

Rakuten

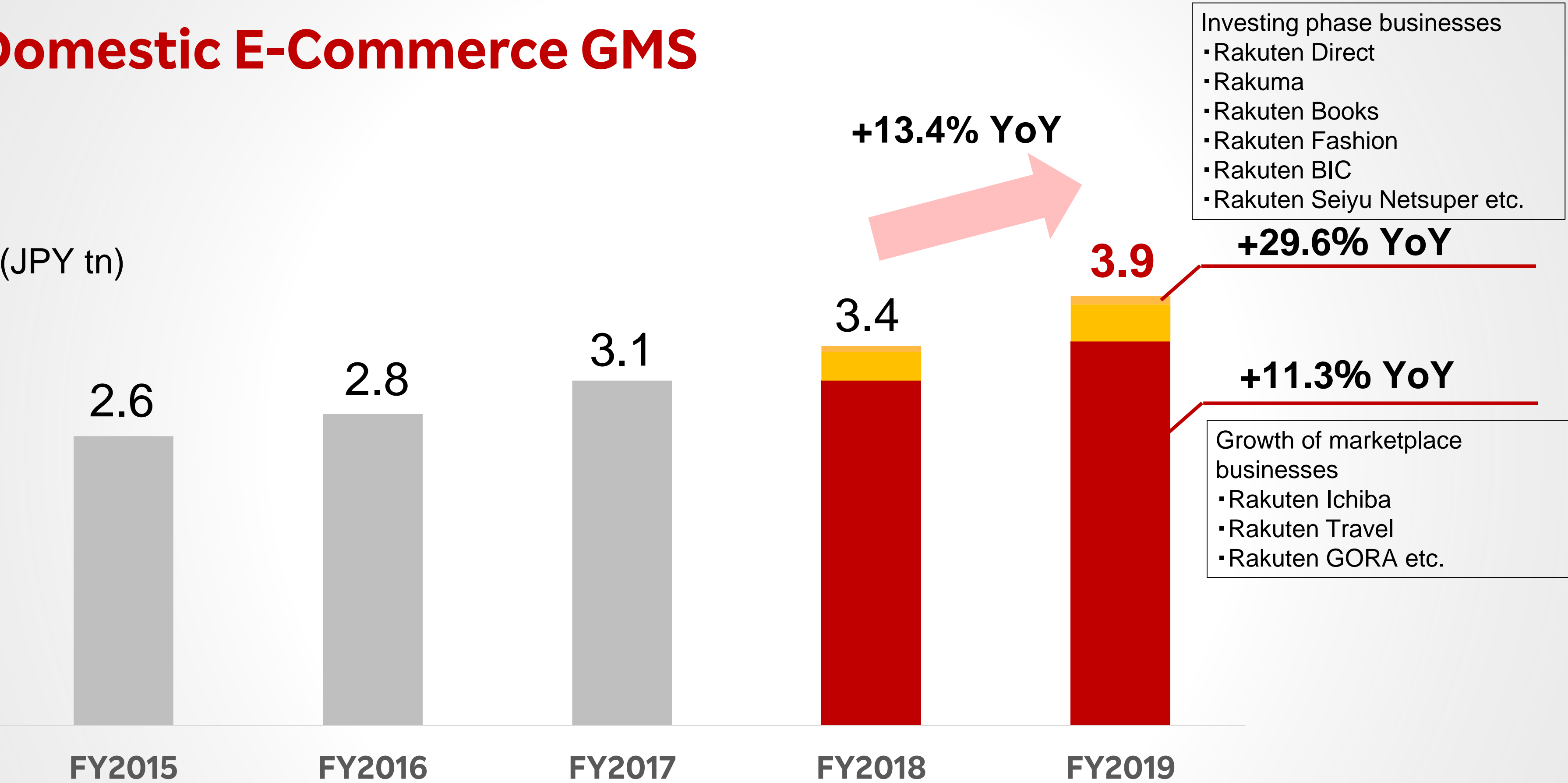
Commerce Company

**Group Executive
Vice President,
Rakuten, Inc.**

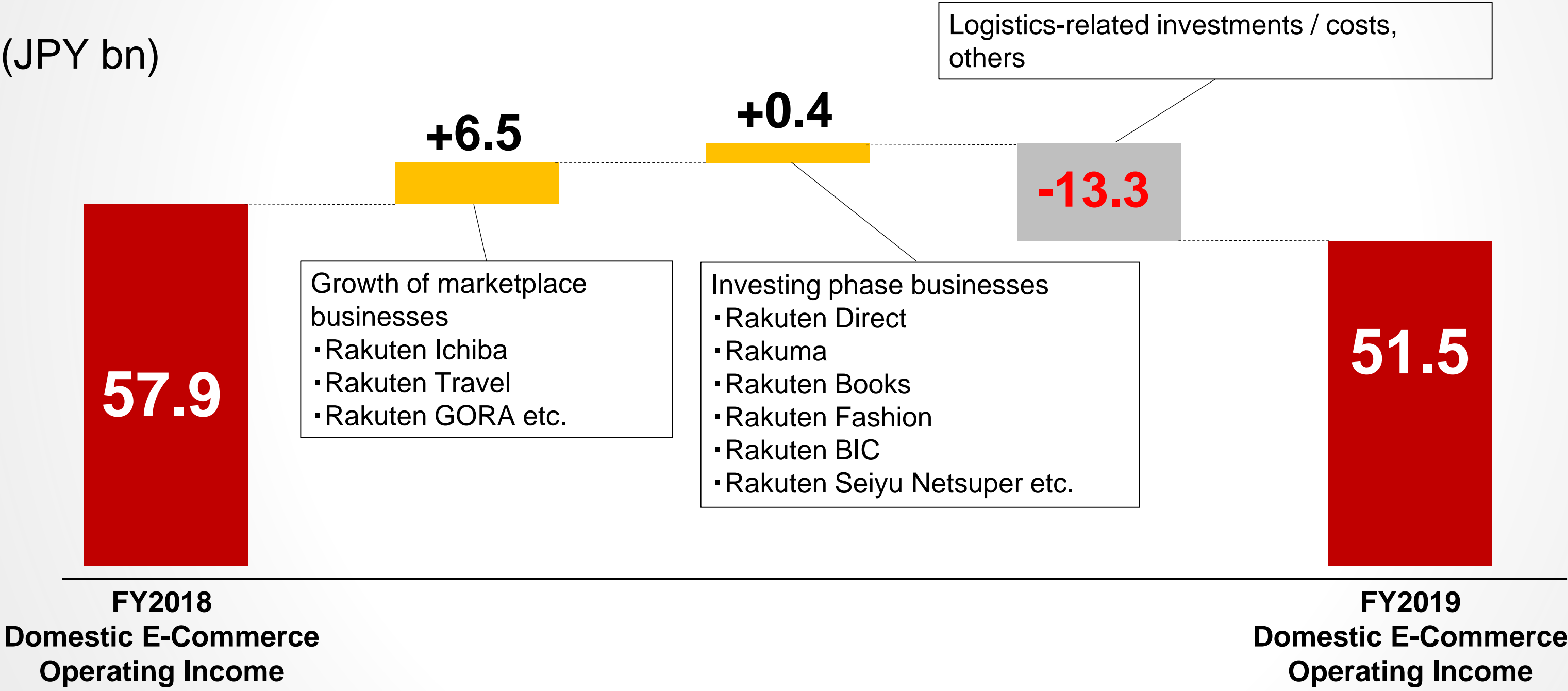
Kazunori Takeda

Domestic E-Commerce GMS

(JPY tn)



FY2019 Domestic E-Commerce Operating Income Breakdown



Executive Officer, Rakuten, Inc.

