Impact of IFRS Introduction Toward Rakuten Group

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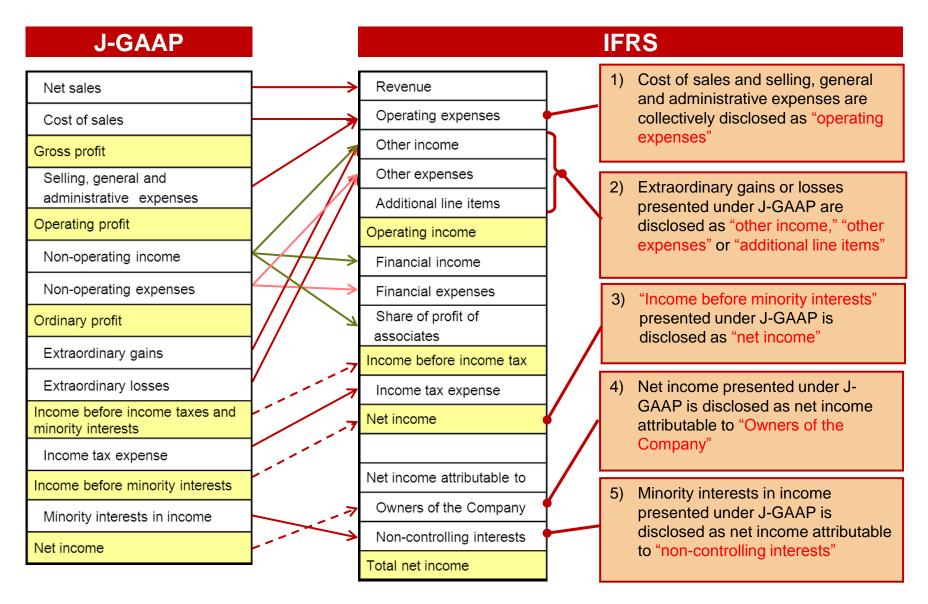
Disclaimer

- In this presentation, FY2012 and FY2011 earnings are presented both in IFRS and J-GAAP. IFRS earnings are different with J-GAAP based figures.
- This presentation material includes expressions that are different with actual transactions and accounting treatments in order to facilitate readers' understanding.

1: Major GAAP Differences



Structure of Income Statement





GAAP Differences

J-GAAP

IFRS

| / . | | | • |
|-------|-----|----|---|
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| (, , | - I | mm | |
| ľ | | | |

| Income Statement* | FY2011 | FY2012 |
|-------------------|---------|---------|
| Net Sales | 379,900 | 443,474 |
| Operating Profit | 70,789 | 72,259 |
| Ordinary Profit | 68,267 | 71,514 |
| Net Income (Loss) | -2,287 | 19,413 |

| | | (01 1 111111) |
|--|---------|---------------|
| Income Statement | FY2011 | FY2012 |
| Revenue | 346,425 | 400,444 |
| Operating income before additional line items | 76,136 | 78,793 |
| Additional line items (FY11: Loss on business restructuring of Rakuten KC, FY12: Loss of Impairment & Re-organization) | -75,492 | -28,738 |
| Operating income | 644 | 50,055 |
| Profit (Loss) before income tax | -1,185 | 49,106 |
| Net income | 9,631 | 21,136 |
| Net income attributable to Owners of the Company | 7,986 | 20,489 |

Similar to Net Income of J-GAAP

: IFRS Round-off

^{*:} After retrospective application of the revised accounting policy for loyalty points

[:] J-GAAP Round-down

Differences in Revenue Recognition

J-GAAP IFRS

Gross / Net reporting of revenue

No clear standard

- Reporting on a "Net" basis, in case of agency transactions
 - ✓ No inventory risk (Books)
 - ✓ No pricing control (Books)
 - No credit risk
 (Acquiring fee of Rakuten Card)

Point
Costs
in
Domestic
Market

Treated as expense in SG&A expenses Cost is deducted from revenue, if point vesting is linked with revenue

Impact Exists

- Rakuten Card
- ✓ Package Media

No Impact ✓ Rakuten Ichiba (Standard point of 1% is merchants' expense)

GAAP Differences in FY2012 Income Statement

(JPY mm)

| | FY2012 Consolidated Income Statement | | | | | |
|--------------------------------------|--------------------------------------|--------------------|------------------|--------------------------|------------|--|
| GAAP Differences | Revenue | Operating expenses | Operating profit | Profit before income tax | Net income | |
| Reclassified Figures under J-GAAP * | 443,474 | 371,214 | 47,714 | 46,698 | 19,413 | |
| Termination of goodwill amortization | | -8,006 | 8,006 | 8,006 | 8,006 | |
| Impairment of goodwill | | | -6,144 | -6,144 | -6,144 | |
| Net reporting of package media | -13,558 | -13,558 | | | | |
| Net reporting of card acquiring | -7,523 | -7,523 | | | | |
| Net reporting of point expenses | -19,623 | -19,623 | | | | |
| Financial products | -1,496 | -1,167 | 301 | -604 | -362 | |
| Others | -830 | -1,902 | 178 | 1,150 | -424 | |
| Figures under IFRS | 400,444 | 319,435 | 50,055 | 49,106 | 20,489 | |

^{*:} Re-classify J-GAAP items to IFRS items

[:] J-GAAP Round-down

Structure of Balance Sheet (Net Assets)

J-GAAP

Net assets Shareholders' equity Common stock Capital surplus Retained earnings Treasury stock Total shareholders' equity Accumulated other comprehensive Income Valuation difference on available-for sale securities Deferred gains or losses on hedges Foreign currency translation adjustments Total accumulated other comprehensive incomes Subscription rights to shares Minority interests Total net assets Total liabilities and net assets

IFRS

 No distinction between current and non-current items

| Net assets | | |
|--|--|--|
| Equity attributable to owners of the Company | | |
| Common stock | | |
| Capital Surplus | | |
| Retained earnings | | |
| Treasury stock | | |
| Other components of equity | | |
| Total shareholders' equity | | |
| Non-controlling interests | | |
| Total net assets | | |
| Total liabilities and net assets | | |

