

December 19, 2022
Company name Rakuten Group, Inc.
Representative Hiroshi Mikitani
Chairman and CEO
(Stock Code: 4755
Tokyo Stock Exchange Prime Market)

Notice of Shareholder Benefit Program for the 26th Fiscal Year

Rakuten Group, Inc. (the “Company”) announces the structure of a shareholder benefit program for shareholders for the 26th fiscal year (for qualified shareholders as of the end of December 2022). The details are as follows:

1. Purpose of implementation

The Company offers a benefit program for shareholders for the purpose of showing its gratitude to all its shareholders for their support, and aims to provide everyone more opportunities to understand the services of the Rakuten Group.

2. Outline of the benefit program for shareholders for the 26th Fiscal Year

1) Qualified shareholders

Shareholders who are listed in the shareholders register as of December 31, 2022 and own 100 shares (i.e. 1 share unit) or more are eligible. In addition, in order to be recorded on the shareholders register as of the end of December 2022, due to the system for transferring shares etc., it is necessary to purchase shares by the close of trading on the last day for rights to the benefit program (December 28, 2022).

2) List of benefits for use at Rakuten Group services in Japan (*1)

a. Rakuten Cash (*2,3,4)

The Company presents Rakuten Cash depending on number of shares held and the holding period, with the aim of increasing the number of shareholders who hold the Company's shares for a longer time period.

Number of shares	Holding Period	Rakuten Cash
Over 100 (1 unit)	Less than 5 years	¥500
	Over 5 years	¥1,000
Over 1,000 (10 units)	Less than 5 years	¥1,000
	Over 5 years	¥1,500
Over 5,000 (50 units)	Less than 5 years	¥1,500
	Over 5 years	¥2,000
Over 10,000 (100 units)	Less than 5 years	¥2,000
	Over 5 years	¥2,500

- b. NBA Rakuten League Pass: free for 3 months (*5,6)
- c. Rakuten Music: free Standard Plan for 90 days (limited to first-time users) (*7,8)
- d. Rakuten Magazine: free for 90 days (limited to first-time users) (*9,10)
- e. Okaimono Panda merchandise: (winners will be selected by lottery) (*11)

*1. Please note there is a possibility that the benefits may be partially changed.

*2. Rakuten Cash is online electronic money that can be used for payment at internet services such as Rakuten Ichiba, Rakuten Travel, Rakuma, as well as stores affiliated with the Rakuten Pay app. Rakuten membership registration is required to use this service. In addition, it is not possible to make multiple applications using the same Rakuten ID.

*3. Rakuten Cash can be used for the purchase price including shipping cost, commission, and consumption tax together with Rakuten Points. Please note that shipping cost and commission may be charged separately depending on the payment method selected and the shop. Rakuten Cash and Rakuten Points cannot be used if they have not reached the minimum usage amount.

*4. The number of shares held is based on the end of December 2022 and does not take into account the number of shares held on intermediate dates. The holding period is calculated based on the number of times that the same shareholder number is listed consecutively as of the end of December 2022.

*5. NBA Rakuten is a video distribution service for the NBA in Japan operated by Rakuten Group, Inc. NBA Rakuten is Japan's only provider of live and on-demand coverage of all NBA regular season, All-Star, playoffs, and NBA finals games. Rakuten membership registration is required to use this service. NBA Rakuten is a service that can only be used in Japan. Please note that it cannot be used overseas.

*6. Shareholders who have used NBA Rakuten in the past can also apply (unless they are under contract at the time of application). Viewing rights will be automatically deleted after 3 months from the date of application.

*7. Rakuten Music is a flat-rate music distribution service that allows unlimited listening to 100 million songs (as of October 2022). Rakuten membership registration is required to use this service. Rakuten Music is a service that can only be used in Japan. Please note that it cannot be used overseas (except for short

trips).

- *8. Shareholders who have used Rakuten Music in the past are not eligible for the Standard Plan 90 days free of charge. If you do not cancel within the free period, billing will start automatically. Therefore, it is necessary to select a plan to continue after the free period ends at the time of application.
- *9. Rakuten Magazine is a flat-rate service that allows you to read over 1,000 magazines (including separate volumes and mooks as of May 2022) as much as you want on apps and websites. Rakuten membership registration is required to use this service.
- *10. Shareholders who have used Rakuten Magazine in the past are not eligible for the 90-day free service. If you do not cancel within the free period, billing will start automatically. Therefore, at the time of application, it is necessary to select a plan (monthly / yearly) that will be continued after the free period ends.
- *11. The lottery for Okaimono Panda and the shipping of merchandise for winning shareholders are planned for May 2023.

3. Notes

In order to use the Shareholder Benefit Program described in 2- (2) above, application is required in advance on the exclusive Shareholder Benefit Program website for the Company's shareholders during the application period. The application period is scheduled for early March 2023 to the end of April 2023.

Regarding the ID and password notification required to log in to the Rakuten Group shareholder benefit website, please refer to information that will be mailed to qualified shareholders in early March 2023 (scheduled to be enclosed with the Notice of the Annual General Shareholders Meeting). From the General Meeting of Shareholders to be held after March 2023, a system of electronic provision of materials for the General Meeting of Shareholders will be introduced, with details such as application procedures. Please note that as a result, you will be able to access the details of the application procedures, etc, for the Shareholder Benefit Program, which were previously sent by mail, by accessing our website.