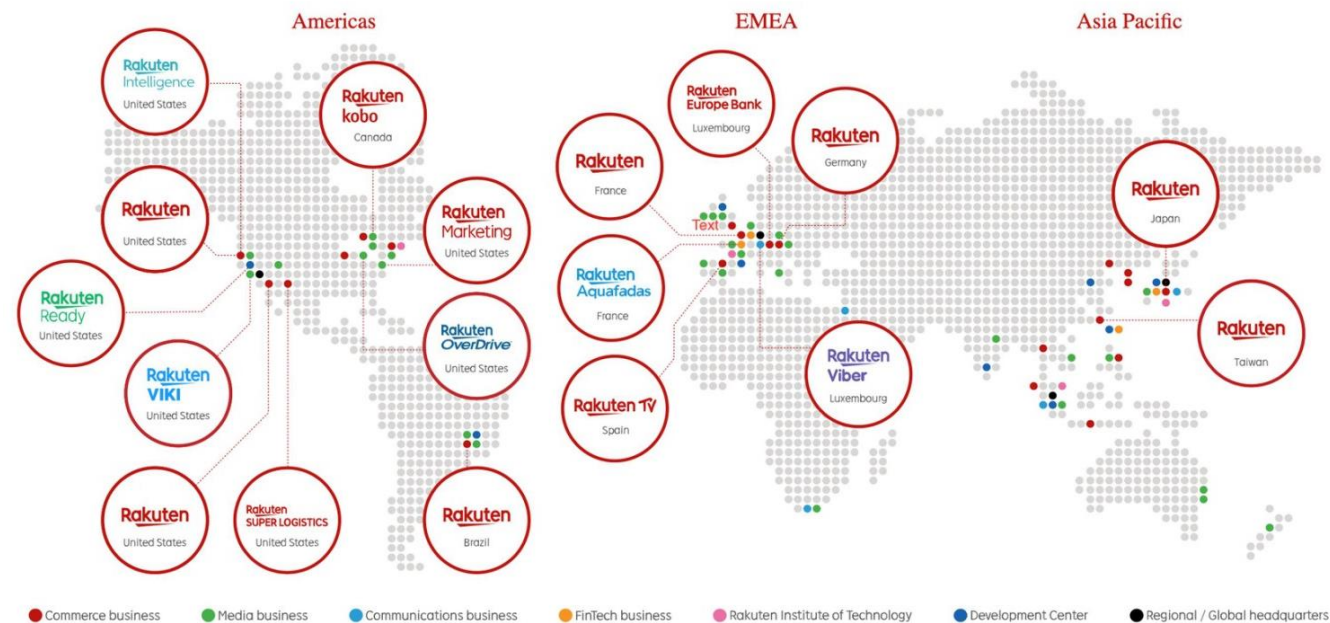


Welcome to Rakuten!

Company Introduction



Introduction to Rakuten



**“Global Innovation Company:
Empowering People to realize their dreams
Hiroshi Mikitani (Chairman & CEO, Rakuten, Inc)**

