

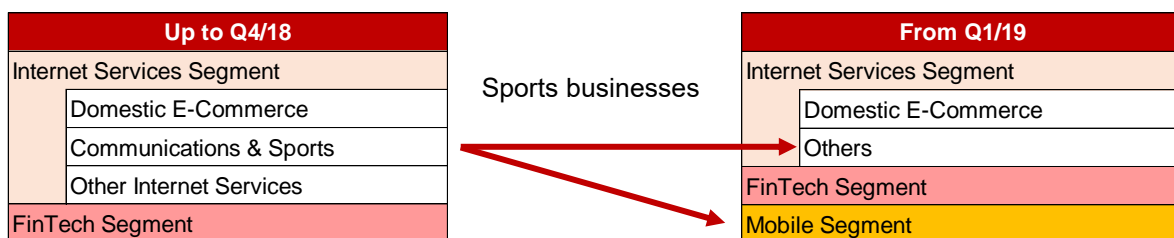
March 28, 2019

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

### Announcement of Segment Changes

Rakuten, Inc. (hereafter the “Company”) announces that at a Board of Directors meeting held today, it resolved to change segment reporting from Q1/2019.

In conjunction with the planned reorganization of our group companies through a company split on April 1, 2019, at the Board of Directors meeting held today, we have decided to add a “Mobile” segment to the current reporting segments of “Internet Services” and “FinTech” to form three reporting segments. The “Mobile” segment is comprised of business operations engaging in messaging and communication services, and sales of mobile devices etc.



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Calculation of segment revenue, segment profit or loss and other financial figures related to the new reportable segment for the current fiscal year is under way.