



Important Notice
The Depository Trust Company

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|-------------------|---|
| B #: | 0124-14 |
| Date: | January 17, 2014 |
| To: | All Participants |
| Category: | Dividends |
| From: | International Services |
| Attention: | Operations, Reorg & Dividend Managers, Partners & Cashiers |
| Subject: | <u>Tax Relief</u> – Country: Japan Rakuten Inc. CUSIP: 75102W108 <u>Record Date: 12/30/2013</u> <u>Payable Date: TBA</u> <u>EDS Cut-Off: 01/28/2014 8:00 P.M</u> |

Participants can use DTC's Elective Dividend System (EDS) function over the Participant Terminal System (PTS) or Tax Relief option on the Participant Browser System (PBS) web site to certify all or a portion of their position entitled to the applicable withholding tax rate. Participants are urged to consult the PTS or PBS function TAXI or TaxInfo respectively before certifying their elections over PTS or PBS.

Important: Prior to certifying tax withholding elections, participants are urged to read, understand and comply with the information in the Legal Conditions category found on TAXI or TaxInfo in PTS or PBS respectively.

Questions regarding this Important Notice may be directed to GlobeTax 212-747-9100.

Important Legal Information: *The Depository Trust Company ("DTC") does not represent or warrant the accuracy, adequacy, timeliness, completeness or fitness for any particular purpose of the information contained in this communication, which is based in part on information obtained from third parties and not independently verified by DTC and which is provided as is. The information contained in this communication is not intended to be a substitute for obtaining tax advice from an appropriate professional advisor. In providing this communication, DTC shall not be liable for (1) any loss resulting directly or indirectly from mistakes, errors, omissions, interruptions, delays or defects in such communication, unless caused directly by gross negligence or willful misconduct on the part of DTC, and (2) any special, consequential, exemplary, incidental or punitive damages.*

To ensure compliance with Internal Revenue Service Circular 230, you are hereby notified that: (a) any discussion of federal tax issues contained or referred to herein is not intended or written to be used, and cannot be used, for the purpose of avoiding penalties that may be imposed under the Internal Revenue Code; and (b) as a matter of policy, DTC does not provide tax, legal or accounting advice and accordingly, you should consult your own tax, legal and accounting advisor before engaging in any transaction.

DTCC offers enhanced access to all important notices via a Web-based subscription service. The notification system leverages RSS Newsfeeds, providing significant benefits including real-time updates and customizable delivery. To learn more and to set up your own DTCC RSS alerts, visit http://www.dtcc.com/subscription_form.php.

Non-Confidential

RAKUTEN INC. has announced a cash dividend. J.P.Morgan Chase acts as the Depository for the company's American Depositary Receipt ("ADR") program.

Participants can use DTCC's Elective Dividend System (EDS) function over the Participant Terminal System (PTS) or Tax Relief option on the Participant Browser System (PBS) web site to certify all or a portion of their position entitled to the applicable withholding tax rate. Use of EDS will permit entitlement amounts to be paid through DTCC.

On ADR Pay Date, all non-Japanese resident holders will receive this dividend net of Japanese withholding tax of 15.315% with the possibility to reclaim as outlined in the Eligibility Matrix below.

| DIVIDEND EVENT DETAILS | |
|--|--|
| COUNTRY OF ISSUANCE | JAPAN |
| ISSUE | RAKUTEN INC. |
| CUSIP# | 75102W108 |
| DEPOSITARY | J.P.MORGAN CHASE |
| DEPOSITARY RECEIPT RECORD DATE | 12/30/2013 |
| DEPOSITARY RECEIPT PAY DATE | TBA |
| DEPOSITARY RECEIPT GROSS DIVIDEND RATE ON PAY DATE | TBA |
| ORD GROSS DIVIDEND RATE ON PAY DATE | TBA |
| RATIO | TBA |
| RATE OF TAX WITHHOLDING | 15.315% (5.0% additional local tax for Japanese individual residents only) |

CHARGES & DEADLINES

| FILING METHOD | BATCH | PAYMENT METHOD | DEPOSITARY SERVICE CHARGE | MINIMUM SERVICE CHARGE PER BENEFICIAL OWNER | DOCUMENTATION DEADLINE |
|------------------|---------------------------|----------------|---------------------------------------|---|------------------------------------|
| RELIEF AT SOURCE | PAYMENT ON PAY DATE | EDS | 15% & 15.315% - UP TO \$0.004 per ADR | \$0 | JANUARY 28, 2014; 8:00 P.M. EST |
| | | | 10% & 12.5% - UP TO \$0.006 per ADR | | |
| | | | 0% - UP TO \$0.0075 per ADR | | |
| LONG FORM | POST-EDS PROCESS; ONGOING | CHECK | UP TO \$0.01 per ADR | \$25 TAX RELIEF FEE AND UP TO 40,000 JPY CUSTODIAL FEE. | UP TO 5 YEARS FROM ADR RECORD DATE |