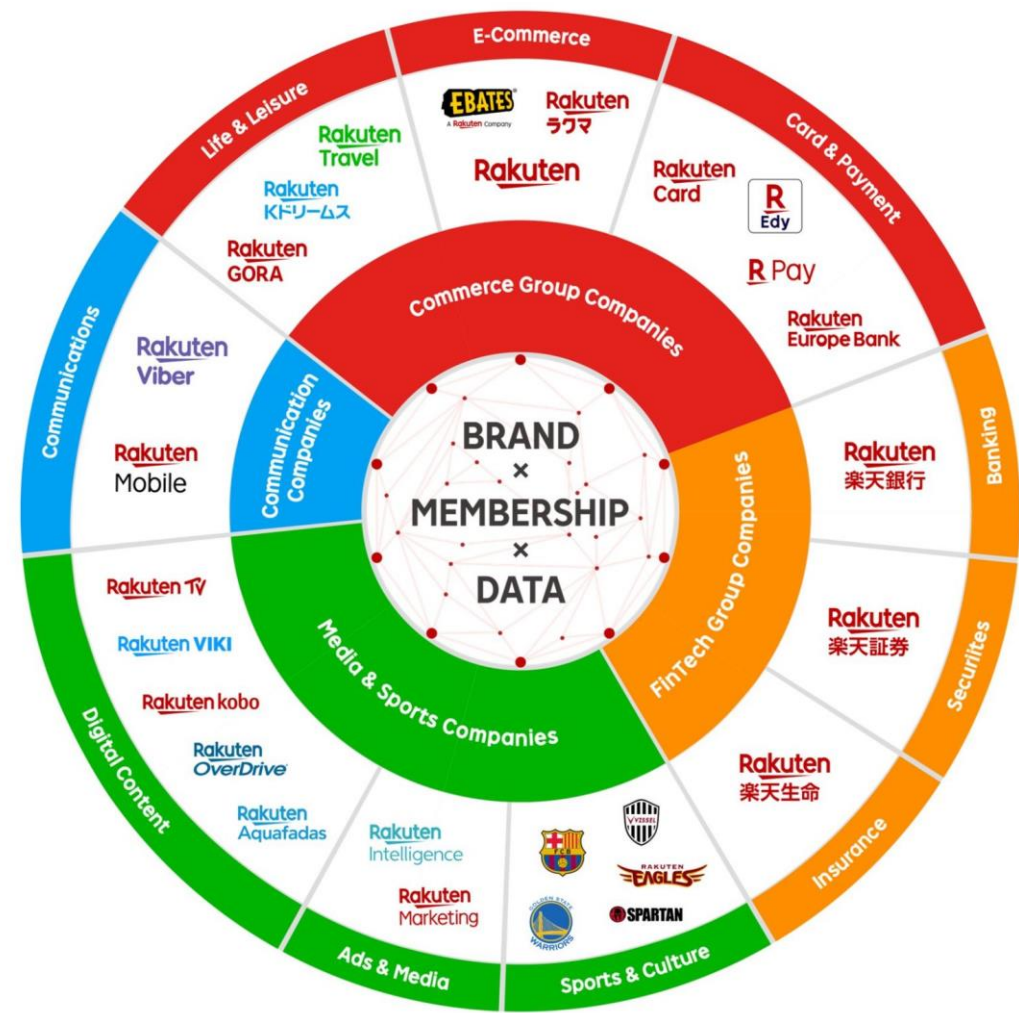
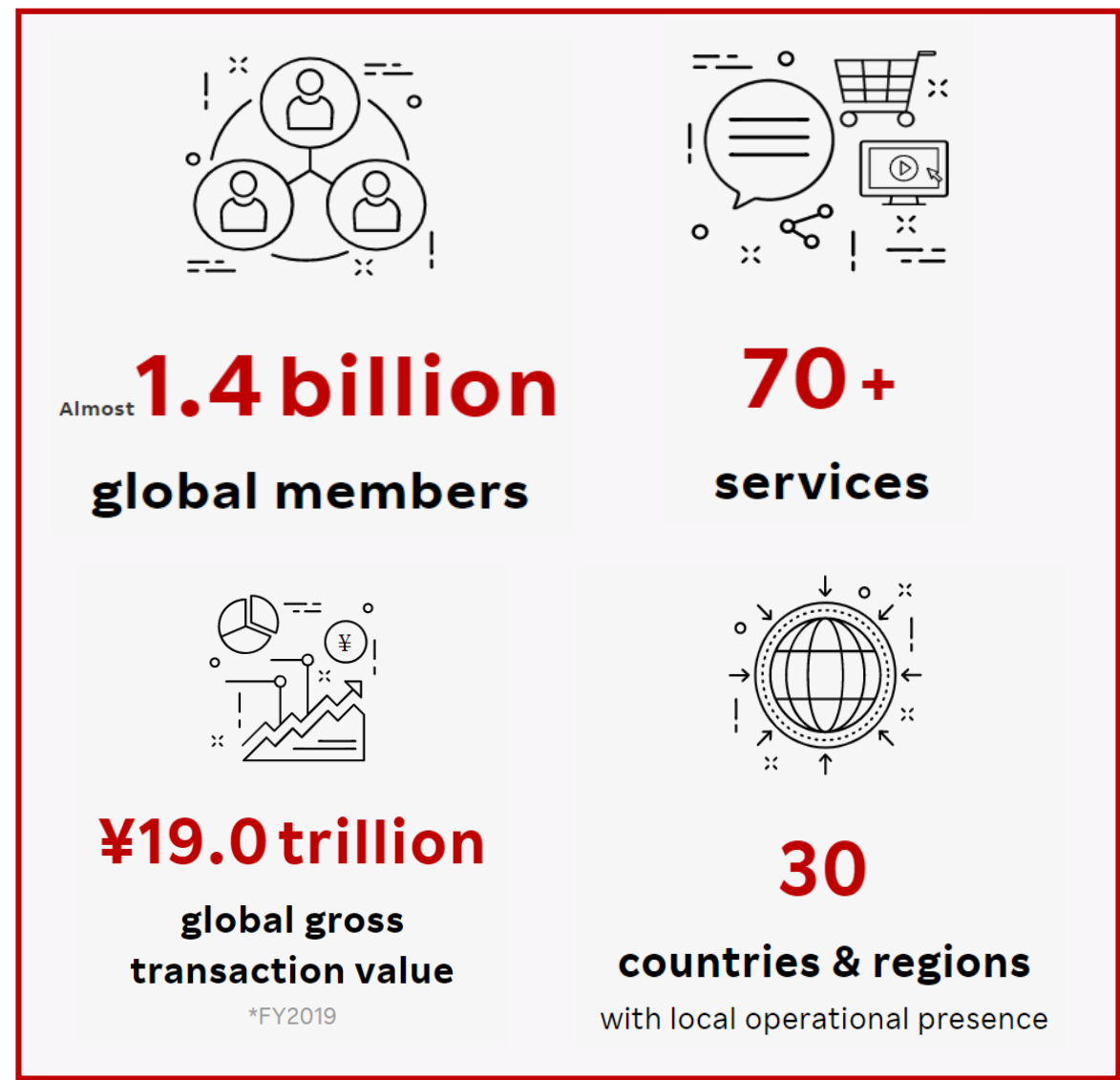
**In Japanese, Rakuten stands for
“optimism.”
This philosophy lies at the core of our
brand.**

Rakuten Group’s mission is to contribute to society by creating value through innovation and entrepreneurship.