**(Marketplace business planning,
marketing, and organization)**

Ryo Matsumura

Growth Factors: 1) One of Largest Customer Benefits in Japan

Rakuten

**Number of points
issued by Rakuten
Group annually (2019)**

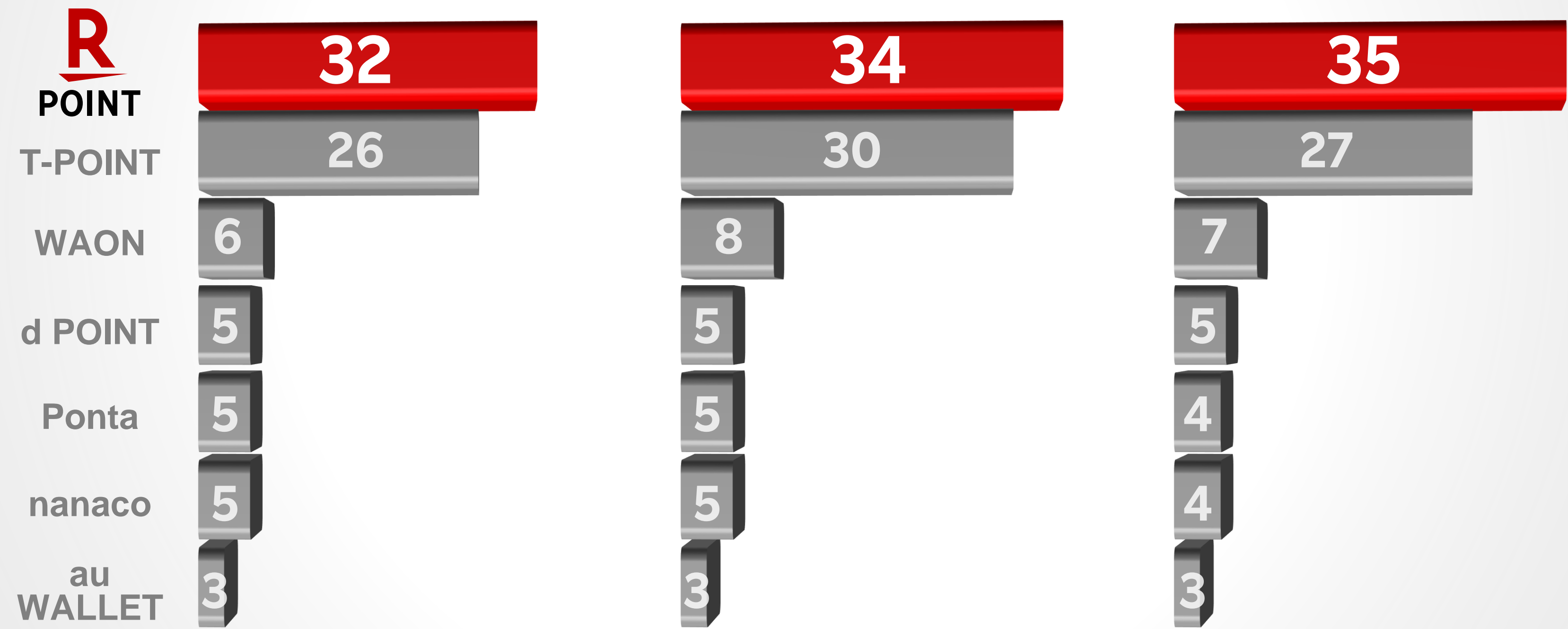
**320 bn
points**

No. 1 in Overall Satisfaction Level

Points I am happiest to receive

Points I earn and use the most

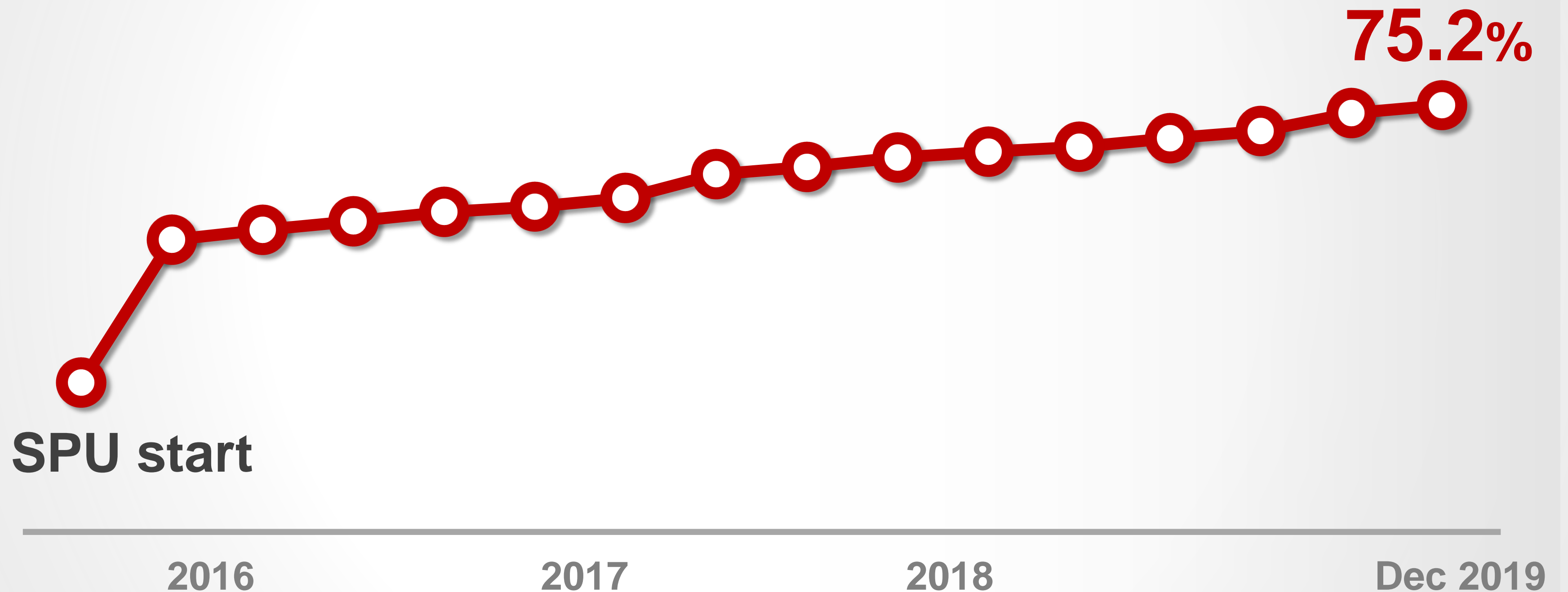
Points easiest to accumulate



Source: MyVoice (Internet Survey, %, N=1,000, October 2018)

SPU (Super Points Up) Program Penetration

Ratio of SPU users amongst Rakuten Ichiba buyers



(Unit; % ratio of points granted to users by SPU among Ichiba purchasers (member basis))

Growth Factors:

2) Compatibility between Diversity and Unification

Diversity

Maximizing the appeal of unique stores

Strengthening communication tools

R-Messe R-SNS

Genre-specific marketing measures

(Examples: Gourmet Koshien, Fashion
The Sale, Collaboration products)

**Expansion and utilization of catalog
data and tags**

Realizing good UI/UX with the
best search for each genre

Unification

Improving user convenience by
unifying functions

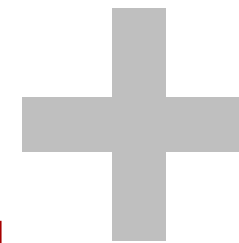
Safety and security initiatives

Quality improvement and
compensation system

**Product image registration
guidelines**

One Payment

Shipping fee inclusive program



Enhanced Search Refinement Functions

Released in 2019

Smartphones



PCs



Introduction of Multiple Image Functions

Released in 2019

Before



After



Product Image Guidelines

Improved impression of product images and ease of searching since introduction

User survey



*Questionnaire: Which image do you prefer, images conforming or non-conforming to guidelines?

*Research Date: Sep 3-6, 2019 (Smartphone users)

Product searchability



* NPS: Net Promotor Score "Searchability" Jan 2017 – Dec 2019

Ongoing Efforts to Improve Customer Satisfaction

Trends in Rakuten Ichiba recommendation intentions



Growth Factors:

3) Customer Attraction Measures for “National Jack”