ELIGIBILITY MATRIX – COUNTRY OF RESIDENCE

| RATE DESCRIPTION | FILING METHOD | RECLAIM RATE | ELIGIBLE RESIDENTS | DOCUMENTATION REQUIRED |
|------------------|------------------|--------------|---|--|
| EXEMPT – 0% | RELIEF AT SOURCE | 20.42% | PENSIONS – NETHERLANDS, SWITZERLAND, UNITED KINGDOM, UNITED STATES ZAMBIA WORLD EXEMPTS | 1. APPENDIX A (ESP GENERATED) 2. IRS W-9 / IRS W-8BEN |

| | | | | |
|-----------------------------|------------------|--------|--|--|
| FAVORABLE – 10% | RELIEF AT SOURCE | 10.42% | AUSTRALIA, BRUNEI, CHINA, FRANCE, HONG KONG, HUNGARY, INDIA, KUWAIT, NETHERLANDS, PAKISTAN, POLAND, ROMANIA, SAUDI ARABIA, SWITZERLAND, UNITED KINGDOM, UNITED STATES, VIETNAM | 1. APPENDIX A (ESP GENERATED) 2. IRS W-9 / IRS W-8BEN ON FILE |
| FAVORABLE – 12.5% | RELIEF AT SOURCE | 7.92% | BRAZIL | 1. APPENDIX A (ESP GENERATED) 2. IRS W-8BEN ON FILE |
| FAVORABLE – 15% | RELIEF AT SOURCE | 5.42% | ARMENIA, AZERBAIJAN, BANGLADESH, BELARUS, BELGIUM, BULGARIA, CANADA, CZECH REPUBLIC, DENMARK, EGYPT, FINLAND, GEORGIA, GERMANY, INDONESIA, IRELAND, ISRAEL, ITALY, KAZAKHSTAN, KOREA, REPUBLIC OF, KYRGYZSTAN, LUXEMBOURG, MALAYSIA, MEXICO, MOLDOVA, NEW ZEALAND, NORWAY, PHILIPPINES, RUSSIA, SINGAPORE, SLOVAK REPUBLIC, SOUTH AFRICA, SPAIN, SWEDEN, TAJIKISTAN, TURKEY, TURKMENISTAN, UKRAINE, UZBEKISTAN | 1. APPENDIX A (ESP GENERATED) 2. IRS W-8BEN ON FILE |
| 15.315% | RELIEF AT SOURCE | 5.105% | ALL BENEFICIARIES EXCEPT JAPANESE INDIVIDUAL RESIDENTS, LARGE SHAREHOLDERS, TREATY ELIGIBLE PENSIONS & TREATY ELIGIBLE HOLDERS. | NO DOCUMENTATION REQUIRED |
| 20.315% | RELIEF AT SOURCE | 0.105% | JAPANESE INDIVIDUAL RESIDENTS | 1. APPENDIX A (ESP GENERATED) |
| UNFAVORABLE - 20.42% | RELIEF AT SOURCE | 0% | LARGE SHAREHOLDERS THAT HOLD 3% OR MORE OF THE OUTSTANDING SHARES EXCLUDING FOREIGN/(JAPANESE) & DOMESTIC CORPORATE LARGE SHAREHOLDERS FOR DIVIDEND INCOME | 1. APPENDIX A (ESP GENERATED) |

NOTE: IRS FORM W9 and IRS FORM W8-BEN must be available to the DTCC Participant in case of audit from the Japanese Tax Office. They are neither requested nor required by the Depositary in order to receive treaty benefits. Please note that the Japanese Tax Office has the legal authority to audit claims filed for a period of seven years so it is the DTC Participant's responsibility to ensure that your document retention policies for US withholding tax documentation are adequate to support potential audits from the Japanese Tax Office.