SHUGI 5 PRINCIPLES OF SUCCESS + 11 COMPETENCIES



Rakuten Inc Overview



BUSINESSES IN ASIA, EUROPE AND AMERICAS

Products, Technologies and Milestones



Ecosystem
Development



Rakuten Institute
of Technology



Mobile Networking
Department



Data Platform
Department



Data Science
Department



E-commerce

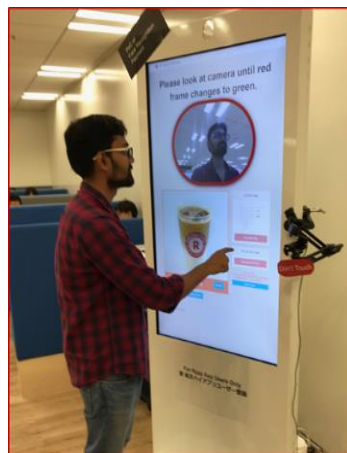


Global Advertising
Technology Division

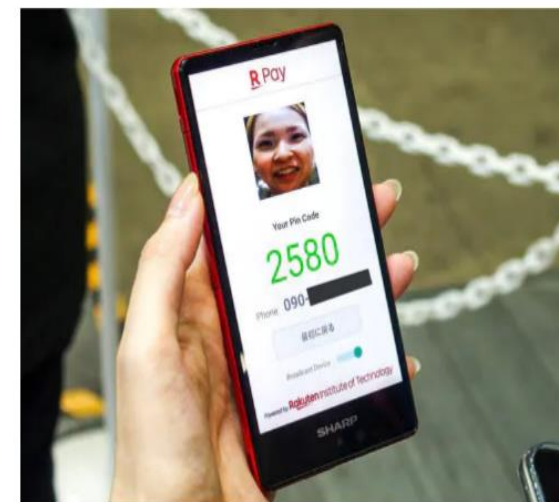


FinTech
Department

- **Rakuten Face Payment System**
- **Data Driven Digital-Ads**
- **Competitive intelligence platform**
- **Number of Rakuten Card members exceeds 20 million**
- **Rakuten Mobile applications exceed 1 million**



Rakuten Face Payment System



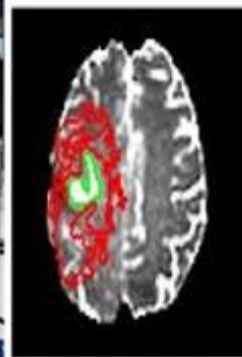
Face data registration screen (screen is a demo app) (Photo: Kenta Yamaguchi)

Products, Technologies and Milestones

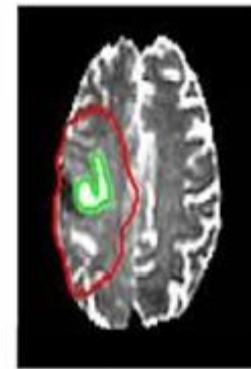
- **Rakuten ONE Delivery**
- **Innovation in e-Commerce with Conversation AI**
- **Fully Virtualized Cloud-native Mobile Network**
- **Rakuten Mobile Selected by U.S. Department of State as a 5G Clean Telecommunications Company**
- **Cancer Detection and Cancer Cure using AI**



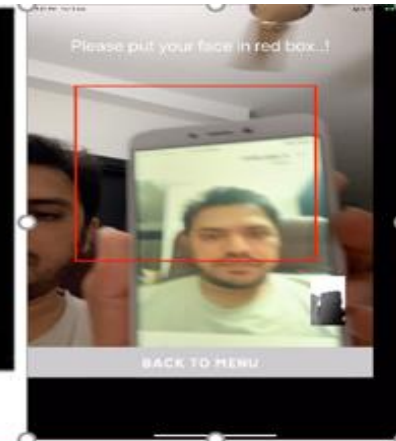
Rakuten Drone



Result of an unstable model
Look at the dotted areas



Result of a stable model



Face Detection



Augmented Reality

Let's Walk together! Start your Journey at Rakuten today!



Our diverse culture makes us a
'Great Place to Work'



<https://global.rakuten.com/corp/> | <https://corp.rakuten.co.in/>

Rakuten

The Rakuten logo is centered on a solid red background. It consists of the word "Rakuten" in a white, bold, sans-serif font. A white, stylized swoosh underline is positioned beneath the letters "aku", starting from the bottom of the 'a' and extending to the right, ending under the 'u'.