

December 26, 2023
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 27th Fiscal Year

Rakuten Group, Inc. (the “Company”) announces the structure of a shareholder benefit program for shareholders for the 27th fiscal year (for qualified shareholders as of the end of December 2023). 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 27th Fiscal Year

1) Qualified shareholders

Shareholders who are listed in the shareholders register as of December 31, 2023 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 2023, 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 27, 2023).

2) Benefits for use at Rakuten Group services in Japan (*1)

Free provision of Rakuten Mobile Data Type eSIM (30GB) / month (*2,3,4,5,6)

Since its full-scale commercial launch in April of 2020, Rakuten Mobile has been working to improve the quality of its network and customer experience. In August 2023, the number of subscribers to “Rakuten SAIKYO Plan”, which offers unlimited high-speed data in all communication areas in Japan with 99.9% (*7) 4G population coverage, exceeded 5 million. Rakuten Mobile was ranked overall 1st in the “2023 Oricon Customer Satisfaction® Survey ‘Mobile Carrier Ranking’” and is being well-received by many customers.

Through this shareholder benefit, we hope to provide our shareholders the opportunity to deepen their understanding of and experience first-hand the service of Rakuten Mobile, a service which Rakuten Group has concentrated on.

Number of shares	Holding Period	Data Type eSIM (30GB / month) Period of Use
Over 100 (1 unit)	Less than 5 years	3 months
	Over 5 years	4 months
Over 1,000 (10 units)	Less than 5 years	4 months
	Over 5 years	5 months
Over 5,000 (50 units)	Less than 5 years	5 months
	Over 5 years	6 months
Over 10,000 (100 units)	Less than 5 years	6 months
	Over 5 years	6 months

- *1. Please note there is a possibility that the benefits may be partially changed.
- *2. The number of shares held is based on the end of December 2023 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 2023.
- *3. A “Data Type” SIM refers to a SIM card that provides only mobile data and consequently does not contain functionality that would allow phone calls to be made using a phone number via the standard phone applications installed in the respective phone OS. Furthermore, “Rakuten Link” is not available for use.
- *4. As a special-purpose SIM designed for the Shareholder Benefit Program, we ask for your understanding that not all functionalities are available.
- *5. Within Rakuten Mobile’s area of coverage, under certain conditions, data transmission speed may be limited for fair service provision purposes. Upon exceeding the allotted data volume, domestic and international transmission speeds will be limited to a maximum of 200 kbps and 128 kbps, respectively. Streaming videos, downloading applications, etc., may take longer when transmission speeds are limited. Transmission speeds are based on the “best effort” principle (maximum throughput rate achieved based on applicable standards) and actual speeds may fluctuate depending on the communication environment and conditions.
- *6. After the period of use has elapsed, the SIM will automatically be cancelled so there is no need for further action.
- *7. As of September 2023. Population coverage is determined by areas where data communication is accessible in 50% or more of approximately 500-meter census plots.

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 details, including the application period, will be published on the website in early March 2024.

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 2024 (scheduled to be enclosed with the Notice of the 27th Annual General Shareholders Meeting). Starting from the General Meeting of Shareholders held in March 2023, a system of electronic provision of materials for the General Meeting of Shareholders was 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.