GAAP Differences

J-GAAP

IFRS

(JPY mm)

| Balance Sheet | FY11- Beg | FY11- End | FY12- End |
|------------------|--------------|--------------|--------------|
| Total assets | 1,951,440 | 1,915,892 | 2,108,409 |
| Total net assets | 246,422 | 231,025 | 262,451 |

| Balance Sheet | FY11- Beg | FY11- End | FY12- End |
|------------------|--------------|--------------|--------------|
| Total assets | 2,052,571 | 1,959,765 | 2,287,634 |
| Total net assets | 217,459 | 212,346 | 241,912 |

^{*:} J-GAAP Rounded-down : IFRS Rounded-off

GAAP Differences in FY2012 Balance Sheet

(JPY mm)

| | FY2012 Consolidated Balance Sheet | | | |
|--|-----------------------------------|-------------------|------------------|--|
| GAAP Differences | Total assets | Total liabilities | Total net assets | |
| Figures under J-GAAP | 2,108,409 | 1,845,957 | 262,451 | |
| Difference in goodwill | -23,163 | | -23,163 | |
| Gross revenue reporting of securities business | 220,332 | 220,332 | | |
| On-balance of securitized assets | -6,222 | -3,026 | -3,196 | |
| Others | -11,722 | -17,541 | 5,820 | |
| Figures under IFRS | 2,287,634 | 2,045,722 | 241,912 | |

- Despite on-balance impact of securitization, the amount of securitized assets on IFRS balance sheet declines due to difference in valuation
 - ✓ J-GAAP: Market value as Investment securities for banking business.
 - ✓ IFRS: Amortized cost as Loans for credit card business

2: Business Segments



Operating Segments

(JPY mm)

| | | FY2011 | FY2012 |
|----|---|---------|---------|
| •• | Segment revenue | 403,904 | 475,515 |
| | Internet Services | 228,568 | 285,815 |
| | Internet Finance | 141,161 | 156,430 |
| | Others | 34,175 | 33,270 |
| | Intercompany transactions, etc | -24,003 | -32,040 |
| | Sub-Total | 379,901 | 443,475 |
| Ī | Differences between accounting standards of J-GAAP and IFRS | -33,476 | -43,031 |
| | Consolidated revenue under IFRS | 346,425 | 400,444 |

Segment earnings disclosed under J-GAAP

*: J-GAAP Rounded-down : IFRS Rounded-off

| | | (JPY mm) |
|--|---------|----------|
| | FY2011 | FY2012 |
| Segment profit | 79,696 | 83,939 |
| Internet Services | 65,584 | 58,639 |
| Internet Finance | 12,970 | 23,714 |
| Others | 1,142 | 1,586 |
| Amortization of goodwill and other items not allocated to reporting segments | -8,907 | -11,680 |
| Sub-Total | 70,789 | 72,259 |
| Differences between accounting standards of J-GAAP and IFRS | 10,173 | 8,750 |
| Other income | 1,178 | 3,365 |
| Other expenses | -6,004 | -5,581 |
| Additional line items | -75,492 | -28,738 |
| Consolidated operating income under IFRS | 644 | 50,055 |

Change of Segments

- Segment revenue and profit of FY12 under IFRS are unchanged, because managerial accounting was based on J-GAAP
- Managerial accounting will adopt IFRS from Q1/13
- Based on management approach, segment information will also change from Q1/13
 - New segment information is not consistent with disclosure under J-GAAP

Adjustments

- Termination of periodical amortization of goodwill lowers expenses
- Difference in book value associated with floating-rate sovereign bonds does not occur under IFRS
 - ✓ The bonds were completely sold in Q1/13

(JPY mm)

| | FY12 Consolidated Income Statements | |
|--|-------------------------------------|--|
| | Adjustments | |
| Figures under J-GAAP | -11,679 | |
| Amortization of goodwill | -7,686 | |
| Difference in book value (floating-rate JGBs held by Rakuten Bank) | -2,836 | |
| Others (mostly elimination of inter company transactions) | -1,157 | |

Internet Service Business



Internet Services

Rakuten Ichiba

| Revenue | Operating Expenses | Operating Income |
|---------------|--------------------|------------------|
| Little Change | Little Change | Little Change |

 No impact from change in point accounting; merchant vests 1% base point

Package Media

| Revenue | Operating Expenses | Operating Income |
|----------|--------------------|------------------|
| Decrease | Decrease | Little Change |

- Net reporting of revenue
 - ✓ Gross profit equivalent under J-GAAP is booked as revenue.
- Point expenses are deducted from revenue and operating expenses

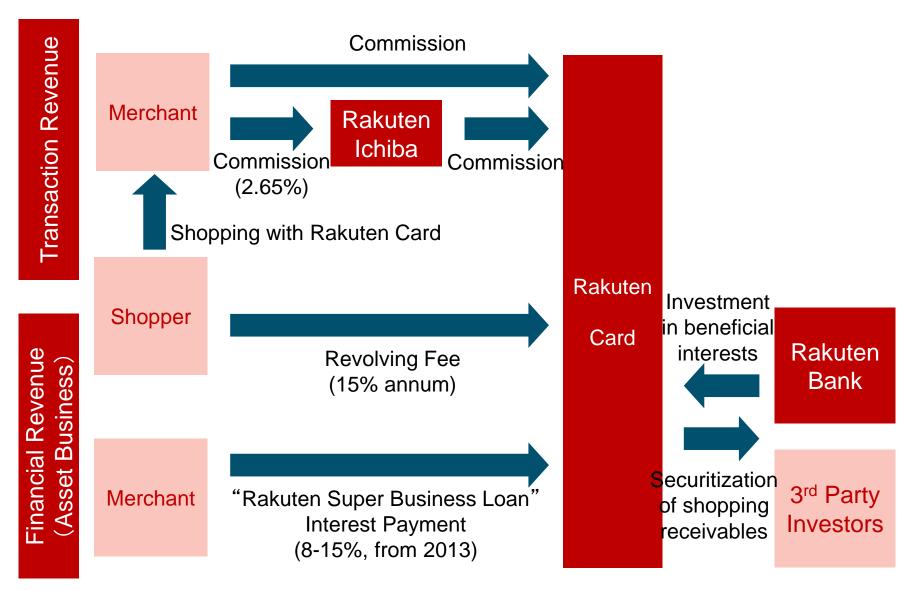
Overseas ECs and Kobo

| Revenue | Operating Expenses | Operating Income |
|---------------|--------------------|------------------|
| Little Change | Little Change | Little Change |

