

December 14, 2017

Company name Rakuten, Inc.

Representative Hiroshi Mikitani

Chairman and CEO

(Stock Code: 4755

Tokyo Stock Exchange First Section)

Notice Regarding Media Article

Today there is a media article regarding Rakuten, Inc.'s entry into the mobile network operator (MNO) business, but this information was not announced by the company. It is true that Rakuten, Inc. is considering to enter into this business, and if there are facts needed to be disclosed, Rakuten, Inc. will do so in a timely and appropriate manner.