

April 1, 2021

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

## Announcement of Completion of Change in Trade Name

As announced on January 28, 2021 (“Announcement of Change in Trade Name and Partial Amendment to Articles of Incorporation”), through the approval at the 24<sup>th</sup> General Meeting of Shareholders held on March 30, 2021, the trade name change from “Rakuten, Inc.” to “Rakuten Group, Inc.” was completed today.

Since establishment of Rakuten Group, Inc. (hereinafter “the Company”) in 1997, we have been developing various businesses centering on e-commerce, as well as Fintech, sports, and mobile, amongst others, in Japan and overseas. With the expansion of our business, we have grown into an organization that has acquired many group companies.

Against this background, and in light of the business environment surrounding the Rakuten Group, we decided to change its trade name in order to aim to accelerate self-sustaining growth of the Rakuten ecosystem and enhance our services with cutting edge technology.

<b>New Trade Name</b>	<b>Rakuten Group, Inc.</b>
<b>Change Date</b>	<b>April 1, 2021</b>

Under our mission “Contribute to society by creating value through innovation and entrepreneurship”, we strive to help build communities in which people can pursue their dreams and live in happiness, engaging knowledge, creativity and passion from around the world.

Change of the new trade name across group websites, apps and services will commence on April 1, 2021.