

December 12, 2025

Company name	Rakuten Group, Inc.
Representative	Hiroshi Mikitani Chairman and CEO (Stock Code: 4755, TSE Prime)

## Notice Regarding the Shareholder Benefits Program for the 29th Fiscal Year

Rakuten Group, Inc. (hereinafter “the Company”) announces the details of the shareholder benefit program for the 29<sup>th</sup> fiscal year (for qualified shareholders as of the end of December 2025; hereinafter “the Benefits”).

### 1. Purpose of the shareholder benefits program

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 29th Fiscal Year

#### 1) Details of the benefits

**Shareholders will receive a six-month free subscription to “Rakuten Mobile” voice + data 30GB/month plan.**

**If the continuation requirements are met, an additional six months will be offered free of charge.**<sup>1,2,3,4,5,6</sup>

“Rakuten Mobile” (Service URL: <https://network.mobile.rakuten.co.jp/en/>) entered the mobile carrier business with the goal of “Democratizing the Mobile Market,” launching full-scale services in April 2020. With its simple and affordable plans, the “Rakuten Saikyo Plan,” the “Rakuten Saikyo Plan Business” for corporate customers and the “Rakuten Saikyo U-NEXT”<sup>7</sup> plan with unlimited data and unlimited U-NEXT streaming, the number of subscribers surpassed 9.5 million<sup>8</sup> as of November 2025. The Company continues its efforts to improve network quality and customer experience, including the launch of the “Rakuten Platinum Band” from June 2024<sup>9</sup>. This benefit allows shareholders to experience “Rakuten Mobile” services and deepen their understanding of this key business area. We have decided to offer the above shareholder benefits, in hopes 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.

## 2) Qualified shareholders

Shareholders who are listed in the shareholders register as of December 31, 2025, and own 100 shares (i.e., 1 share unit) or more are eligible. In order to be recorded on the shareholders register as of the end of December 2025, 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 26, 2025).

In addition, the continuation benefit of this program (an additional six months free of charge) is available to shareholders who hold 100 shares (1 share unit) or more listed or recorded under the same shareholder number on our shareholder register as of the end of December 2025 and the end of June 2026. For shareholders whose shareholder number is not the same as that of the end of December 2025 on the shareholder register as of the end of June 2026, the benefit period will expire six months from the start date for any reason (e.g., removal from the shareholder register, sale of all shares held, or change of shareholder number due to re-holding after sale of all shares, etc.). Please note that we do not provide filtering services, so in principle, shareholders under the age of 18 are not eligible to use this benefit. If a shareholder under the age of 18 wishes to use this benefit, they will need to have their parent or guardian request that they do not require filtering services, and they will also need to follow other procedures specified by the Company.

## 3) How to use this benefit

In order to use this year's shareholder benefits program, application is required through the exclusive "Shareholders Benefits Website" during the application period, expected to begin in mid-March 2026. Details regarding registration will be available on the corporate website ( <https://corp.rakuten.co.jp/investors/stock/preferential.html> ) in mid-March 2026.

The specific start date for using this benefit will also be announced on the above corporate website.

Login credentials (ID and password) for the Rakuten Group Shareholder Benefits website will be mailed to qualified shareholders in mid-March 2026 (scheduled to be enclosed with the 29th Annual Shareholders' Meeting Notice) <sup>10</sup>.

#### 4) Other notes

##### 1. For shareholders currently using the 28th fiscal year shareholder benefits

Shareholders currently using the "Rakuten Mobile" voice + 30GB/month data plan as part of the 28th fiscal year shareholder benefits, and who meet the eligibility requirements for the 29th benefit program and have completed their application and identity verification, will be able to continue using their current SIM card.

##### 2. Identification verification process for applying to the 29<sup>th</sup> fiscal year shareholder benefits

When applying, shareholders can complete identity verification and all related procedures entirely online using a smartphone and a My Number card. Shareholders who do not possess these items may still complete the process via alternative methods. However, for those wishing to finalize the procedures online, it is recommended to prepare a smartphone and My Number card in advance.

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

\*2 To use the shareholder benefits, a compatible communication device (that meets the technical standards defined in Chapter 3 of the Radio Act and can roam within Japan) is required. SIM activation must be completed within Japan.

\*3 SPU (Super Point Up Program) benefits that require a subscription to "Rakuten Saikyo Plan" are not eligible for this benefit.

\*4 For calls, please use the "Rakuten Link Office" app. Domestic calls and domestic SMS are free of charge when using the "Rakuten Link Office" app. However, please note that calls to certain numbers starting with (e.g. 0570), some special numbers (188), international calls, and international SMS, as well as calls and SMS made through apps other than "Rakuten Link Office", are not included in the free call benefits. Charges for such usage may be billed later.

\*5 As a special-purpose SIM designed for the Shareholder Benefit Program, we ask for your understanding that not all functionalities are available.

\*6 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.

- \*7 Speed limits may apply. Some numbers are excluded. Paid content may be available.
- \*8 The total number of subscribers includes MNO, MVNE, and MVNO lines, as well as BCP, as of November 7, 2025.
- \*9 The coverage area for the platinum band is gradually expanding starting from major urban areas.
- \*10 Notifications will be sent to the addresses registered in the shareholder register as of the end of December 2025. If you have moved or plan to move, please update your address through your securities account provider.

### Inquiries Regarding the 29th Fiscal Year Shareholder Benefits

Shareholder Benefits Hotline: 0120-905-937

(9:00 - 17:00, excluding weekends, public holidays and the New Year's holiday period)

### Reference: Shareholding status and illustration of how the continuous holding benefit applies



#### Holding

Case examples	2025	2026						Free period for “Rakuten Mobile” voice + data 30GB/month plan
	End of Dec.	End of Jan.	End of Feb.	End of Mar.	End of Apr.	End of May.	End of Jun.	
<b>1. Continue to hold 100 shares (1 share unit) or more</b>								<b>1 year</b> (6 months free + 6 months continuation benefit)
<b>2. After holding 100 shares (1 share unit) or more, sell</b> <small>(All who, having held shares at end-Dec. 2025, sold at any point up to end of Jun. 2026)</small>								<b>6 months</b>
<b>3. After holding 100 shares (1 share unit) or more, sell and repurchase</b> <small>(All who, having held shares at end-Dec. 2025, sold but repurchased up to end of Jun. 2026)</small>								<b>6 months</b>

Note: If you are removed from the shareholder register during the period or **sell all of your shares**, you will **not be eligible** for the continuation benefit.

If you **sell all of your shares** and then hold shares again, you will **not be eligible** for the continuation because your shareholder number will change.

If you **sell part of your holdings but continue to hold 100 shares (1 share unit) or more**, you will remain **eligible** for the continuation benefit.