Credit Card Business



Financial Flow within Rakuten Group





Major Changes in Credit Card Business

| Revenue | Operating Expenses | Operating Income | Total Assets |
|----------|-----------------------|------------------------|-------------------------|
| Decrease | Decrease | Basically Unchanged | Significant Increase |

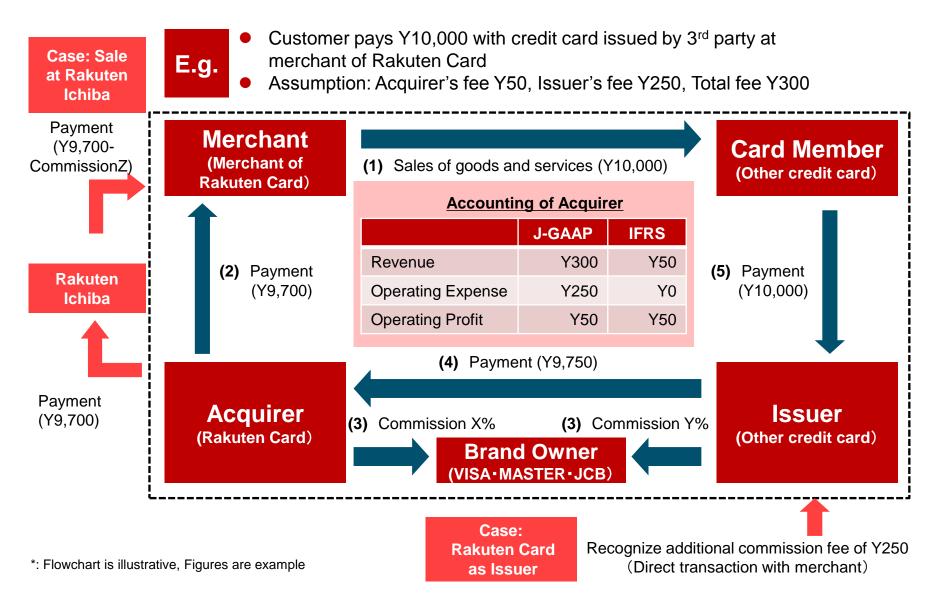


- Point expenses are deducted from revenue and operating expenses
 - Neutral impact on operating income
- Net reporting of acquiring revenue and cost of sales
- Valuation gain associated with securitization is eliminated
 - ✓ Operating income is mostly similar with "operating profit excluding effect of securitization", disclosed in presentation material (power point)
- Criteria of credit monitoring unchanged



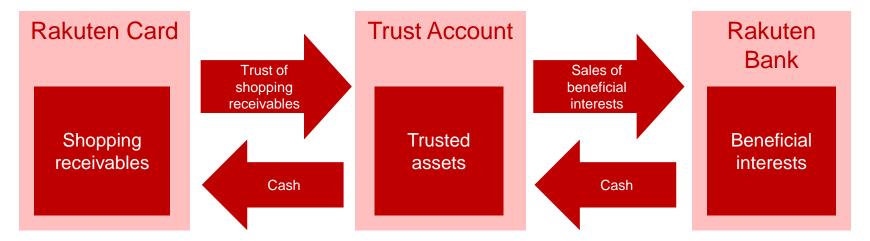
- On-balance securitized off-balanced assets
- Recognize liabilities, which is equivalent with on-balanced loans (Such as loans invested by Rakuten Bank)
- Some accounts receivable (asset) and payable (liability) are netted and decline

Net Reporting of Acquiring Revenue





On-balance of Securitized Assets (Revolving Balance)



J-GAAP

- Trust account is not consolidated
- Among securitized trust beneficiary interests, investments by Rakuten Bank remains on-balanced as "investment securities for banking business" in consolidated financial statements

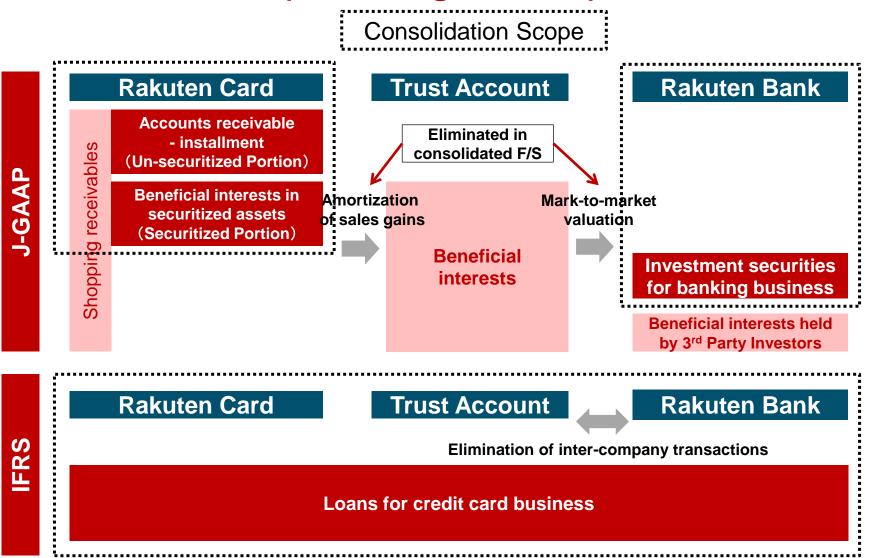
IFRS

- Trust account is consolidated
- Securitized assets are on-balanced as "loans for credit card business"



^{*:} Illustration above is one example of various securitization schemes

Consolidated Accounting of Securitization (Revolving Balance)





On-balance of Securitized Assets (Monthly-Cleared Balance)



- On-balance scheme is major securitization method
 - ✓ Migrating from off-balance to on-balance scheme since Q2/12

IFRS

Securitized assets are on-balanced

Differences in securitization impact of monthly-cleared balance between J-GAAP and IFRS are limited

Deferred Tax Assets

Deferred Tax Assets (B/S)

