

September 17, 2019

Company name Rakuten, Inc.
Representative Hiroshi Mikitani
Chairman and CEO
(Stock Code: 4755
Tokyo Stock Exchange First Section)

Rakuten Selected for Dow Jones Sustainability Asia Pacific Index

Rakuten, Inc. is pleased to announce that it has been selected as a constituent of the 2019 Dow Jones Sustainability Asia Pacific Index (DJSI).



The DJSI is an investment index jointly developed by S&P Dow Jones Indices and Switzerland-based RobecoSAM in 1999 that evaluates listed companies in a variety of fields based on environmental, social and governance factors and selects those that excel in long-term sustainability.

In recent years, a growing number of investors take into account not only companies' quantitative financial information, but also environmental, social and governance practices when making investment decisions, such as climate change, employee diversity, human rights, or governance structures. The DJSI is widely used globally as a reference for ESG investments.

Rakuten was recognized for its efforts across a broad range of categories, notably privacy protection, brand management, customer relationship management and corporate citizenship and philanthropy, which led to the selection in the index.

Rakuten has also been listed as a constituent of the other major ESG indices: FTSE Blossom Japan Index, MSCI Japan ESG Select Leaders Index, MSCI Japan Empowering Women Index (WIN), and S&P/JPX Carbon Efficient Index.

The Rakuten Group's mission is to contribute to society by creating value through innovation and entrepreneurship. Working towards the realization of a sustainable society is an integral part of this mission. We will continue to take actions related to ESG issues, while communicating with stakeholders with transparency by disclosing company information in a timely and appropriate manner. Please visit the Sustainability pages on our corporate website for details (<https://global.rakuten.com/corp/sustainability/>).