

February 22, 2019

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

### **Notice on Partial Amendments to the Articles of Incorporation**

Rakuten, Inc. (hereinafter the “Company”) announces that the Board of Directors today resolved to propose the following amendments to the Articles of Incorporation at the 22nd Annual General Shareholders’ Meeting to be held on March 28, 2019.

1. Reasons for the proposal

The Company will implement Group reorganization on April 1, 2019 (scheduled). In conjunction with this reorganization, the Company proposes an amendment to current Article 2 (Purpose) of the Company’s Articles of Incorporation and the establishment of a Supplementary Provision to define the effective date of the amendment as April 1, 2019. In light of its future business developments, the Company proposes an amendment to the current Article 2 (Purpose) of the Company’s Articles of Incorporation to include new business purposes.

2. Details of the proposed amendment

The details of the proposed amendment are as follows:

(Amendments are underlined)

| Existing Articles of Incorporation   | Proposed amendment   |
|--|--|
| (Purpose)<br>Article 2 The purposes of the Company shall be <u>to engage in the following business activities:</u> | (Purpose)<br>Article 2 The purpose of the Company shall be <u>to control and manage the business operations of companies or business entities in Japan and overseas that engage in the following businesses by acquiring or holding shares or equities of the said companies or business entities.</u> |
| 1.-14. (Omission of the provisions)  | 1.-14. (Unchanged)   |

| Existing Articles of Incorporation  | Proposed amendment   |
|---|--|
| <p>15. Loaning money, intermediary service and guarantee of lending and borrowing of money, dealing with credit cards, financial instruments business, bank agency business and other financial businesses.</p> | <p>15. Loaning money, intermediary service and guarantee of lending and borrowing of money, dealing with credit cards, financial instruments business, bank agency business, <u>electronic settlement agency business</u> and other financial businesses.</p>  |
| <p>16. Issue, sales and management of electronic value information such as electronic money and prepaid payment instruments, provision of electronic settlement <u>and</u> fund transfer business.</p>          | <p>16. Issue, sales and management of electronic value information such as electronic money <u>and virtual currencies</u>, and prepaid payment instruments, provision of electronic settlement, <u>collection and payment agency services</u>, fund transfer business <u>and virtual currency exchange business</u>.</p>   |
| <p>17.-29. (Omission of the provisions)<br/>(Newly established)</p>   | <p>17.-29. (Unchanged)<br/><u>30. Management of pharmacies and dispensing of pharmaceuticals.</u></p>  |
| <p><u>30.-33.</u> (Omission of the provisions)<br/>(Newly established)</p>  | <p><u>31.-34.</u> (Unchanged)<br/><u>2 The Company may engage in the</u></p>   |
| <p>(Newly established)</p>  | <p><u>businesses stipulated in each of the foregoing items and all other businesses incidental and related thereto.</u></p> <p><u>(Supplementary Provision)</u><br/><u>Article 1 Changes to Article 2 (excluding the changes of items 15 and 16 and the addition of item 30 of Paragraph 1) shall become effective on April 1, 2019. Article 1 of the Supplementary Provision shall be deleted after the date on which the changes become effective.</u></p> |

3. Schedule of amendments

Annual General Shareholders' Meeting held to approve the amendments to the Articles of Incorporation: March 28, 2019.