

November 27, 2020

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

Notice of Shareholder Benefit Program for the 24th Fiscal Year

Rakuten, Inc. (the “Company”) announces the structure of a shareholder benefit program for shareholders for the 24th fiscal year (for qualified shareholders as of the end of December 2020). The details are as follows:

1. Purpose of implementation

The Company offers a benefit program for shareholders for the purpose of showing its gratitude to all its shareholders for their support, and aims to provide everyone more opportunities to understand the services of the Rakuten Group.

2. Outline of the benefit program for shareholders for the 24th Fiscal Year

The content of the shareholder benefit program has been slightly revised from the 23rd term, in order to further improve shareholder satisfaction, after a comprehensive study based on opinions received from shareholders. The purpose is to meet the diverse needs of shareholders and improve convenience.

1) Qualified shareholders

Shareholders who are listed in the shareholders register as of December 31, 2020 and own 100 shares (i.e. 1 share unit) or more are eligible. In addition, in order to be recorded on the shareholders register as of the end of December 2020, due to the system for transferring shares etc., it is necessary to purchase shares by the close of trading on the last day for rights to the benefit program (December 28, 2020).

2) List of benefits for use at Rakuten services in Japan (*1)

a. Rakuten Cash (*2,3,4)

The Company presents Rakuten Cash depending on number of shares held and the holding period, with the aim of increasing the number of shareholders who hold the Company's shares for a longer time period.

Number of shares	Holding Period	Rakuten Cash
Over 100 (1 unit)	Less than 5 years	¥500
	Over 5 years	¥1,000
Over 1,000 (10 units)	Less than 5 years	¥1,000
	Over 5 years	¥1,500
Over 5,000 (50 units)	Less than 5 years	¥1,500
	Over 5 years	¥2,000
Over 10,000 (100 units)	Less than 5 years	¥2,000
	Over 5 years	¥2,500

b. Domestic hotel booking coupon valid at Rakuten Travel (total value 1,500 yen) (*5,6,7)

- *1. Please note there is a possibility that the benefits may be partially changed.
- *2. Rakuten Cash is online electronic money that can be used for payment at internet services such as Rakuten Ichiba, Rakuten Travel, Rakuma, as well as Rakuten Pay App participating stores. Rakuten membership registration is required to use this service. In addition, it is not possible to make multiple applications using the same Rakuten ID.
- *3. Rakuten Cash can be used for the purchase price including shipping cost, commission, and consumption tax together with Rakuten Points. Please note that shipping cost and commission may be charged separately depending on the payment method selected and the shop. Rakuten Cash and Rakuten Points cannot be used if they have not reached the minimum usage amount.
- *4. The number of shares held is based on the end of December 2020 and does not take into account the number of shares held on the intermediate date. The holding period is calculated based on the number of times that the same shareholder number is listed consecutively as of the end of December 2020.
- *5. The coupon 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 ID.
- *6. Shareholders can receive one 1,500 yen coupon for use at a hotel in Japan, for a travel amount over 15,000 yen.
- *7. This coupon can only be used for accommodation reservations in Japan. Other services (Raku Pack (Air Ticket plus Accommodation), Day Trip, Day Use, etc.) cannot be used. Also, some facilities are not available.

3. Notes

In order to use the Shareholder Benefit Program described in 2- (2) above, application is required in advance on the exclusive Shareholder Benefit Program website for Rakuten shareholders during the application period. The application period is scheduled for early March 2021 to June 2021.

For more details, please refer to the Company's website or mail which will be sent to qualified shareholders in March 2021, enclosed with the Notice of the Annual General Shareholders Meeting.