

## MIRA INFORM REPORT

Report No. :	535576
Report Date :	20.10.2018

### IDENTIFICATION DETAILS

Name :	RAKUEN INC
Registered Office :	Rakuten Crimson House, 1-14-1 Tamagawa Setagayaku Tokyo 158-0094
Country :	Japan
Financials (as on) :	31.12.2017
Date of Incorporation :	February, 1997
Com. Reg. No.:	0107-01-020592
Legal Form :	Limited Company (Kabushiki Kaisha)
Line of Business :	Internet Services (67%), Fin Tech (33%)
No. of Employees :	5831

**RATING & COMMENTS**

(Mira Inform has adopted New Rating mechanism w.e.f. 23<sup>rd</sup> January 2017)

**MIRA's Rating :** A+

Credit Rating	Explanation	Rating Comments
A+	Low Risk	Business dealings permissible with low risk of default

<b>Maximum Credit Limit :</b>	Yen 7088.5 Million
<b>Status :</b>	Good
<b>Payment Behaviour :</b>	Regular
<b>Litigation :</b>	Clear

**NOTES :**

Any query related to this report can be made on e-mail : [infodept@mirainform.com](mailto:infodept@mirainform.com) while quoting report number, name and date.

**ECGC Country Risk Classification List**

Country Name	Previous Rating (30.06.2018)	Current Rating (30.09.2018)
Japan	A1	A1

Risk Category	ECGC Classification
Insignificant	A1
Low Risk	A2
Moderately Low Risk	B1
Moderate Risk	B2
Moderately High Risk	C1
High Risk	C2
Very High Risk	D

## JAPAN - ECONOMIC OVERVIEW

Over the past 70 years, government-industry cooperation, a strong work ethic, mastery of high technology, and a comparatively small defense allocation (slightly less than 1% of GDP) have helped Japan develop an advanced economy. Two notable characteristics of the post-World War II economy were the close interlocking structures of manufacturers, suppliers, and distributors, known as keiretsu, and the guarantee of lifetime employment for a substantial portion of the urban labor force. Both features have significantly eroded under the dual pressures of global competition and domestic demographic change.

Measured on a purchasing power parity basis that adjusts for price differences, Japan in 2017 stood as the fourth-largest economy in the world after first-place China, which surpassed Japan in 2001, and third-place India, which edged out Japan in 2012. For three postwar decades, overall real economic growth was impressive - averaging 10% in the 1960s, 5% in the 1970s, and 4% in the 1980s. Growth slowed markedly in the 1990s, averaging just 1.7%, largely because of the aftereffects of inefficient investment and the collapse of an asset price bubble in the late 1980s, which resulted in several years of economic stagnation as firms sought to reduce excess debt, capital, and labor. Modest economic growth continued after 2000, but the economy has fallen into recession four times since 2008.

Japan enjoyed an uptick in growth since 2013, supported by Prime Minister Shinzo ABE's "Three Arrows" economic revitalization agenda - dubbed "Abenomics" - of monetary easing, "flexible" fiscal policy, and structural reform. Led by the Bank of Japan's aggressive monetary easing, Japan is making modest progress in ending deflation, but demographic decline - a low birthrate and an aging, shrinking population - poses a major long-term challenge for the economy. The government currently faces the quandary of balancing its efforts to stimulate growth and institute economic reforms with the need to address its sizable public debt, which stands at 235% of GDP. To help raise government revenue, Japan adopted legislation in 2012 to gradually raise the consumption tax rate. However, the first such increase, in April 2014, led to a sharp contraction, so Prime Minister ABE has twice postponed the next increase, which is now scheduled for October 2019. Structural reforms to unlock productivity are seen as central to strengthening the economy in the long-run.

Scarce in critical natural resources, Japan has long been dependent on imported energy and raw materials. After the complete shutdown of Japan's nuclear reactors following the earthquake and tsunami disaster in 2011, Japan's industrial sector has become even more dependent than before on imported fossil fuels. However, ABE's government is seeking to restart nuclear power plants that meet strict new safety standards and is emphasizing nuclear energy's importance as a base-load electricity source. In August 2015, Japan successfully restarted one nuclear reactor at the Sendai Nuclear Power Plant in Kagoshima prefecture, and several other reactors around the country have since resumed operations; however, opposition from local governments has delayed several more restarts that remain pending. Reforms of the electricity and gas sectors, including full liberalization of Japan's energy market in April 2016 and gas market in April 2017, constitute an important part of Prime Minister Abe's economic program.

Under the Abe Administration, Japan's government sought to open the country's economy to greater foreign competition and create new export opportunities for Japanese businesses, including by joining 11 trading partners in the Trans-Pacific Partnership (TPP). Japan became the first country to ratify the TPP in December 2016, but the United States signaled its withdrawal from the agreement in January 2017. In November 2017 the remaining 11 countries agreed on the core elements of a modified agreement, which they renamed the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). Japan also reached agreement with the European Union on an Economic Partnership Agreement in July 2017, and is likely seek to ratify both agreements in the Diet this year.

