

November 21, 2017

Listed company: LIFULL Co., Ltd.
 Representative: Takashi Inoue, President and CEO
 (Stock code: 2120 TSE First Section)
 Inquiries: Kazuhiko Abe, Managing Officer,
 Head of Group Company Business Development Department
 (TEL +81-3-6774-1603)

Matters Concerning to Controlling Shareholder

1. Name of parent company, controlling shareholder (excluding parent company), or other affiliated company, etc.

Company name	Category	Voting rights ownership (%)			Financial instruments exchange on which shares are listed
		Direct ownership	Ownership to be added	Total	
Rakuten, Inc.	Other affiliated company	20.0	-	20.0	First Section of Tokyo Stock Exchange, Inc.

2. Position of the listed company in the corporate group of the parent company, etc. / relationships between other listed companies and the parent company, etc.

Rakuten, Inc. (hereinafter “Rakuten”) holds 20.0% of the voting rights of LIFULL, and we are the equity method affiliate of Rakuten.

We have transactional relationships with Rakuten and its group companies primarily in the area of advertising. In these transactions, terms and conditions are basically determined just like other general transactions in consideration of the available market prices.

In the case of RAKUTEN LIFULL STAY PTE. LTD. (a joint venture with Rakuten: 49% held by us and 51% by Rakuten), we are currently in a preparatory stage to establish a business platform for vacation rental and time share services.

There are no lender/borrower and guarantor/warrantee relationships between LIFULL and Rakuten.

We suppose we would maintain certain business relationships with Rakuten, including the collaborative alliance where their portal site accommodates information on the properties that LIFULL is handling. Nonetheless, please note that we are running our businesses independently, and that LIFULL’s business deployment and corporate decision on material issues are not bound by Rakuten’s discretion in any manner.

We asked Mr. Yoshihisa Yamada, Executive Vice President of Rakuten, to provide us with general managerial advice, and he is currently serving our board of directors as an outside director. None of the other directors and audit & supervisory board members of LIFULL has a seat in Rakuten as an officer or an employee. Since Mr. Yamada’s acceptance to serve our board of directors was in response to our request, we have maintained a free hand to make any corporate decision independently, and believe that they impose no restrictions on our business operation.

Also, please note that there is no employee of LIFULL that has been transferred from Rakuten.

Judging from all of the above, we are sure that LIFULL retains sufficient independence for pursuing the operation and making managerial decisions.

3. Relationship with controlling shareholder, etc.

There is no special relationship.