ELIGIBILITY MATRIX – INVESTOR TYPE

| INVESTOR | RESIDENCY | TYPE | CONDITIONS | AUDIT DOCUMENTATION |
|--------------------|-----------|------------------|--|---------------------|
| INDIVIDUAL | U.S. | CERTIFIED PERSON | A COMPLETE AND VALID U.S. ADDRESS* | FORM W-9 |
| | NON-U.S. | CERTIFIED PERSON | RESIDES IN A JURISDICTION THAT HAS A TREATY WITH JAPAN AND DOES NOT HAVE A PERMANENT ADDRESS IN JAPAN | FORM W-8BEN |
| CORPORATION | U.S. | S-CORP/C-CORP | A COMPLETE AND VALID U.S. ADDRESS* | FORM W-9 |
| | | LLC | DISREGARDED ENTITY, DISREGARDED INTO A US INDIVIDUAL OR OTHER BODY OF PERSONS THAT ARE ENTITLED TO CLAIM TREATY BENEFITS AND ELECTED TO BE TREATED AS A S OR C CORP THAT HAS A COMPLETE AND VALID US ADDRESS | |
| | NON-U.S. | CERTIFIED CORP | RESIDES IN A JURISDICTION THAT HAS A TREATY WITH JAPAN AND DOES NOT HAVE A PERMANENT ADDRESS IN JAPAN | FORM W-8BEN |

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|--------------------|------|--|---|--|
| TRUST | U.S. | COMPLEX | COMPRISED OF U.S. INDIVIDUALS OR OTHER BODY OF PERSONS THAT ARE ENTITLED TO CLAIM TREATY BENEFITS | FORM W-9 |
| | | GRANTOR | GRANTOR IS A U.S. INDIVIDUAL OR OTHER BODY OF PERSONS THAT ARE ENTITLED TO CLAIM TREATY BENEFITS | |
| | | SIMPLE | BENEFICIARIES ARE U.S. OR OTHER BODY OF PERSONS THAT ARE ENTITLED TO CLAIM TREATY BENEFITS | |
| RIC, REIT & REMIC | U.S. | N/A | A COMPLETE AND VALID U.S. ADDRESS* | FORM W-9, PROSPECTUS OR ANY LEGAL ANCILLARY DOCUMENT |
| NON-PROFIT | U.S. | CHARITY, FOUNDATION | TAX EXEMPT ORGANIZATIONS THAT MEET 501(c) REQUIREMENTS | FORM W-9 OR ANY LEGAL ANCILLARY DOCUMENT |
| GOVERNMENT | U.S. | GOVERNMENT, STATE AND ANY POLITICAL SUBDIVISION OR LOCAL AUTHORITY | A COMPLETE AND VALID U.S. ADDRESS* | FORM W-9 |
| PENSION | U.S. | SEE EXHIBIT 1 | A COMPLETE AND VALID U.S. ADDRESS* | FORM W-9 |
| TRANSPARENT ENTITY | U.S. | PARTNERSHIP AND SIMILAR VEHICLES | IF UNDERLYING MEMBERS OF FISCALLY TRANSPARENT ENTITY ARE U.S. RESIDENTS THEN ALL OF THE INTEREST INCOME WOULD BE ELIGIBLE FOR THE BENEFITS OF THE CONVENTION. ALTERNATIVELY, THE PORTION ATTRIBUTABLE TO ELIGIBLE U.S. RESIDENTS WOULD BE ELIGIBLE TO CLAIM TREATY BENEFITS | FORM W-9 |

NOTE: The definition of a “Valid U.S. Address” is a U.S. address:

- that is not a PO Box; AND
- that is not in a U.S. Territory or Protectorate State; AND
- is supported by the receipt of an IRS Form W9 prior to January 1 of the year in which the dividend payment occurred; AND
- the IRS Form W9 has not been revoked by the resident due to change in tax residence; AND
- the DTCC Participant has no indication of a secondary residence and/or address in Japan

DESCRIPTION OF VARIOUS DOCUMENTATION

| DOCUMENT NAME | DESCRIPTION | RECLAIM PROCESS | ORIGINAL / COPY | SIGNATURE REQUIREMENT |
|----------------------------------|--|-----------------------|-------------------------------|-----------------------|
| APPENDIX A (COVER LETTER) | LISTING OF BENEFICIAL OWNERS AND/OR JAPANESE INDIVIDUAL RESIDENTS GENERATED BY ESP. | AT SOURCE & LONG FORM | ORIGINAL | DTCC PARTICIPANT |
| IRS FORM W-9 | SELF CERTIFICATION OF US TAXPAYER INFORMATION - RECEIVED PRIOR TO JANUARY 1 OF THE YEAR IN WHICH THE DIVIDEND IS PAID; AND - HAS NOT BEEN REVOKED BY THE US RESIDENT DUE TO CHANGE OF TAX RESIDENCE; AND | AT SOURCE | COPY – ONLY UPON AUDIT | BENEFICIAL OWNER |
| IRS FORM W-8BEN | SELF CERTIFICATION OF FOREIGN TAXPAYER INFORMATION | AT SOURCE | COPY – ONLY UPON AUDIT | BENEFICIAL OWNER |

