

January 12, 2022

Company name Rakuten Group, Inc.

Representative Hiroshi Mikitani

Chairman and CEO

(Stock Code: 4755

Tokyo Stock Exchange First Section)

**Announcement of Transition to Prime Market
in Tokyo Stock Exchange New Market Segments**

Rakuten Group, Inc. (hereafter the “Company”) announces that it will transit to Prime Market from April 4, 2022, as per the selection results of the new market segments announced by the Tokyo Stock Exchange on January 11, 2022.

To gain the support of its shareholders, the Company will make an effort to comply with corporate governance and remains committed to achieving sustainable growth and enhancing its corporate value over the medium to long term.