July 26, 2017

Press Release

Rakuten, Inc.
Dentsu Inc.

Rakuten and Dentsu Establish Rakuten Data Marketing Co., Ltd.
- Offering new marketing solutions integrating the data and knowledge of both companies -

Tokyo, July 26, 2017 - Rakuten, Inc. and Dentsu Inc. today announced that the two companies will establish “Rakuten Data Marketing Co., Ltd.,” a new company that will offer marketing solutions integrating Rakuten Group’s big data and Dentsu Group’s data and mass media expertise. The company will begin operations in October 2017. The agreement related to this matter was concluded today. Rakuten, Inc. Group Executive Vice President and Chief Revenue Officer (CRO) Makoto Arima will be the new company’s President and Representative Director.

Makoto Arima joined Rakuten in July 2017 to take up a newly created position as Group Executive Vice President and Chief Revenue Officer (CRO) and head up the expansion of the data marketing business. Arima has made major contributions to the development of the domestic online advertising industry, through leadership roles at Google, Yahoo, Recruit and, most recently, Adroll.

Rakuten Data Marketing Co., Ltd. will harness the Rakuten Group’s broad membership base and big data, combining this with the Dentsu Group’s data and insights relevant to mass media and consumers and its strategy-building knowhow, in order to provide comprehensive digital marketing solutions that will allow optimization and maximize the effectiveness of marketing activities.

The new company will also further enhance the offering of brand partnership opportunities on Rakuten Ichiba, and utilize Rakuten Group’s big data to develop more personalized advertising products based on customer analysis. In addition, the company plans to support the development of customer strategies for brands and offer integrated media planning services beyond the digital field.

To date, Rakuten and Dentsu have collaborated to provide marketing support to companies through the use of the Rakuten Group’s membership base and related media. With the establishment of this new company, Rakuten and Dentsu will develop comprehensive marketing solutions fully utilizing the resources of both companies and breaking new ground in marketing techniques.

Overview of the new company

Name:	Rakuten Data Marketing Co., Ltd.
Address:	1-14-1 Tamagawa, Setagaya-ku, Tokyo

Capital:	100 million yen
Investment ratio:	51% Rakuten, Inc., 49% Dentsu Inc.
Representative:	President and Representative Director Makoto Arima (Rakuten, Inc. Group Executive Vice President and Chief Revenue Officer (CRO))
Date of Establishment:	Mid-August 2017 (planned)
Start of operations:	October 1, 2017
Business line:	Offering new marketing solutions through the use of big data

About Rakuten

Rakuten, Inc. (TSE: 4755) is a global leader in internet services that empower individuals, communities, businesses and society. Founded in Tokyo in 1997 as an online marketplace, Rakuten has expanded to offer services in e-commerce, fintech, digital content and communications to more than 1 billion members around the world. Since 2012, Rakuten has ranked in the top 20 of Forbes Magazine's annual "World's Most Innovative Companies" list. The Rakuten Group has over 14,000 employees, and operations in 29 countries and regions. For more information visit https://global.rakuten.com/corp/.

About Dentsu

The Dentsu Group is the world's largest advertising agency brand. Led by Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004), a company with a history of 116 years of innovation, the Dentsu Group provides a comprehensive range of client-centric brand, integrated communications, media and digital services through its ten global network brands—Carat, Dentsu, dentsu X, iProspect, Isobar, mcgarrybowen, Merkle, MKTG, Posterscope and Vizeum—as well as through its specialist/multi-market brands. The Dentsu Group has a strong presence in over 140 countries across five continents, and employs more than 55,000 dedicated professionals. Dentsu Aegis Network Ltd., its global business headquarters in London, oversees Dentsu's agency operations outside of Japan. The Group is also active in the production and marketing of sports and entertainment content on a global scale. www.dentsu.com

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