| | | | | |
|---------------------------------------|---|-----------|----------|--------------------|
| IRS FORM 6166 | ISSUED BY THE INTERNAL REVENUE SERVICE, STATING THE NAME AND TAX PAYER IDENTIFICATION NUMBER OF THE BENEFICIAL OWNER. IT MUST BE DATED WITHIN 8 MONTHS FOR LONG FORM. CANNOT BE CERTIFIED FOR ANY OTHER COUNTRY. | LONG FORM | ORIGINAL | IRS REPRESENTATIVE |
| JAPAN FORM 17 | ATTACHMENT FORM FOR LIMITATION OF BENEFITS ARTICLE | LONG FORM | ORIGINAL | BENEFICIAL OWNER |
| JAPAN FORM 16 | LIST OF UNDERLYING MEMBERS OR PARTNERS OF TRANSPARENT ENTITY | LONG FORM | ORIGINAL | BENEFICIAL OWNER |
| LIMITED POWER OF ATTORNEY | IF THE POA IS SIGNED BY THE BROKER, TRUST AGREEMENT OR NOTARIZED LIMITED POA MUST ALSO BE SUBMITTED | LONG FORM | COPY | DTCC PARTICIPANT |
| APPENDIX B (POWER OF ATTORNEY) | SIGNED BY BENEFICIAL OWNER APPOINTING DEPOSITARY ON BENEFICIAL OWNER'S LETTERHEAD | LONG FORM | ORIGINAL | BENEFICIAL OWNER |
| APPENDIX C | CERTIFICATE OF RESIDENCE FOR UK PENSIONS | LONG FORM | ORIGINAL | UK TAX AUTHORITY |
| PENSION DECLARATION | LETTER CERTIFYING 50% OF PARTICIPANTS IN PLAN ARE RESIDENTS OF THE TREATY COUNTRY. FORM DATA FISCAL YEAR MUST BE WITHIN ONE YEAR PRIOR TO THE INCOME EVENTS ORD RECORD DATE. | LONG FORM | COPY | BENEFICIAL OWNER |
| PROOF OF PAYMENT | DOCUMENT CERTIFYING PAYMENT HAS BEEN CREDITED TO THE PENSIONS FUNDS ACCOUNT. | LONG FORM | ORIGINAL | DTCC PARTICIPANT |

CONTACT DETAILS

| | |
|-----------------------|-------------------------------|
| PRIMARY CONTACT | JONATHAN STAAKE |
| DOMESTIC PHONE (U.S.) | 1-800-929-5484 |
| DOMESTIC FAX (U.S.) | 1-800-929-9986 |
| INTERNATIONAL PHONE | 1-212-747-9100 |
| INTERNATIONAL FAX | 1-212-747-0029 |
| EMAIL ADDRESS | JONATHAN_STAAKE@GLOBETAX.COM |
| COMPANY | J.P.MORGAN CHASE / GLOBETAX |
| STREET ADDRESS | 90 BROAD STREET, 16TH FLOOR |
| CITY/STATE/ZIP | NEW YORK, NY 10004 |
| ADDITIONAL CONTACTS | RITA PATEL SHERELLE ISAACS |

ESP

powered by **GLOBETAX**

J.P.Morgan Chase, offers ESP powered by GlobeTax, an electronic withholding tax submission system. This system allows for the secure and simplified transfer of beneficial owner level data from the Participant to J.P.Morgan Chase and creates applicable documentation on the Participants behalf. Submit the data online through the web site below, print out the document on letterhead, sign, and mail to J.P.Morgan Chase / GlobeTax.

These claims should be submitted through the following web site. (Requires a one-time registration)

<https://ESP.GlobeTax.com>

Please contact Jonathan Staake at 212-747-9100 if you have any questions about this process.