(JPY mm)

| | | | (JFT IIIII) |
|---|-----------------|-----------------|-----------------|
| | Beg of Jan 2011 | End of Dec 2011 | End of Dec 2012 |
| J-GAAP | 19,730 | 14,764 | 11,399 |
| IFRS | 25,105 | 17,670 | 13,601 |
| Differences | 5,375 | 2,906 | 2,202 |
| | | | |
| 1) Collectability other than deficit | 3,387 | 752 | 65 |
| 2) Collectability of cumulative deficit | 1 | 1,485 | 285 |
| 3) GAAP differences | 1,988 | 669 | 1,852 |
| | | | |

- 1) Under J-GAAP, Rakuten Card recognizes deferred tax assets for taxable items that can be scheduled for five years ahead. Under IFRS, probabilities of future taxable income are also considered in addition to tax scheduling
- 2) Based on principle 1), collectability of cumulative deficit is maximum 5 years under J-GAAP, while IFRS can extend to available period of cumulative deficit (either 7 or 9 years)
- 3) Major GAAP differences are consolidation of SPE (valuation gain at securitization is taxable income) and deferral of annual membership fee (taxable income at receipt)

Banking Business



Major Changes in Banking Business

| Revenue | Operating | Operating | Total |
|----------|-----------|-----------|---------------|
| | Expenses | Income | Assets |
| Slight | Slight | Slight | Little Change |
| Decrease | Decrease | Decrease | |



 Timing to recognize sales gain on floating-rate sovereign bonds are different



 Amount of total assets is mostly unchanged, but classification of financial instruments significantly changes

Floating-Rate Sovereign Bonds held by Rakuten Bank

LCAAD

 At time of acquisition of Rakuten Bank, Rakuten consolidated floating-rate sovereign bonds held by Rakuten Bank at market value (theoretical value)

J-GAAP

- Book value recognized by Rakuten Bank was unchanged
- Most bonds sales gains recognized by Rakuten Bank are adjusted in "Adjustments" segment in consolidated financial statements, due to difference in carrying value

IFRS

- Difference between book value recognized by Rakuten Bank and market value on IFRS adoption date was directly reflected in net assets without being recognized in PL on IFRS adoption date
- After adoption date, change in market value is measured at FVtPL

Floating-rate sovereign bonds were completely sold in Q1/13

GAAP Differences in FY2012 Balance Sheet

(JPY mm)

| Classification | Securities for banking business | Short-term investment securities / Investment securities | Total |
|-------------------------------|---------------------------------|--|---------|
| Held-to-maturity securities | 23,549 | 6,849 | 30,398 |
| Trading securities | - | 441 | 441 |
| Available-for-sale securities | 405,126 | 13,535 | 418,661 |
| Total | 428,676 | 20,825 | 449,500 |

*: Excluding investment securities under J-GAAP which are treated as cash & cash equivalents under IFRS

Decrease as securitized beneficial interests are on-balanced

| Classification | Investment securities for banking business | Investment securities ex. banking business | Total |
|----------------|--|---|---------|
| AC | 251,184 | 7,639 | 258,823 |
| FVtPL | 45,142- | 50 | 45,192 |
| FVtOCI | 0 | 15,722_ | 15,722 |
| Total | 296,326 | 23,411 | 319,737 |

Fixed rate sovereign bonds

Municipal bonds

Foreign bonds

Beneficial interests etc.

Floating rate sovereign bonds
Foreign bonds
Beneficial interests etc.

Stocks of non-listed companies and others

J-GAAP

IFRS

Decrease in Market Fluctuation Risk

| | | | | | | | | (JE I IIIII) | |
|-----|---|--------------|--------------|--------------|--|--------------|--------------|--------------|-----|
| | Investment securities for banking business | FY11 -Beg | FY11 -End | FY12 -End | Investment securities ex. banking business | FY11 -Beg | FY11 -End | FY12 -End | |
| | AC | 290,224 | 269,596 | 251,184 | AC | 3 | 1,607 | 7,639 | |
| | FVtPL | 194,216 | 154,286 | 45,142 | FVtPL | 48,925 | 50 | 50 | |
| ••• | FVtOCI | 90 | 72 | 0 | FVtOCI | 10,826 | 9,306 | 15,722 | ••• |
| | Total | 484,530 | 423,954 | 296,326 | Total | 59,754 | 10,963 | 23,411 | |

Despite IFRS's requirement of fair value recognition, PL impact caused by market fluctuation is declining

- Reduction of assets measured at FVtPL
- Increase in assets measured at FVtOCI

(IPV mm)

Securities & Life Insurance



Rakuten Securities · Major Changes

| Revenue | Operating Expenses | Operating Income | Total Assets |
|---------------|-----------------------|------------------|----------------------|
| Little Change | Little Change | Little Change | Significant Increase |



Unsettled transactions are recognized both in assets and liabilities

Gross-Up of Agency Transactions

Agency Transactions

Transaction in which a broker acts only as an agent for the customer

Order (Consignment of transaction)

Customer places order to broker (e.g. buy order for Y100)

Consignment

Broker executes order on behalf of customer at exchange

Customer



Broker



Exchange

J-GAAP

Because economic benefit does not belong to broker in case of agency transaction, J-GAAP does not require journal entry of the rights/obligations, but requires to recognize commission revenue receivable on execution date, which is settled in 4th operating day after execution

IFRS

Broker acquires right to receive equity from exchange and owes obligation to pay cash to exchange on 4th operating day after execution

Equity 100 / Account Payable 100

Since economic benefit belongs to customer, broker has right and obligation to customer at the same timing

Account Receivable 100 / Equity 100

Gross-Up of Agency Transactions

Recognition of account receivables and payables for agency transactions

| | Buy order from customers | Sell order from customers | Net payment with JSCC |
|---------------------|--------------------------|---------------------------|-----------------------|
| Settlement on X day | Y100million | Y75million | Y25million(payment) |

Net Settlement

Relationship with clearing organization

- Japan Securities Clearing Corporation (JSCC) conducts clearing operation of equity in Japan
- JSCC offsets rights and obligations of sellers and buyers on each settlement date

Relationship with customer

- Net settlement between customer and broker is prohibited for spot transactions
- Gross settlement is presumed in journal entry

| Accounts receivable relating to investment securities transactions (uncollected amount from customers) | 100 / | Accounts payable relating to investment securities transactions (net payment to JSCC) | / 25 |
|--|-------|--|------|
| | | Accounts payable relating to investment securities transactions (unpaid amount to customers) | / 75 |