Further growth of large scale sales events

Enhancing the capture of trend-related demand

External flow improvement by affiliate revisions

Further Growth of Large Scale Sales Events

Enhancement of promotions

Enhancement of creativity and media plans of TV commercials

Strengthening external advertising channels and creativity

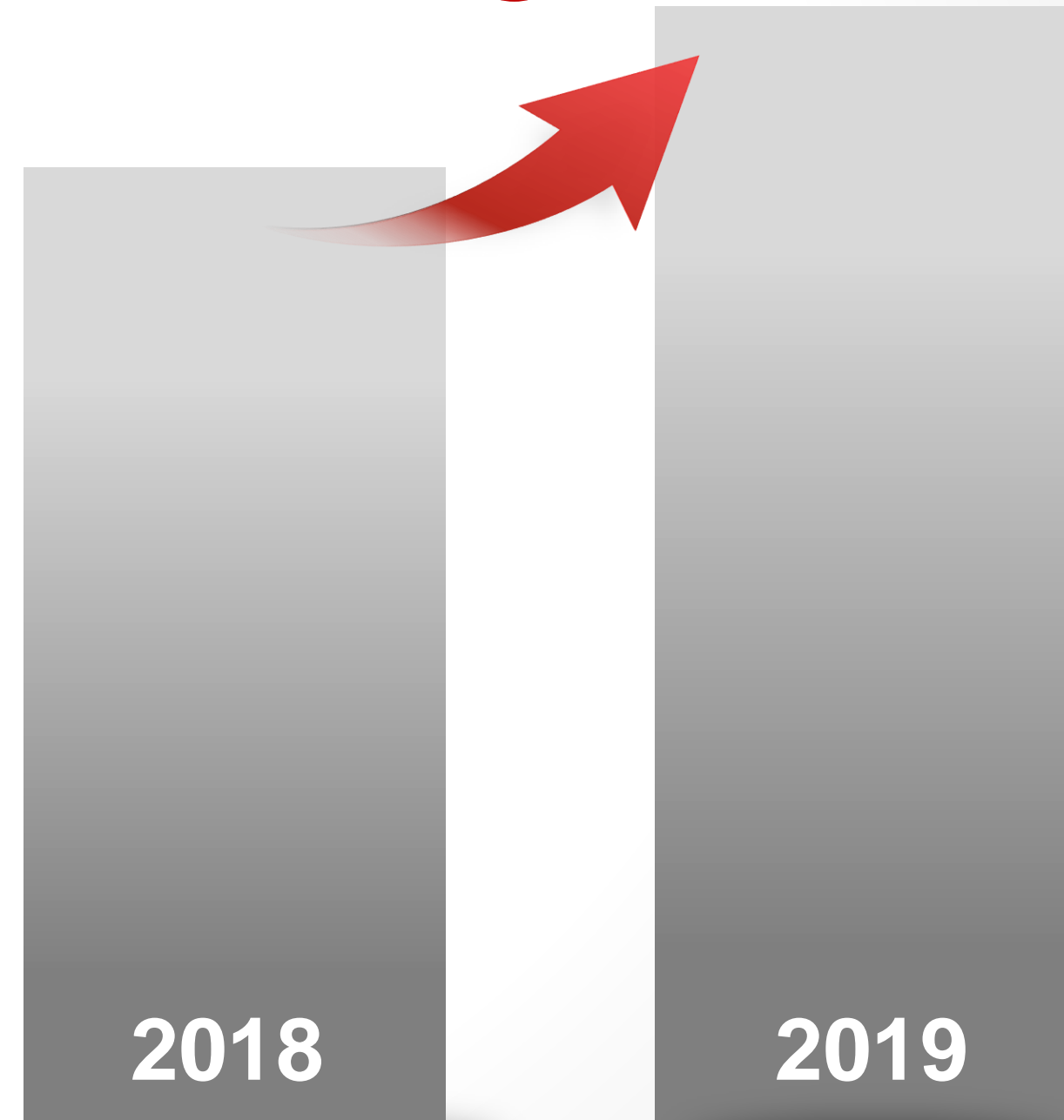
Enhancement of merchandizing support

Merchandizing and pricing using PIOP



Rakuten Super Sale GMS
GMS during Super Sale Periods (Annual total)