FREQUENTLY ASKED QUESTIONS (FAQs)

AT SOURCE QUESTIONS

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|---|---|
| WHAT INFORMATION DOES THE BENEFICIARY NEED TO DISCLOSE IN ORDER TO RECEIVE FAVORABLE TAX TREATMENT? | NAME, ADDRESS, COUNTRY OF RESIDENCE, TAX ID NUMBER AND SHARE POSITION. |
| WILL HOLDERS WISHING TO BENEFIT FROM FAVORABLE TAX TREATMENT NEED TO FURNISH SUPPORTING DOCUMENTATION UP FRONT? | NO, BROKERS MUST STORE W-9 AND W-8BEN ON FILE IN CASE OF AN AUDIT. |
| DOES THE JAPANESE LAW REQUIRE A CERTIFICATION OF RESIDENCE (FORM 6166) TO PARTICIPATE IN THE RECLAIM PROCESS? | NO. THE LAW GOVERNING THE PROCESSING OF ADRS DOES NOT REQUIRE THE PRESENCE OR COLLECTION OF A CERTIFICATION OF RESIDENCE (FORM 6166) THOUGH PARTICIPANTS MAY BE REQUIRED TO PROVE THE ELIGIBILITY OF THE UNDERLYING INVESTORS. UPON REVIEW OF THE W-9 AND W-8BEN FORMS THE JAPANESE TAX OFFICE AGREED TO ACCEPT THESE AS PROOF OF ELIGIBILITY. |
| WILL A CERTIFICATE OF RESIDENCE (FORM 6166) BE REQUESTED DURING AN AUDIT? | THE JAPANES MINSITRY OF FINANCE RESERVES THE RIGHT TO REQUEST ANY OTHER DOCUMENTATION IT MAY NEED TO DETERMINE THE ELIGIBILITY OF THE INVESTOR. WE HAVE BEEN ADVISED THAT THE JAPANESE TAX OFFICE MAY REQUEST A CERTIFICATE OF RESIDENCE IN RARE CIRCUMSTANCES WHERE THE INFORMATION PROVIDED IS INCONSISTENT AND CANNOT BE CONFIRMED THROUGH THE PROVISION OF OTHER DOCUMENTS OR EXPLANATIONS. |
| WHO IS CONSIDERED A "LARGE SHAREHOLDER"? | INDIVIDUAL (NON-CORPORATE) INVESTORS WHO HOLD 3% OR MORE OF THE NUMBER OF OUTSTANDING SHARES FOR DIVIDEND INCOME FROM LISTED SHARES, NOW FALL UNDER THE "LARGE SHAREHOLDER" CATEGORY. THESE "LARGE SHAREHOLDERS" WILL NO LONGER BE ELIGIBLE FOR THE PREFERENTIAL TAX RATES AND THUS BE APPLIED THE 20.42% TAX RATE FOR DIVIDENDS PAID AFTER SEPTEMBER 30, 2011. PARTICIPANTS ARE REQUIRED TO DISCLOSE THE NAME AND ADDRESS OF THESE "LARGE SHAREHOLDERS" TO THE DEPOSITARY BY THE DEADLINE STATED WITHIN THIS NOTICE. CORPORATE ENTITIES (BOTH JAPANESE AND NON-JAPANESE) WHO HOLD 3% OR MORE OF THE NUMBER OF OUTSTANDING SHARES FOR DIVIDEND INCOME FROM LISTED SHARES ARE STILL ENTITLED TO THE PREFERENTIAL WITHHOLDING RATES AND ARE ELIGIBLE TO RECEIVE THE INCOME WITH A 15.315% WITHHOLDING RATE APPLIED OR MORE IF ELIGIBLE BASED ON THE TREATY BETWEEN THE INVESTORS COUNTRY OF RESIDENCE AND JAPAN. DIVIDEND INCOME FOR UNLISTED SHARES WILL CONTINUE TO BE WITHHELD AT THE 20.42% JAPANESE NATIONAL TAX RATE. |

LONG FORM QUESTIONS

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|---|---|
| CAN I SUBMIT A TRUST AGREEMENT IN LIEU OF A POA SIGNED BY THE BENEFICIAL OWNER? | YES, BUT A LIMITED POA SIGNED BY THE PARTICIPANT MUST BE ACCOMPANIED BY THE TRUST AGREEMENT |
| ARE FORM 6166S WITH IRS CODE RULING 81-100 ACCEPTED? | YES, WITH A TAX DETERMINATION LETTER & PENSION DECLARATION LETTER. |
| DOES THE BENEFICIARIES NAME ON THE FORM 6166 NEED TO MATCH THE POA? | YES, THE BENEFICIARIES NAME ON BOTH DOCUMENTS SHOULD BE IDENTICAL. |
| HOW LONG DOES IT TAKE FOR LONG FORM CLAIMS TO BE PAID? | WE ESTIMATE IT TAKES UP TO ONE YEAR FOR LONG FORM CLAIMS TO BE PAID |
| DOES THE LONG FORM PROCESS HAVE A MINIMUM POSITION REQUIRMENT PER BENEFICIAL OWNER? | YES, PLEASE CALL FOR MORE DETAILS. |