Recognition of 3 days of account receivables and payables that are unsettled on FY-End date

Market environment before FY-end date significantly impacts on balance of accounts receivable and payable

There is NO PL impact



Rakuten Life Insurance • Major Changes

| Revenue | Operating Expenses | Operating Income | Total Assets |
|---------------|-----------------------|---------------------|--------------------|
| Little Change | Little Change | Little Change | Slight Decrease |

- Total assets slightly decrease due to difference in goodwill recognition
 - ✓ IFRS: Increase in stake after establishing control is adjusted in equity section
 - ✓ J-GAAP: Recognize additional goodwill

| | Dec 2011 | Oct 2012 | Mar 2013 |
|---------------|----------|----------|----------|
| Voting Rights | 33.9% | 87.8% | 100% |

IFRS for insurance business may change in the future

3: Goodwill & Impairment Test



Treatment of Goodwill

| J-G | IFRS | |
|--|---|---|
| Non-Consolidated | Consolidated | |
| Impairment of Equity in Subsidiary | Impairment of Goodwill | Impairment of Goodwill |
| Impair in case of significant drop in fair value Consider future probability of recovery by examining achievement of budget | Periodically amortize with straight-line or other method over 20 years or less Conduct impairment test if there is indication of impairment Undiscounted CF is used for impairment test | ◆Amortization is unnecessary ◆Conduct impairment test once a year at same time each year, regardless of indication of impairment ◆Discounted CF is used for impairment test |

Indication of Impairments (IFRS)

External

Factors

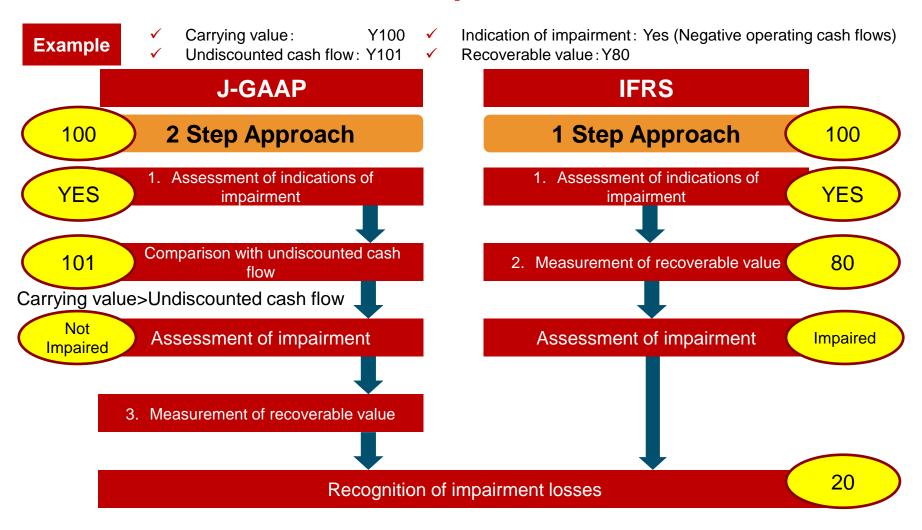
- Significant drop in market value of assets
- Significant deterioration of technology, economy or legal environment

Internal

Factors

- Obsolescence or physical damage of assets
- Termination or restructuring of business
- Significant deterioration of budget or business performance

Process of Impairment Tests



Impairment loss recognized under IFRS is generally larger than one recognized under J-GAAP, since undiscounted cash-flow analysis is allowed under J-GAAP

Balance of Goodwill and Intangible Assets (End of Dec 2012)

(JPY mm)

| | В | alance | Downstrift | Discount Rate | |
|----------------------|----------|------------------------------------|---------------------------|---------------|--|
| Cash Generating Unit | Goodwill | Non-amortizable intangible assets* | Perpetuity Growth Rate | | |
| Internet Services | 58,736 | 5,871 | | | |
| PRICEMINISTER S.A.S. | 12,273 | 5,110 | 2% | 12.3% | |
| Kobo Inc. | 17,483 | 29 | 2% | 14.5% | |
| Others | 28,980 | 732 | 2%~5.5% | 8.6%~25.3% | |
| Internet Finance | 45,973 | | | | |
| Rakuten Bank | 34,386 | | 2% | 11.8% | |
| Others | 11,587 | | 2% | 7.4%~14.6% | |
| Others | 3,186 | | 2% | 9.1%~9.6% | |
| Total | 107,895 | 5,871 | | | |

^{*:} Excluding depreciable intangible assets

4: Financial Instruments

Definition and Examples of Financial Instruments

A financial instrument is any contract that brings about a financial asset of one entity and a financial liability or equity instrument of another entity

- A) Cash
- B) Equity instrument of another entity
- C) Contractual right:
 - i. to receive cash or another financial asset from another entity
 - ii. to exchange financial assets or financial liabilities with another entity under conditions that are potentially favorable to the entity

Classification of Financial Assets

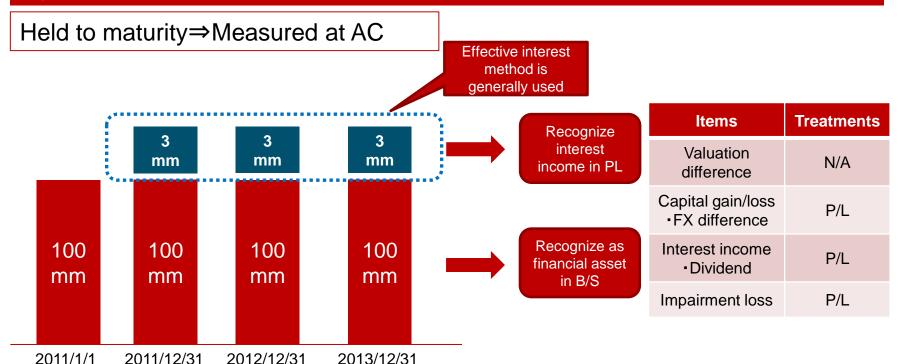
| J-G | AAP | | IFRS | | |
|------------|---|---|---|--------------------|------------|
| Mor | netary claims | | r | | |
| Mor | netary trusts | Legal status of financial | i ı Financial | Financial | |
| Deri | ivatives | assets decides measurement | assets measured | assets measured | |
| | Trading securities | methodology under J-GAAP Substance of each financial asset decides measurement methodology under IFRS | under J-GAAP Substance of each financial asset decides | at Amortized | at Fair |
| rities | Held-to-maturity securities | | | i Cost | Value |
| Securities | Available-for-sale securities | | <u> </u> | | |
| | Investments in a subsidiary and affiliate | | | | |

