January 28, 2021

Company name Rakuten, Inc.

Representative Hiroshi Mikitani
Chairman and CEO

(Stock Code: 4755
Tokyo Stock Exchange First Section)

Announcement of Change in Trade Name and Partial Amendment to Articles of Incorporation

At a Board of Directors meeting held today, Rakuten, Inc., (hereinafter "the Company"), resolved to propose a change in its trade name and a partial amendment to its Articles of Incorporation for approval at the 24th Ordinary General Meeting of Shareholders scheduled to be held on March 30, 2021, as follows.

1. Change in Trade Name
   (1) Reason for Change

Since establishment of 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 aim to improve our competitiveness and agility by improving capital efficiency further, and enhancing our services with cutting edge technology, by accelerating self-sustaining growth of the Rakuten ecosystem.

(2) New Trade Name

In English: Rakuten Group, Inc.
In Japanese: Rakuten Group Kabushiki Kaisha

(3) Date of Change

April 1, 2021
* This trade name change is subject to partial amendment of the Articles of Incorporation being approved at the 24th Ordinary General Meeting of Shareholders scheduled to be held on March 30, 2021.

2. Partial Amendment of Articles of Incorporation
   (1) Reason for Amendment of Articles of Incorporation
   In order to change the trade name described in 1 above, Article 1 (trade name) of the current Articles of Incorporation will be changed.

   Description of Amendment to Articles of Incorporation
   The details of the changes are as follows.

(Amended portions are underlined)

Current Articles of Incorporation	Proposed Amendment
CHAPTER 1 GENERAL PROVISIONS (Trade Name) Article 1: The name of the Company shall be "RAKUTEN KABUSHIKI KAISHA", and in English it shall be "Rakuten, Inc."	CHAPTER 1 GENERAL PROVISIONS (Trade Name) Article 1: The name of the Company shall be "RAKUTEN GROUP KABUSHIKI KAISHA", and in English it shall be "Rakuten Group, Inc."
NEWLY ESTABLISHED	SUPPLEMENTARY PROVISION The amendment to Article 1 (Trade Name) shall take effect on April 1, 2021, provided that if the Board of Directors of the Company decides to set a different date as the effective date at the meeting of the Board of Directors to be held before March 30, 2021, when the amendment shall take effect on such a newly determined date. This supplementary provision shall be deleted after the date when the amendment to Article 1 takes effect.

3. Date of Amendment

Ordinary General Meeting of Shareholders to approve the Amendment: March 30, 2021 (scheduled)
Effective Date of the Amendment: April 1, 2021 (scheduled)