an offer to buy securities.