Financial Assets Measured at Amortized Cost (AC)

Financial assets that meet following two conditions are measured at amortized cost

- The asset is held within a business model whose objective is to hold assets in order to collect contractual cash flows
- The contractual terms of the instrument bring cash flows on a specified date that are solely payments of principal and interest on the principal amount outstanding

E.g. Acquired JPY100million of bonds with fixed coupon rate of 3% on Jan 1, 2011



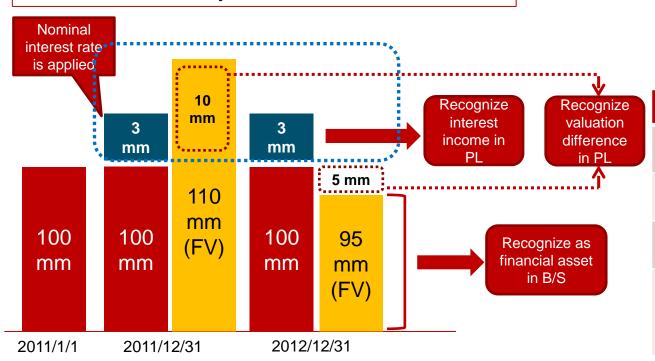


Financial Assets at Fair Value Through Profit or Loss (FVtPL)

- Applied to financial assets that do not meet conditions about amortized cost such as debt instruments and equity investments
- Although FVtPL is standard measurement, it is possible to select FVtOCI by examining nature of each financial asset

E.g. Acquired JPY100million of bonds with fixed coupon rate of 3% on Jan 1, 2011

Not held to maturity⇒Measured at FVtPL



| Items | Treatments |
|----------------------------------|--|
| Valuation difference | P/L |
| Capital gain/loss •FX difference | P/L |
| Interest income • Dividend | P/L |
| Impairment loss | N/A (reflected in valuation difference) |

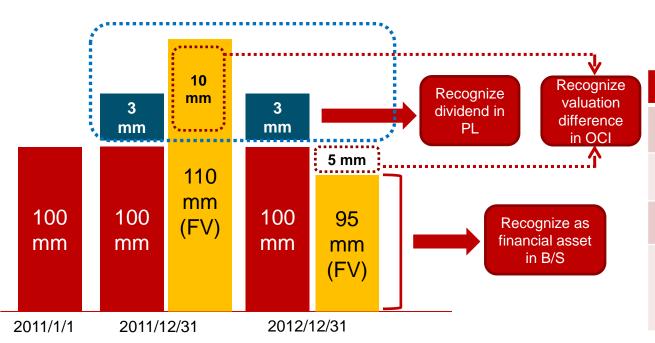


Financial Assets at Fair Value Through Other Comprehensive Income (FVtOCI)

- Applied to financial assets that do not meet conditions about amortized cost such as equity investments
- Although FVtPL is standard measurement, it is possible to select FVtOCI by examining nature of each financial asset

E.g. Acquired JPY100million of listed equity on Jan 1, 2011

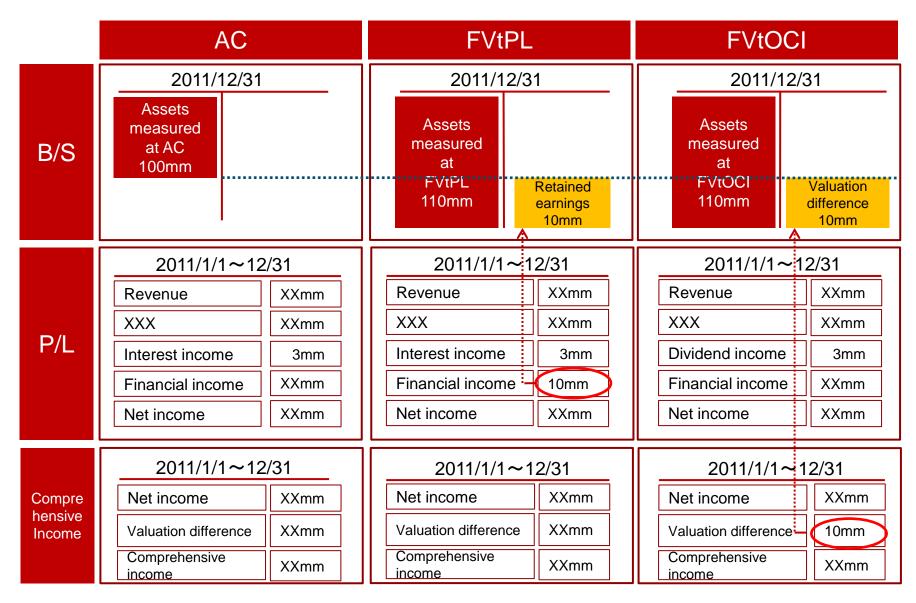
Choose to hold equity as FVtOCI



| Items | Treatments |
|----------------------------------|--|
| Valuation difference | OCI |
| Capital gain/loss •FX difference | OCI |
| Dividend | P/L |
| Impairment loss | N/A (reflected in valuation difference) |



AC, FVtPL and FVtOCI in Financial Statements







Measurement of Unlisted Equity

Measurement at Fair Value Market approach (Comparable company valuation)

Income approach (Present value methods such as discount free cash flow)

Cost ap

Cost approach (Price / book value, Price / adjusted book value)



- 1) Recent information to assess fair value is not sufficient; or
- 2) Range of possible fair values are wide, and cost is considered as best estimate within the range

Indications that cost does not reflect fair value are as follows

- 1) A significant change in the performance of the investee compared with budgets, plans or milestones
- 2) Changes in expectation that the investee's technical product milestones will be achieved
- 3) A significant change in the market for the investee's equity or its products or potential products
- 4) A significant change in the global economy or the economic environment in which the investee operates
- 5) A significant change in the performance of comparable entities, or in the valuations implied by the overall market
- 6) Internal matters of the investee such as fraud, commercial disputes, litigation, changes in management or strategy
- 7) Evidence from external transactions in the investee's equity, either by the investee (such as a fresh issue of equity), or by transfers of equity instruments between third parties