Source : CIA

## **COMPANY NAME AND ADDRESS**

### **RAKUEN INC**

**REGD NAME:** Rakuten KK

**MAIN OFFICE:** Rakuten Crimson House, 1-14-1 Tamagawa Setagayaku Tokyo 158-0094 JAPAN  
Tel: 050-5581-6910 -

**URL:** <http://www.corp.rakuten.co.jp>

E-Mail address: (thru the URL)

## **ACTIVITIES**

Internet service company, other

**BRANCHES:** East Japan 8 locations, West Japan 9 locations

**OVERSEAS:** China, Hong Kong, Taiwan, Australia, Europe, USA (--subsidiaries)

## **OFFICERS**

HIROSHI MIKITANI, PRES & CEO

Masayuki Hosaka, v pres

Takeshi Tataragi, dir

B Bakuster Charles, dir

Naosuke Odachi, dir

Yen Amount: In million Yen, unless otherwise stated

## **SUMMARY**

FINANCES	FAIR	A/SALES	Yen 944,474 M
PAYMENTS	REGULAR	CAPITAL	Yen 205,924 M
TREND	UP	WORTH	Yen 683,181 M
STARTED	1997	EMPLOYES	5,831

## **COMMENT**

INTERNET SERVICE COMPANY

FINANCIAL SITUATION CONSIDERED FAIR AND GOOD FOR ORDINARY  
BUSINESS ENGAGEMENTS.

MAX CREDIT LIMIT: YEN 7,088.5 MILLION, 30 DAYS NORMAL TERMS

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## **HIGHLIGHTS**

This is the leading mfr is a comprehensive Internet service company. Operation related to EC & travel on the Internet is the largest in Japan. In view of accelerate overseas development, the in-house official language became English from June 2012. Preparing for the entry into the MNO (mobile network operator) business in 2019. , .

## **FINANCIAL INFORMATION**

The sales volume for Dec/2017 fiscal term amounted to Yen 944,474 million, a 20.79% up from Yen 781,916 million in the previous term. The recurring profit was posted at Yen 138,032 million and the net profit at Yen 110,585 million, respectively, compared with Yen 73,923 million recurring profit and Yen 37,995 million net profit, respectively, a year ago.

For the current term ending Dec 2018 the recurring profit is projected at Yen 145,000 million and the net profit at Yen 98,000 million, respectively, on a 16.47% rise in turnover, to Yen 1,100,000 million.

The financial situation is considered FAIR and good for ORDINARY business engagements. Max credit limit is estimated at Yen 7,088.5 million, on 30 days normal terms.

## **REGISTRATION**

**Date Registered:** Feb 1997  
**Regd No.:** 0107-01-020592 (Tokyo-Setagayaku)  
**Listed company:** Tokyo S/E  
**Legal Status:** Limited Company (Kabushiki Kaisha)  
**Sum:** Yen 205,924 million

**Major shareholders (%):** Crimson Group (15.7), Hiroshi Mikitani (12.2), Haruko Mikitani (9.2), Company's Treasury Stock (5.9), other; foreign owners (24.7)

**No. of shareholders:** 239,651

Nothing detrimental is known as to the commercial morality of executives

## **OPERATION**

**Activities:** Internet services (67%), Fin Tech (33%)  
**Overseas Sales Ratio (21%)**

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**Clients:** [Mfrs, wholesalers] Consumers, users, corporates, Rakuten Group firms, E-Net shops, Cyber Agents, other

No. of accounts: 2,000

Domestic areas of activities: Nationwide

**Suppliers:** [Mfrs, wholesalers] Sony Music Marketing, Jasnet Communications, Rakuten Card, other

**Payment record:** Regular

**Location:** Business area in Tokyo. Office premises at the caption address are owned and maintained satisfactorily.

**Bank References:**

Mizuho Bank (H/O)

SMBC (Hibiya)

Relations: Satisfactory

**FINANCES (IN MILLION YEN)**

Terms Ending:	31/12/2018	31/12/2017	31/12/2016	31/12/2015
Annual Sales	1,100,000	944,474	781,916	713,555
Recur. Profit	145,000	138,032	73,923	91,987
Net Profit	98,000	110,585	37,995	44,436
Total Assets		6,184,299	4,604,672	4,269,953
Net Worth		683,181	680,243	662,044
Capital, Paid-Up		205,924	205,924	205,924
Div.P.Share(¥)		0.00	0.00	0.00
<b>&lt;Analytical Data&gt;</b>	(%)	(%)	(%)	(%)
S.Growth Rate	16.47	20.79	9.58	19.21
Current Ratio		..	..	..
N.Worth Ratio		11.05	14.77	15.50
N.Profit/Sales	8.91	11.71	4.86	6.23

Notes: Forecast (or estimated) figures for the 31/12/2018 fiscal term

**FOREIGN EXCHANGE RATES**

Currency	Unit	Indian Rupees
US Dollar	1	INR 73.44
UK Pound	1	INR 95.65
Euro	1	INR 84.17
JPY	1	INR 0.65

**Note** : Above are approximate rates obtained from sources believed to be correct

**INFORMATION DETAILS**

Analysis Done by :	VIVR
Report Prepared by :	POJ

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**RATING EXPLANATIONS**

Credit Rating	Explanation	Rating Comments
A++	Minimum Risk	Business dealings permissible with minimum risk of default
A+	Low Risk	Business dealings permissible with low risk of default
A	Acceptable Risk	Business dealings permissible with moderate risk of default
B	Medium Risk	Business dealings permissible on a regular monitoring basis
C	Medium High Risk	Business dealings permissible preferably on secured basis
D	High Risk	Business dealing not recommended or on secured terms only
NB	New Business	No recommendation can be done due to business in infancy stage
NT	No Trace	No recommendation can be done as the business is not traceable

NB is stated where there is insufficient information to facilitate rating. However, it is not to be considered as unfavourable.

This score serves as a reference to assess SC's credit risk and to set the amount of credit to be extended. It is calculated from a composite of weighted scores obtained from each of the major sections of this report. The assessed factors are as follows:

- Financial condition covering various ratios
- Company background and operations size
- Promoters / Management background
- Payment record
- Litigation against the subject
- Industry scenario / competitor analysis
- Supplier / Customer / Banker review (wherever available)