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| WHAT IS THE STATUTE OF LIMITATIONS FOR FILING JAPANESE RECLAIMS? | IT IS 5 YEARS FROM ORDINARY PAY DATE. CLAIMS RECEIVED AFTER OUR SUBMISSION DEADLINE WILL BE FILED ON A BEST EFFORT BASIS. |
| WHAT IF THE BENEFICIAL OWNER NAME AND/OR ADDRESS IS NOT CONSISTANT WITH THE OTHER DOCUMENTS? | PLEASE SEND A LETTER ON PARTICIPANT LETTERHEAD EXPLAINING THE DISCREPANCY AND BE SURE TO INCLUDE THE TAX ID NUMBER. |
| HOW OFTEN ARE LONG FORM CLAIMS FILED WITH THE JAPANESE CUSTODIANS? | DUE TO QUARTERLY FILING LIMITATIONS GLOBETAX FILES ON FEBRUARY 20TH, MAY 20TH, AUGUST 20TH & NOVEMBER 20TH OF EACH YEAR. |
| WILL J.P.MORGAN CHASE / GLOBETAX ACCEPT CLAIMS FILED DIRECTLY TO THEM BY BENEFICIAL OWNERS? | J.P.MORGAN CHASE IN C/O GLOBETAX ONLY ACCEPTS CLAIMS FILED BY THE DTCC PARTICIPANT WHO WAS HOLDING SECURITIES THROUGH DTCC AND ONLY TO THE EXTENT THAT DTCC HAS REPORTED THESE HOLDINGS TO US AS VALID RECORD DATE HOLDINGS. BENEFICIAL OWNERS ARE REQUIRED TO FILE THEIR CLAIMS THROUGH THE CUSTODY CHAIN TO THE DTCC PARTICIPANT OF RECORD. ALL CLAIMS NOT RECEIVED DIRECTLY FROM THE DTCC PARTICIPANT WILL BE RETURNED TO THE BENEFICIAL OWNER. |
| DO PENSION PLANS NEED TO DISCLOSE ANY UNDERLYING HOLDER INFORMATION FOR THE LONG FORM PROCESS? | YES, EFFECTIVE SEPTEMBER 1, 2012 PENSION PLANS WILL NEED TO DISCLOSE THE TOTAL NUMBER OF PARTICIPANTS, THE NUMBER OF TREATY ELIGIBLE PARTICIPANTS AND THE DATE OF FISCAL YEAR END. |
| IS THIS LONG FORM PROCESS FREE OF CHARGE? | NO. THIS TAX RECLAIM ASSISTANCE SERVICE IS WHOLLY VOLUNTARY AND DISCRETIONARY AND OUTSIDE THE TERMS AND CONDITIONS OF ANY APPLICABLE DEPOSIT AGREEMENT. FEES WILL BE CHARGED FOR THIS ASSISTANCE SERVICE OF UP TO \$0.01 PER DEPOSITARY RECEIPT FOR STANDARD LONG FORM RECLAIMS WITH A MINIMUM OF \$25.00. RECLAIMS RECEIVED POST DEADLINE CANNOT BE ASSURED AND MAY BE SUBJECT TO A PER BENEFICIARY FEE AS WELL AS OTHER CHARGES, FEES OR EXPENSES PAYABLE BY OR DUE TO J.P.MORGAN CHASE OR ITS AGENTS, INCLUDING THE CUSTODIAN OR TAX AUTHORITIES. IN ADDITION, CHARGES MAY APPLY TO ANY LONG FORM CLAIMS REJECTED OR NOT ACCEPTED BY THE CUSTODIAN. FEES PAID TO J.P.MORGAN CHASE MAY BE SHARED WITH ITS AGENTS. |

APPENDIX A – COVER LETTER
(DTCC Participant's Letterhead)

To: J.P.Morgan Chase / GlobeTax
 90 Broad Street, 16th Floor
 New York, New York 10004-2205
 Phone: 1-800-929-5484 Fax: 1-800-929-9986
 Attn: Japan

Re: Withholding Certification for RAKUTEN INC. ; CUSIP# 75102W108

I / We the undersigned _____ (Contact Name) _____ authorized representative of _____ (DTCC Participant Name) _____
 Holding shares at Cede & Co. under DTCC# _____ (DTCC PTS Number) of **RAKUTEN INC. ; CUSIP# 75102W108**, request that
 the upcoming cash dividend payable to holders as of **12/30/2013**, receive their entitled tax reclaim.