Financial Assets held by Rakuten Group

| Segments | Major Financial Assets | Accounting Items on Balance Sheet | Measurement |
|---------------|---|--|-------------|
| | Trust beneficiary rights (excluding securitized assets by Rakuten Card) | Investment securities for banking business | AC / FVtPL |
| Banking | Floating-rate domestic sovereign bonds | Investment securities for banking business | FVtPL |
| | Fixed-rate domestic sovereign bonds, domestic municipal bonds, foreign bonds and others | Investment securities for banking business | AC |
| | Loans (Loan receivables from private customers) | Loans for banking business | AC |
| Credit Card | Shopping receivables | Loans for credit card business | AC |
| Credit Card | Revolving balances | Loans for credit card business | AC |
| | Cash segregated as deposits | Financial assets for securities business | AC |
| Securities | Margin transactions assets | Financial assets for securities business | AC |
| | Investment securities held for trading purposes | Financial assets for securities business | FVtPL |
| | Derivative assets held for trading purposes | Derivative assets | FVtPL |
| Insurance | Domestic sovereign bonds, municipal bonds, corporate bonds | Investment securities for insurance business | AC |
| Non financial | Accounts receivable generated from sales relating to Internet Services business | Accounts receivable | AC |
| Non-financial | Equity investments other than equity method investments | Investment securities | FVtOCI |



IFRS figures for FY2012 and FY2011



IFRS Income Statement

(JPY mm)

| | | | | | | (31 1 111111) |
|-----------------------------------|---------|---------|--------|--------|--------|---------------|
| | 2011 | | | 2012 | | |
| | FY | FY | Q1 | Q2 | Q3 | Q4 |
| Continuing operations | | | | | | |
| Revenue | 346,425 | 400,444 | 89,798 | 91,451 | 98,589 | 120,606 |
| Operating expenses | 265,463 | 319,435 | 70,191 | 71,641 | 78,230 | 99,373 |
| Other income | 1,178 | 3,365 | 386 | 105 | 174 | 2,700 |
| Other expenses | 6,004 | 5,581 | 1,381 | 773 | 511 | 2,916 |
| Additional line items | -75,492 | -28,738 | | _ | _ | -28,738 |
| Operating income (Loss) | 644 | 50,055 | 18,612 | 19,142 | 20,022 | -7,721 |
| Financial income | 277 | 193 | 116 | 37 | 16 | 24 |
| Financial expenses | 2,569 | 2,565 | 569 | 834 | 637 | 525 |
| Share of profit of associates | 463 | 1,423 | 59 | 395 | 321 | 648 |
| (Loss) Income before income tax | -1,185 | 49,106 | 18,218 | 18,740 | 19,722 | -7,574 |
| Income tax expense | -10,816 | 27,970 | 8,026 | 7,189 | 8,941 | 3,814 |
| Net income (Loss) | 9,631 | 21,136 | 10,192 | 11,551 | 10,781 | -11,388 |
| Net income (Loss) attributable to | | | | | | |
| Owners of the Company | 7,986 | 20,489 | 10,167 | 11,380 | 10,621 | -11,679 |
| Non-controlling interests | 1,645 | 647 | 25 | 171 | 160 | 291 |
| Total net income (Loss) | 9,631 | 21,136 | 10,192 | 11,551 | 10,781 | -11,388 |



IFRS Balance Sheet as of begging of Jan 2011 (Date of the adoption of IFRS)

| Assets | |
|--|-----------|
| Cash and cash equivalents | 105,896 |
| Accounts receivable - trade | 44,603 |
| Financial assets for securities business | 483,073 |
| Loans for credit card business | 348,791 |
| Investment securities for banking business | 484,530 |
| Loans for banking business | 124,885 |
| Derivative assets | 10,143 |
| Investment securities | 59,754 |
| Other financial assets | 142,556 |
| Investments in associates and joint ventures | 9,454 |
| Property, plant and equipment | 25,885 |
| Intangible assets | 152,215 |
| Deferred tax assets | 47,212 |
| Other assets | 13,574 |
| Total assets | 2,052,571 |

| Liabilities | |
|---|-----------|
| Accounts payable -trade | 36,836 |
| Deposits for banking business | 714,856 |
| Financial liabilities for securities business | 427,440 |
| Derivative liabilities | 2,429 |
| Bonds and borrowings | 377,661 |
| Other financial liabilities | 152,130 |
| Income taxes payable | 17,590 |
| Provisions | 32,499 |
| Deferred tax liabilities | 6,236 |
| Other liabilities | 67,435 |
| Total liabilities | 1,835,112 |

| | (JPY mm |
|--|-----------|
| Net assets | |
| Equity attributable to owners of the Company | |
| Common stock | 107,779 |
| Capital surplus | 117,311 |
| Retained earnings | -1,656 |
| Treasury stock | -3,626 |
| Other components of equity | -11,032 |
| Total shareholders' equity | 208,776 |
| Non-controlling interests | 8,683 |
| Total net assets | 217,459 |
| Total liabilities and net assets | 2,052,571 |

IFRS Balance Sheets as of End Dec 2011

| Assets | |
|--|-----------|
| Cash and cash | 152,801 |
| equivalents | - , |
| Accounts receivable - trade | 48,958 |
| Financial assets for | 415,600 |
| securities business | 410,000 |
| Loans for credit card | 306,131 |
| business | |
| Investment securities for banking business | 423,954 |
| Loans for banking | 151 555 |
| business | 154,555 |
| Derivative assets | 9,829 |
| Investment securities | 10,963 |
| Other financial assets | 172,764 |
| Investments in associates and joint ventures | 9,685 |
| Property, plant and equipment | 21,535 |
| Intangible assets | 149,620 |
| Deferred tax assets | 64,579 |
| Other assets | 18,791 |
| Total assets | 1,959,765 |

| Liabilities | |
|---|-----------|
| Accounts payable -trade | 59,365 |
| Deposits for banking business | 742,593 |
| Financial liabilities for securities business | 364,490 |
| Derivative liabilities | 2,861 |
| Bonds and borrowings | 347,983 |
| Other financial liabilities | 176,413 |
| Income taxes payable | 3,981 |
| Provisions | 23,181 |
| Deferred tax liabilities | 6,054 |
| Other liabilities | 20,498 |
| Total liabilities | 1,747,419 |

| | (JE I IIIII) |
|--|--------------|
| Net assets | |
| Equity attributable to owners of the Company | |
| Common stock | 107,959 |
| Capital surplus | 116,864 |
| Retained earnings | 3,641 |
| Treasury stock | -3,626 |
| Other components of equity | -16,471 |
| Total shareholders' equity | 208,367 |
| Non-controlling interests | 3,979 |
| Total net assets | 212,346 |
| Total liabilities and net assets | 1,959,765 |

