



July 18, 2012

Company name Rakuten, Inc.
Representative Hiroshi Mikitani
Chairman and CEO
(JASDAQ Code: 4755)

Notice Regarding Media Articles

There are articles in the media regarding business results for the Rakuten Group for the second quarter of the year ending December 31, 2012. However, at the present time our financial statements are being prepared, and this information was not announced by Rakuten, Inc. consolidated results for the second quarter of fiscal 2012 are expected to be announced on August 3, 2012.

Rakuten, Inc. and its subsidiaries do not disclose earnings forecasts as these business operations include an Internet service business characterized by high uncertainty and financial related businesses such as securities business whose results heavily depend on highly volatile markets. This precludes us from making earnings forecasts.