+20% YoY



Strengthening the capture of trend-related demand (cashless rewards)

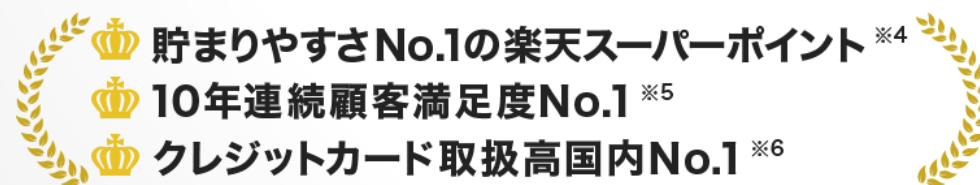
Rakuten Card No. 1 in “Cashless Transaction Value”

Rakuten Pay, Rakuten Edy, and Rakuten Bank debit cards
are all eligible for cashless rewards

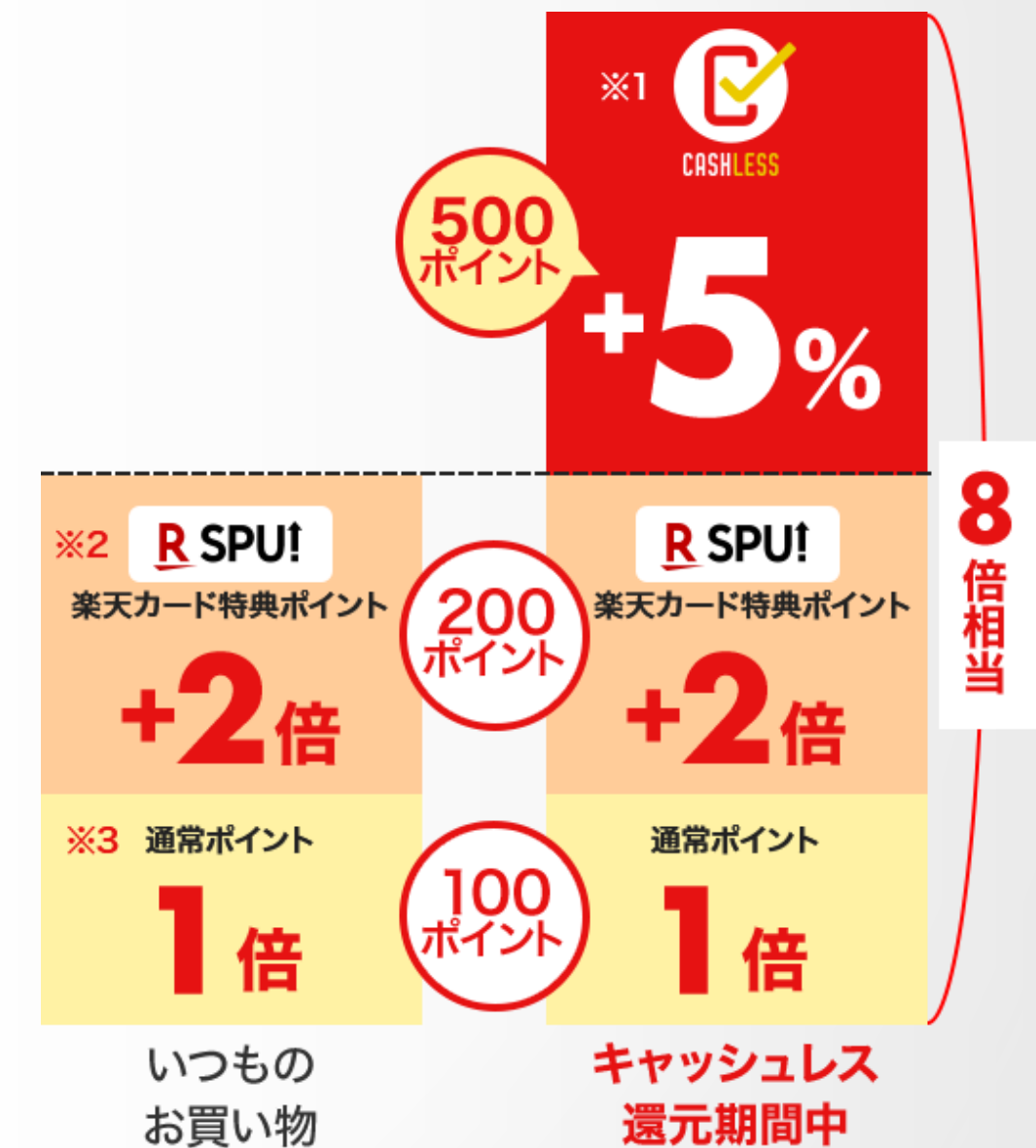
* Rakuten Pay (QR code) and Rakuten Edy
are not eligible for cashless rewards on Rakuten Ichiba



Rakuten Card



Reasons for choosing cashless rewards
Rakuten Card rewards are more advantageous than usual