| Name of Beneficiary | Complete Address | Country of Residence | Tax ID# | # ADRs |
|---------------------|------------------|----------------------|---------|--------|
| | | | | |
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***** IF THERE ARE MORE THAN 7 BENEFICIAL HOLDERS, PLEASE CALL THE NUMBER ABOVE AND WE WILL SEND YOU A PRE-FORMATTED DISK. PLEASE RETURN THE DISK AND THE HARD COPY WITH THE REQUIRED AUTHORIZED SIGNATURES TO THE ADDRESS ABOVE.**

I / We certify that to the best of my knowledge the above beneficial owners are eligible for the preferential rates as stated herein and I declare that I have performed all the necessary due diligence to satisfy myself as to the accuracy of the information submitted to me by these beneficial owners.

J.P.Morgan Chase Bank is not liable for failure to secure the refund and any funds erroneously received shall be immediately returned to J.P.Morgan Chase Bank, including any interest, additions to tax or penalties thereon. This is not tax advice. Please consult your tax advisor.

Incorrect claims and/or elections could result in fines and/or penalties.

| CONTACT INFO | |
|--------------|-------------------------|
| TELEPHONE | PRINT NAME OF SIGNATORY |
| FAX | POSITION OF SIGNATORY |

APPENDIX B – POWER OF ATTORNEY

(Pension Fund's Letterhead)

Power of Attorney

(Name of Pension Fund/IRA = the Undersigned), with address in **(City, State, Country)** hereby appoints J.P.Morgan Chase ("Bank") and/or the Bank's designated standing proxy(ies) as its true and lawful attorney with full Power of Attorney to do all or any of the following acts with respect to the American Depository Receipts representing shares in **RAKUTEN INC.** ("Securities") that the Bank holds in its safe custody on behalf of the Undersigned through a Participant in the Depository Trust Company .

- i) To sign and file required forms with competent tax authorities in order to secure any tax privileges and benefits such as tax reduction or tax-exemption at source.
- ii) To receive on behalf of the Undersigned tax repayments made by competent tax authorities as a result of lodging reclaim forms.
- iii) To perform any other act as may be necessary to execute the acts mentioned herein.

The Undersigned also authorizes the Bank and/or the Bank's designated standing proxy(ies) to submit this power of attorney or a photocopy of it to competent tax authorities.

(Name of the Pension Fund/IRA)

<Place and Date>

Place and Date

<Signature of Officer of Beneficiary>

Authorized Signature(s)/Title(s)

In addition, the authorized representative:

Confirms that more than 50% of the beneficiaries, members or participants of the eligible pension fund were individual residents of the _____ or Japan as of the prior taxable period.

(Name of the Pension Fund/IRA)

<Place and Date>

Place and Date

<Signature of Officer of Beneficiary>

Authorized Signature(s)/Title(s)

APPENDIX C

居 住 者 証 明 書
Certificate of Residence

私は、届出者 _____

が、日本国と _____

との間の 租税条約第 _____ 条第 _____ 項 _____ に規定する居住者であることを証明します。

I hereby certify that (the applicant: _____
is a resident under the provisions of the Income Tax Convention between Japan and the
United Kingdom of Great Britain and Northern Ireland, Article 22, para. 2 (e).

