

October 1, 2025

Company name Rakuten Group, Inc.

Representative Hiroshi Mikitani

Chairman and CEO

(Stock Code: 4755, TSE Prime)

**(Progress of Disclosure Matters) Notice Regarding Business Alliance
Between Our Subsidiary and U-NEXT Co., Ltd.**

Rakuten Group, Inc. (Head office: Setagaya-ku, Tokyo; Chairman and CEO: Hiroshi Mikitani, hereinafter “the Company”), as announced on June 23, 2025 in “Notice Regarding the Basic Agreement on Business Alliance Between Our Subsidiary and U-NEXT Co., Ltd.”, hereby announces that Rakuten Mobile, Inc. (Head office: Setagaya-ku, Tokyo; President: Shunsuke Yazawa), a consolidated subsidiary of the Company, has entered into a business alliance with U-NEXT Co., Ltd. (Headquarters: Shinagawa-ku, Tokyo; Representative Director: Tenshin Tsutsumi), and started a new package “Rakuten Saikyo U-NEXT”.

1. Details of this Business Alliance

We have started a new package “Rakuten Saikyo U-NEXT” that allows users to watch various contents of the distribution service “U-NEXT” with unlimited gigabytes.

For details, please refer to the service page of “Rakuten Saikyo U-NEXT”. (<https://network.mobile.rakuten.co.jp/fee/unext/?wovn=en>)

2. Future Outlook

The impact of this business alliance on the Company's consolidated financial results for this fiscal year is currently under review, but the Company will promptly disclose any matters that should be announced in the future.