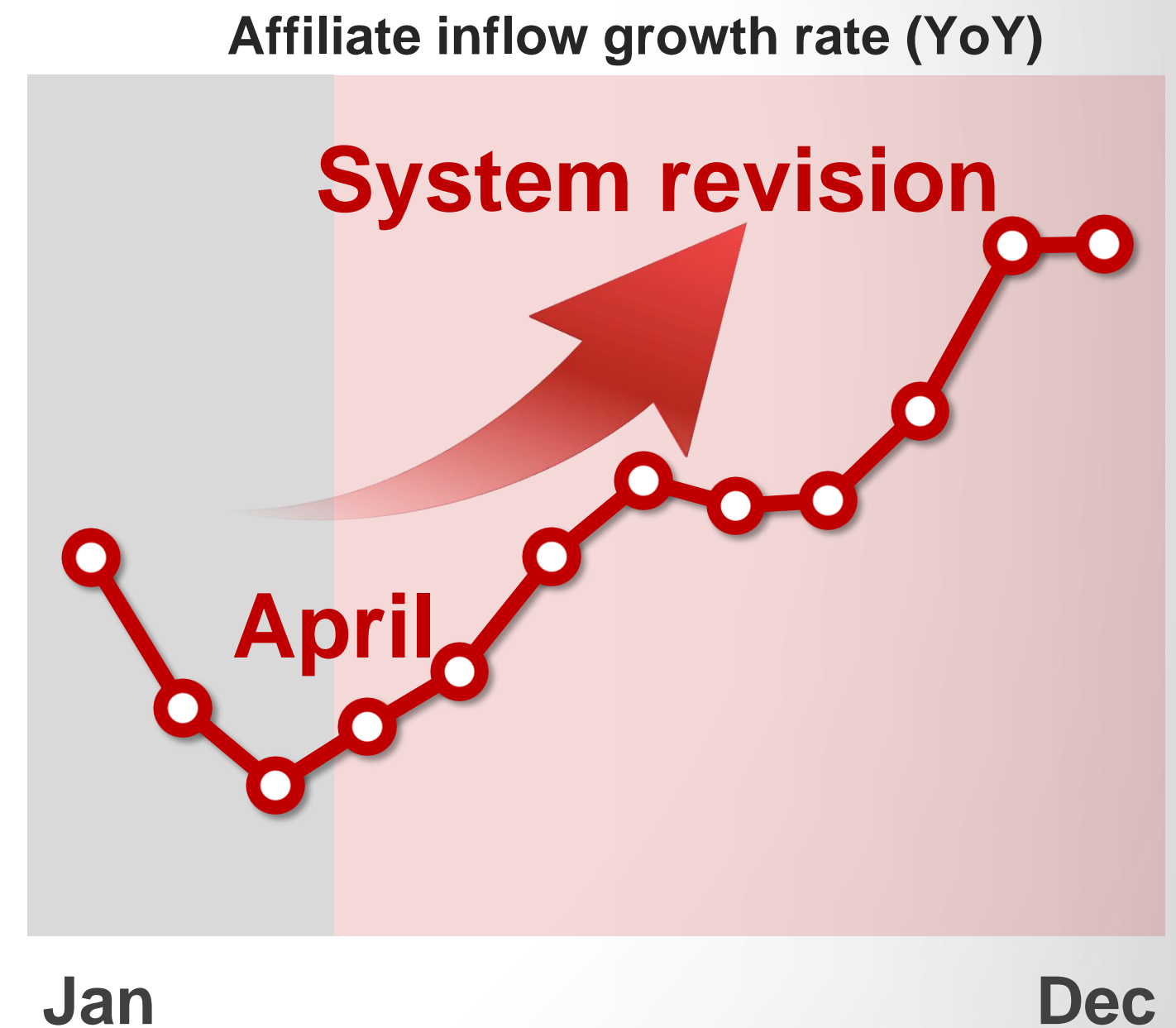


External Flow Improvement by Affiliate Revisions

Main revisions to Affiliates

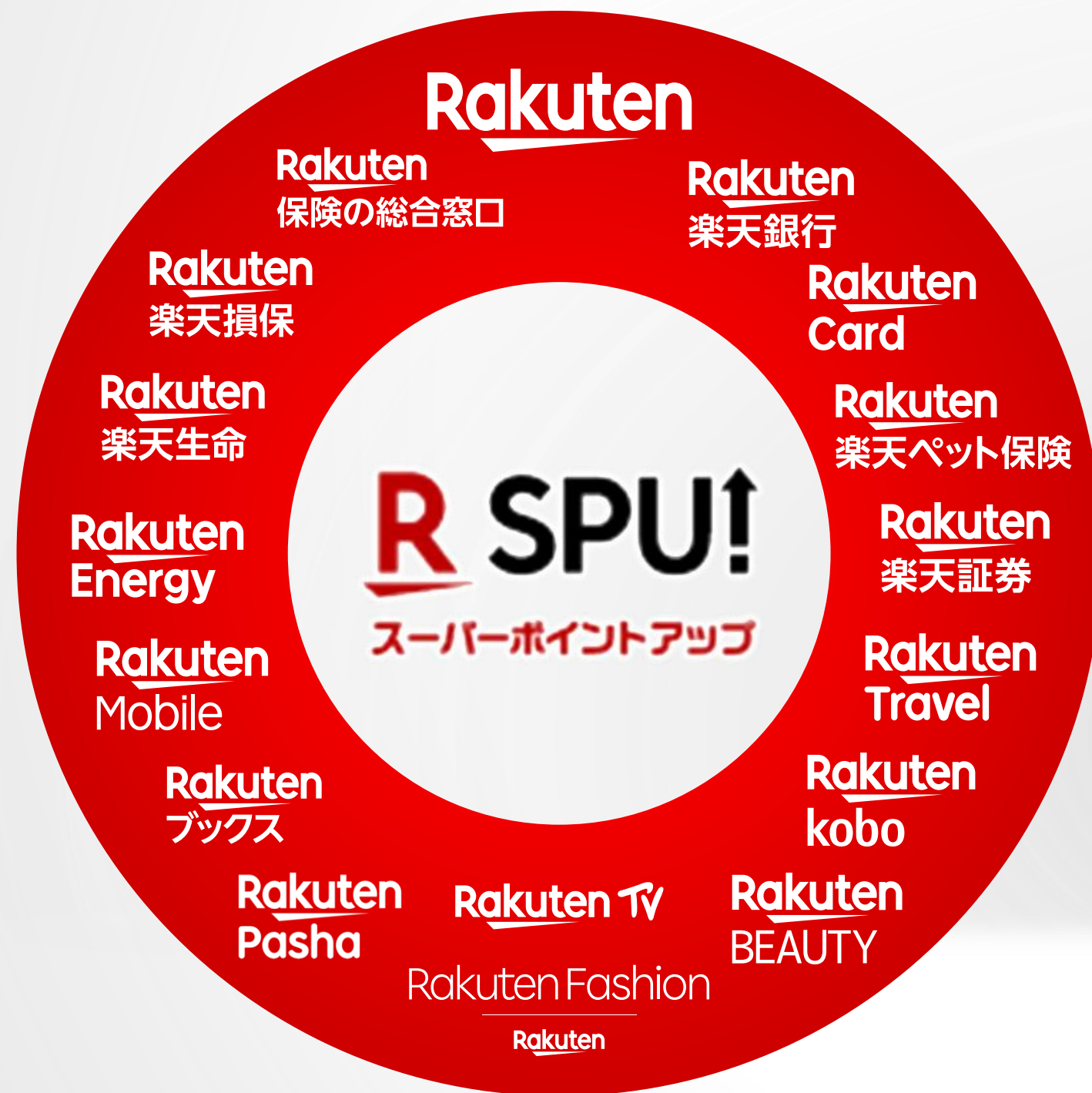
Main revisions	Before revisions	After revisions
Change in measurement period	First purchase within 30 days after clicking	Putting in basket within 24 hours and making first purchase within 89 days after clicking
Change in rates	From 1%	2-8% depending on product genre
Setting of rewards caps	None	1,000 yen, once per product