(JPY mm)

B/S Difference: Assets Section (End Dec 2012)

J-GAAP

| (Assets) | |
|--|-----------|
| Current assets | |
| Cash and deposits | 267,596 |
| Notes and accounts receivable - trade | 66,740 |
| Accounts receivable – installment | 205,330 |
| Accounts receivable - installment sales-credit guarantee | 1,781 |
| Beneficial interests in securitized assets | 23,074 |
| Cash segregated as deposits for securities business | 252,308 |
| Margin transaction assets for securities business | 130,165 |
| Operating loans | 69,214 |
| Short-term investment securities | 4,300 |
| Securities for bank business | 428,676 |
| Loans and bills discounted for banking business | 189,471 |
| Securities for insurance business | 13,777 |
| Deferred tax assets - current | 24,686 |
| Other current assets | 155,709 |
| Allowance for doubtful accounts - current | -14,468 |
| Total current assets | 1,818,364 |
| Non-current assets | |
| Property, plant and equipment | 18,308 |
| Intangible assets | |
| Goodwill | 131,058 |
| Other | 83,686 |
| Total intangible assets | 214,744 |
| Investments and other assets | |
| Investment securities | 26,534 |
| Deferred tax assets - non-current | 17,851 |
| Other non-current assets | 23,344 |
| Allowance for doubtful accounts - non- current | -10,737 |
| Total investments and other assets | 56,992 |
| Total non-current assets | 290,045 |
| Total assets | 2,108,409 |

IFRS

(JPY mm)

| Assets | |
|--|-----------|
| Cash and cash equivalents | 270,114 |
| Accounts receivable — trade | 65,493 |
| Financial assets for securities business | 615,703 |
| Loans for credit card business | 402,418 |
| Investment securities for banking business | 296,326 |
| Securities for insurance business | 13,623 |
| Loans for banking business | 189,669 |
| Derivative assets | 10,674 |
| Investment securities | 23,411 |
| Other financial assets | 123,132 |
| Investments in associates and joint ventures | 6,601 |
| Property, plant and equipment | 24,143 |
| Intangible assets | 188,014 |
| Deferred tax assets | 40,546 |
| Other assets | 17,767 |
| Total assets | 2,287,634 |

*: J-GAAP Rounded-down : IFRS Rounded-off



B/S Difference: Liabilities Section (End Dec 2012)

J-GAAP

| | _ |
|--|-----------|
| (Liabilities) | |
| Current liabilities | |
| Notes and accounts payable - trade | 79,965 |
| Accounts payable - credit guarantee | 1,781 |
| Commercial papers | 33,800 |
| Short-term loans payable | 145,417 |
| Deposits for banking business | 808,080 |
| Current portion of bonds payable | 273 |
| Income taxes payable | 2,873 |
| Deposits received for securities business | 177,515 |
| Margin transaction liabilities for securities business | 41,777 |
| Guarantee deposits received for securities business | 83,371 |
| Payable secured by securities for securities business | 37,465 |
| Reserve for insurance policy liabilities | 20,413 |
| Deferred tax liabilities - current | 71 |
| Reserve for points | 25,908 |
| Other provision - current | 4,243 |
| Other current liabilities | 235,201 |
| Total current liabilities | 1,698,159 |
| Non-current liabilities | |
| Bonds payable | 480 |
| Long-term loans payable | 126,063 |
| Deferred tax liabilities - non-current | 10,433 |
| Other provision - non-current | 1,570 |
| Other non-current liabilities | 7,621 |
| Total non-current liabilities | 146,169 |
| Reserves under the special laws | |
| Reserve for financial products transaction liabilities | 1,587 |
| Reserve for commodities transaction liabilities | 41 |
| Total reserves under the special laws | 1,628 |
| Total liabilities | 1,845,957 |

IFRS

(JPY mm)

| Liabilities | |
|---|-----------|
| Accounts payable — trade | 79,965 |
| Deposits for banking business | 809,531 |
| Financial liabilities for securities business | 558,055 |
| Derivative liabilities | 4,685 |
| Bonds and borrowings | 305,186 |
| Reserve for insurance policy liabilities | 18,496 |
| Other financial liabilities | 210,048 |
| Income taxes payable | 2,873 |
| Provisions | 29,614 |
| Deferred tax liabilities | 6,416 |
| Other liabilities | 20,853 |
| Total liabilities | 2,045,722 |

*: J-GAAP Rounded-down : IFRS Rounded-off



B/S Difference: Net Assets Section (End Dec 2012)

J-GAAP

| UUAAI | |
|---|---------|
| (Net assets) | |
| Shareholders' equity | |
| Common stock | 108,255 |
| Capital surplus | 120,327 |
| Retained earnings | 21,590 |
| Treasury stock | -3,625 |
| Total shareholders' equity | 246,546 |
| Accumulated other comprehensive income | |
| Unrealized gains or losses on available-for- sale securities | 6,330 |
| Foreign currency translation adjustments | 1,814 |
| Total accumulated other comprehensive income | 8,145 |
| Subscription rights to shares | 1,706 |
| Minority interests | 6,052 |
| Total net assets | 262,451 |

IFRS

(JPY mm)

| _ | |
|--|---------|
| Net assets | |
| Equity attributable to owners of the Company | |
| Common stock | 108,255 |
| Capital surplus | 116,599 |
| Retained earnings | 20,873 |
| Treasury stock | -3,626 |
| Other components of equity | -6,159 |
| Total shareholders' equity | 235,942 |
| Non-controlling interests | 5,970 |
| Total net assets | 241,912 |

*: J-GAAP Rounded-down : IFRS Rounded-off



Rakuten