年月日 _____

Date _____ / _____ / _____

署 名 _____

Signature _____

官 印
Official Stamp



EXHIBIT 1

| TREATY ELIGIBLE PENSIONS | | |
|---------------------------------|---|--|
| COUNTRY OF PENSION FUND | DESCRIPTION | QUALIFYING PLANS |
| UNITED STATES | <p>APPLIES TO A BENEFICIAL OWNER OF THE ADRS THAT:</p> <p>1) IS NOT ENGAGED IN A TRADE OR BUSINESS IN JAPAN THROUGH A PERMANENT ESTABLISHMENT SITUATED IN JAPAN, WITHIN THE MEANING OF THE U.S. DOUBLE TAXATION TREATY WITH JAPAN</p> <p>2) IS A QUALIFYING "PENSION FUND" AS DEFINED ON PAGE 11 OF THE TECHNICAL EXPLANATION OF THE NEW TAX TREATY BETWEEN THE U.S. AND JAPAN, PUBLISHED BY THE U.S. DEPARTMENT OF TREASURY</p> <p>3) IS ABLE TO CERTIFY THAT MORE THAN 50 % OF THE BENEFICIARIES, MEMBERS OR PARTICIPANTS OF THE ELIGIBLE PENSION FUND WERE INDIVIDUAL RESIDENTS OF THE U.S. OR JAPAN AS OF THE PRIOR TAXABLE PERIOD.</p> | <ul style="list-style-type: none"> - QUALIFIED PLANS UNDER SECTION 401(A) - INDIVIDUAL RETIREMENT PLANS (INCLUDING THOSE THAT ARE A PART OF A SIMPLIFIED EMPLOYEE PENSION PLAN THAT SATISFIES 408(K)) - INDIVIDUAL RETIREMENT ACCOUNTS, INDIVIDUAL RETIREMENT ANNUITIES, SECTION 408(P) ACCOUNTS - ROTH IRAS UNDER SECTION 408 A - SECTION 457 GOVERNMENTAL PLANS - SECTION 403(A) QUALIFIED ANNUITY PLANS - SECTION 403(B) PLANS - SECTION 401(K) PLANS QUALIFY AS PENSION FUNDS BECAUSE A 401(K) PLAN IS A TYPE OF 401(A) PLAN. - ANY OTHER FUND IDENTICAL OR SUBSTANTIALLY SIMILAR TO THE FOREGOING SCHEMES THAT ARE ESTABLISHED PURSUANT TO LEGISLATION INTRODUCED AFTER THE DATE OF SIGNATURE OF THE CONVENTION. |
| UNITED KINGDOM | <p>APPLIES TO A BENEFICIAL OWNER OF THE ADRS THAT:</p> <p>1) IS NOT ENGAGED IN A TRADE OR BUSINESS IN JAPAN THROUGH A PERMANENT ESTABLISHMENT SITUATED IN JAPAN, WITHIN THE MEANING OF THE U.K. DOUBLE TAXATION TREATY WITH JAPAN,</p> <p>2) IS A QUALIFYING "PENSION FUND" AS DEFINED BY ARTICLE 22, PARAGRAPH 2(E) OF THE INCOME TAX CONVENTION BETWEEN JAPAN AND THE UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND, PUBLISHED BY THE MINISTRY OF FINANCE JAPAN</p> <p>3) IS ABLE TO CERTIFY THAT MORE THAN 50 % OF THE BENEFICIARIES, MEMBERS OR PARTICIPANTS OF THE ELIGIBLE PENSION FUND WERE INDIVIDUAL RESIDENTS OF THE U.K. OR JAPAN AS OF THE PRIOR TAXABLE PERIOD.</p> | |
| SWITZERLAND | <p>APPLIES TO A BENEFICIAL OWNER OF THE ADRS THAT:</p> <p>1) IS NOT ENGAGED IN A TRADE OR BUSINESS IN JAPAN THROUGH A PERMANENT ESTABLISHMENT SITUATED IN JAPAN, WITHIN THE MEANING OF SWITZERLAND DOUBLE TAXATION TREATY WITH JAPAN,</p> <p>2) IS A QUALIFYING "PENSION FUND" AS DEFINED BY ARTICLE 22A, PARAGRAPH 2(E) OF THE INCOME TAX CONVENTION BETWEEN JAPAN AND SWITZERLAND, PUBLISHED BY THE MINISTRY OF FINANCE JAPAN</p> <p>3) IS ABLE TO CERTIFY THAT MORE THAN 50 % OF THE BENEFICIARIES, MEMBERS OR PARTICIPANTS OF THE ELIGIBLE PENSION FUND WERE INDIVIDUAL RESIDENTS OF SWITZERLAND OR JAPAN AS OF THE PRIOR TAXABLE PERIOD.</p> | |
| NETHERLANDS | <p>APPLIES TO A BENEFICIAL OWNER OF THE ADRS THAT:</p> <p>1) IS NOT ENGAGED IN A TRADE OR BUSINESS IN JAPAN THROUGH A PERMANENT ESTABLISHMENT SITUATED IN JAPAN, WITHIN THE MEANING OF THE NETHERLANDS DOUBLE TAXATION TREATY WITH JAPAN,</p> <p>2) IS A QUALIFYING "PENSION FUND" AS DEFINED BY ARTICLE 21, PARAGRAPH 2(D) OF THE INCOME TAX CONVENTION BETWEEN JAPAN AND THE NETHERLANDS PUBLISHED BY THE MINISTRY OF FINANCE JAPAN</p> <p>3) IS ABLE TO CERTIFY THAT MORE THAT 50 % OF THE BENEFICIARIES, MEMBERS OR PARTICIPANTS OF THE ELIGIBLE PENSION FUND WERE INDIVIDUAL RESIDENTS OF THE NETHERLANDS OR JAPAN AS OF THE PRIOR TAXABLE PERIOD.</p> | |