2019 monthly growth in Affiliate inflow



Future Expansion: 1) Further Enhancing Customer Benefits

Collaboration with Rakuten Mobile



+

Rakuten Mobile

Further expansion of the
customer base

Improve the repeat ratio
and frequency of use

Future Expansion:

2) Further Strengthening of Diversification and Unification

Diversification
(Uniqueness of stores)

Category
page renewal

Enhance
marketing
measures by
genre

UI/UX
improvements
by enhancing
catalogs and
tags by genre

Unification
(Ease of use on
Rakuten Ichiba)

Shipping fee inclusive program
Starting March 18

Page Renewals for Each Genre

Beauty products,
cosmetics, perfume



Released mid-Jan



Food and
gourmet food



Released late Jan



Daily necessities,
stationary, and
handicrafts



Released mid-Feb



Fashion



Strengthening Marketing Measures for Each Genre

Rakuten Fashion
THE SALE

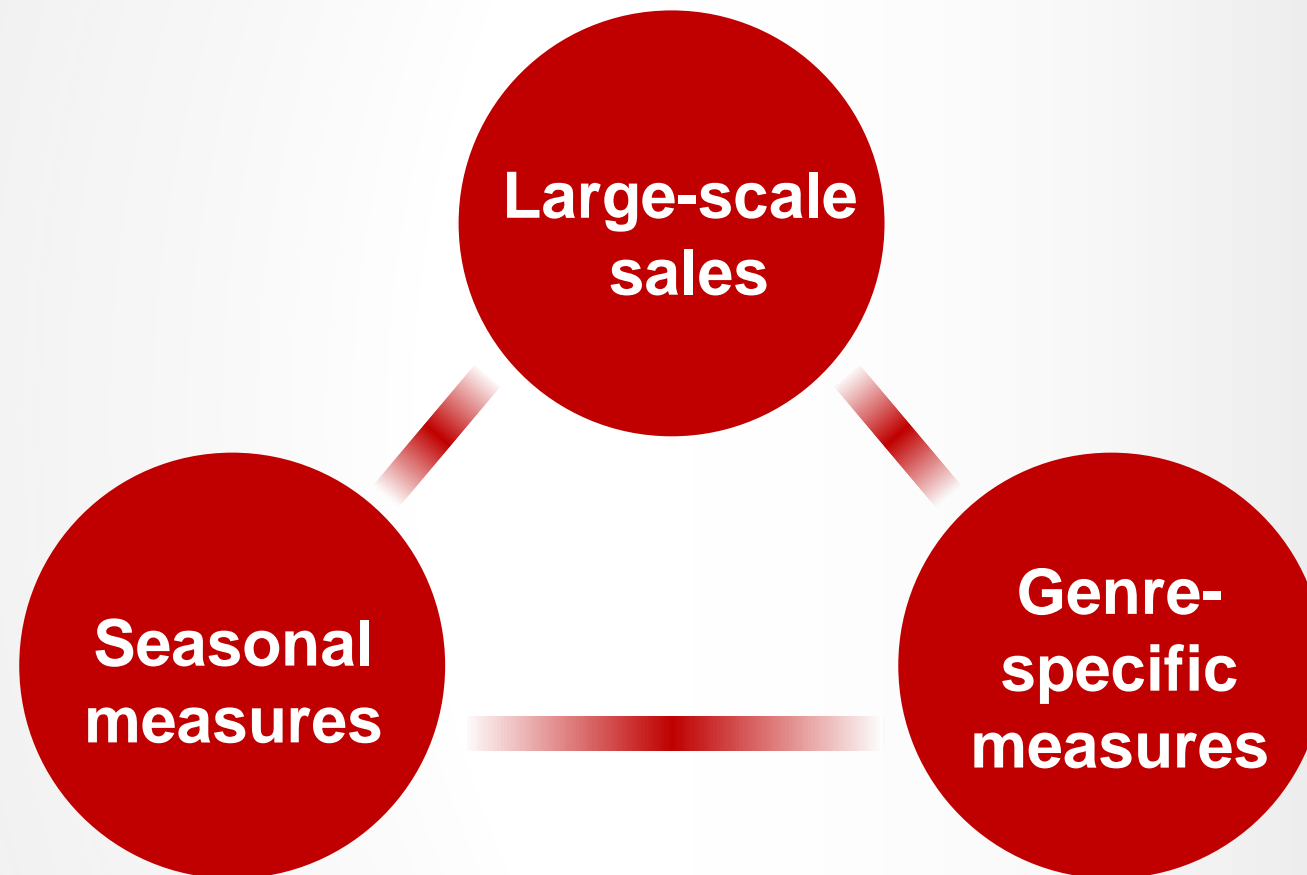
Rakuten



Future Expansion:

3) Enhancement of Large-scale Customer Attraction Measures

Intensive customer attracting measures



Further expansion of recognition
Numerical and quantitative expansion
Strengthening support for
merchant preparation

Base customer attracting measures

More external advertising
Advanced cooperation with
external media

Effective advertising operations for
each customer attribute
(Example: Improve operational efficiency of highly
appreciative light users)

**Use of Rakuten Group
services and media**

- Expansion of ROOM
- Cooperation with Rakuten Mobile

Realization of Continuous Growth for Marketplace

**Largest consumer
benefits in
Japan**

Amount of Rakuten
points granted

320 bn points

**Balancing
diversification and
unification**

Level of service
recommendation

2.5x

**Further strengthening
customer attraction
measures**

Large-scale sales
events growth

+20%



Realize growth for marketplace **continuously**,
not transiently

**Further enhancement of
sales methods
to realize CONTINUOUS growth
together with merchants**

**Executive Officer,
Rakuten, Inc.**

**Director, EC Technology
Supervisory Department,
Commerce Company**

Akihito Kurozumi

RMS Improvements in 2020

RMS reconstruction



Enhanced device support



Responding to merchants opinions



RMS Improvements in 2020

RMS reconstruction



Enhanced device support



Responding to merchants opinions

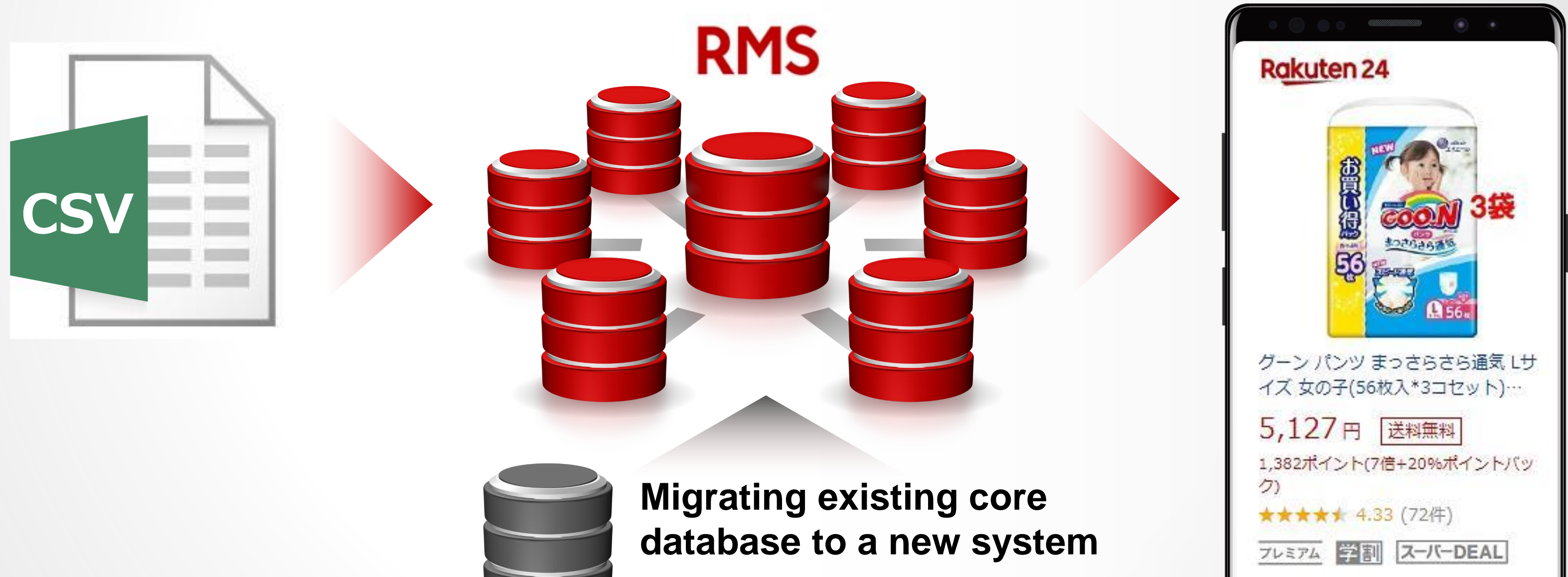


RMS Reconstruction: R-Storefront

Renewing legacy systems to create RMS that supports the next generation

Planned in 2H of 2020

- Significantly shorten the reflection time of product batch editing (CSV)
- Reducing delays in product updates during sales



RMS UI Renewal

Significantly improving operability of RMS

Planned in 2H of 2020

Inventory by item choice

- **Implement SKU add/change/delete function**

?

Rakuten RMS

トップ	商品一覧	CSV DL	スーパーDEAL
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⚙️ 項目選択肢別在庫 在庫納期編集

商品管理番号： 01234567890123456789012345678901

商品名： 0 1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9
 0 1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9
 0 1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9

納期の一括入力

選択肢の並び替え

カラー × サイズ	選択肢選択肢選択肢 肢選択肢選択肢選 -選択肢子番号選択肢 子番号選択肢子	<input type="button" value="✎"/> 選択肢選択肢選択肢 肢選択肢選択肢選 -選択肢子番号選択肢 子番号選択肢子
選択肢選択肢選択肢 肢選択肢選択肢選 -選択肢子番号選択肢 子番号選択肢子	<input type="button" value="✎"/> 在庫数：000000 <div style="border: 1px solid #ccc; padding: 5px; text-align: center;">-000000</div>	<input type="button" value="✎"/> 在庫数：000000 <div style="border: 1px solid #ccc; padding: 5px; text-align: center;"></div>
選択肢選択肢選択肢 肢選択肢時選択肢選	<input type="button" value="✎"/> 在庫数：000000 <div style="border: 1px solid #ccc; padding: 5px; text-align: center;"></div>	<input type="button" value="✎"/> 在庫数：000000 <div style="border: 1px solid #ccc; padding: 5px; text-align: center;"></div>

Product list screen

- Improved search function, expanded editable items
- Mega shop plan also available

※倉庫商品には背景色(薄緑色)がついています。					
詳細	商品画像	商品名/キャッチコピー	販売価格(円)	商品管理番号	在庫数 例: 5、-、+
編集 コピー		商品名商品名商品名商品名商品名商品名商品名商品名商品名商品名... PC用キャッチコピー-PC用キャッチコピー-PC用キャッチコピー-PC... 修正	000,000,000 10% 税込	XXXXXXXXXXXX XXXXXXXXXXXX XXXXXXXXXXXX XXXXXXXXXXXX	00000 +000000
編集 コピー		商品名商品名商品名商品名商品名商品名商品名商品名商品名商品名... PC用キャッチコピー-PC用キャッチコピー-PC用キャッチコピー-PC... 修正	1,100 10% 税込	item001-Basic	
編集 コピー		商品名商品名商品名商品名商品名商品名商品名商品名商品名商品名... PC用キャッチコピー-PC用キャッチコピー-PC用キャッチコピー-PC... 修正	1,690 10% 税込	item002-hover	
編集 コピー		商品名商品名 PC用キャッチコピー-PC用キャッチコピー-PC用キャッチコピー-PC... 修正	1,080 10% 税込	item003-ItemNameShort_Yoyaku	
編集 コピー		商品名商品名 PC用キャッチコピー 修正	4,290 10% 税込	item004-ItemNameAndCopyShort_Teiki	4
編集 コピー		商品名商品名商品名商品名商品名商品名商品名商品名商品名商品名... 修正	1,518 10% 税込	item005-CopyNumber_Hanpukai	
編集 コピー		商品名商品名商品名商品名商品名商品名商品名商品名商品名商品名... PC用キャッチコピー-PC用キャッチコピー-PC用キャッチコピー-PC... 修正	1,100 10% 税込	item006-AsuRaku	

Product registration/ item choices

- **Enable multiple tab editing**

Tab design image

Multiple tabs

RMSトップ
(メインメニュー)
 店舗設定
 受注・決済管理
 データ分析
 メルマガ配信
 広告・アフィリエイト
エイト・楽天大学
 コミュニティ
 拡張サービス一覧

楽天からの重要なお知らせ
[もっと見る](#)

2018.01.11 [\[重要\]商品画像登録に関するガイドラインの新設](#)
2018.01.11 [【郵便受取サービス】店舗運営Navとリリース内容のご案内について](#)
2018.01.11 [【楽天ペイ（楽天市場決済）】店舗向けAPI/CSV仕様の説明会開催のご案内](#)

注文 (新規受付) 件
 問い合わせ (未確認) 件
 あす楽 (新規受付) 件

1月13日の総売上 円
 1月1日～13日の累計売上 円
 1月の売上着地見込み 円
 前年比 % ▼

商品画像登録ガイドラインが新設されました

RMS Improvements in 2020

RMS reconstruction

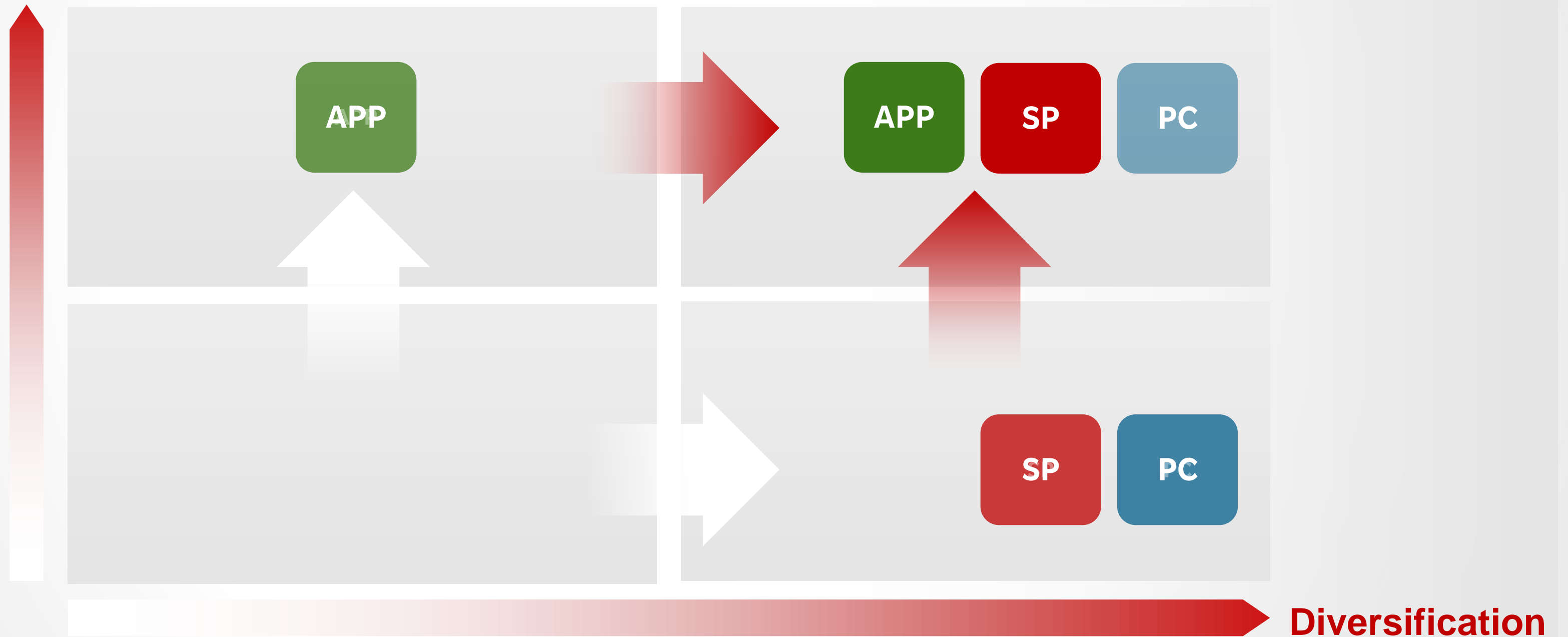
Enhanced device support

Responding to merchants opinions

Merchant Page Improvement Measures

Enables the building of merchant pages that balance diversity and unity

Unification



UI Renewal of Product Pages

Improving the visibility and migration of smartphone version product pages

Planned in 2H of 2020



Floating anchor link installation

商品 詳細 レビュー ショップ

Improving accessibility to various information

Merchant name header / large banner installed

— ちょっとしたお返し・季節のご挨拶 —

パジャマ屋の ぷちギフト

Promoting migration of merchants products

Changing page design

★★★★★ 3.6 (00,000件)

進化を極めた究極の快適ガーゼパジャマ“ノ
ビィ”ストレッチ2重ガーゼパジャマ レディース
長袖 前開き/母の日に人気/ 大きい&小さい
サイズも/女性 婦人用/旅行用入院用にも♪

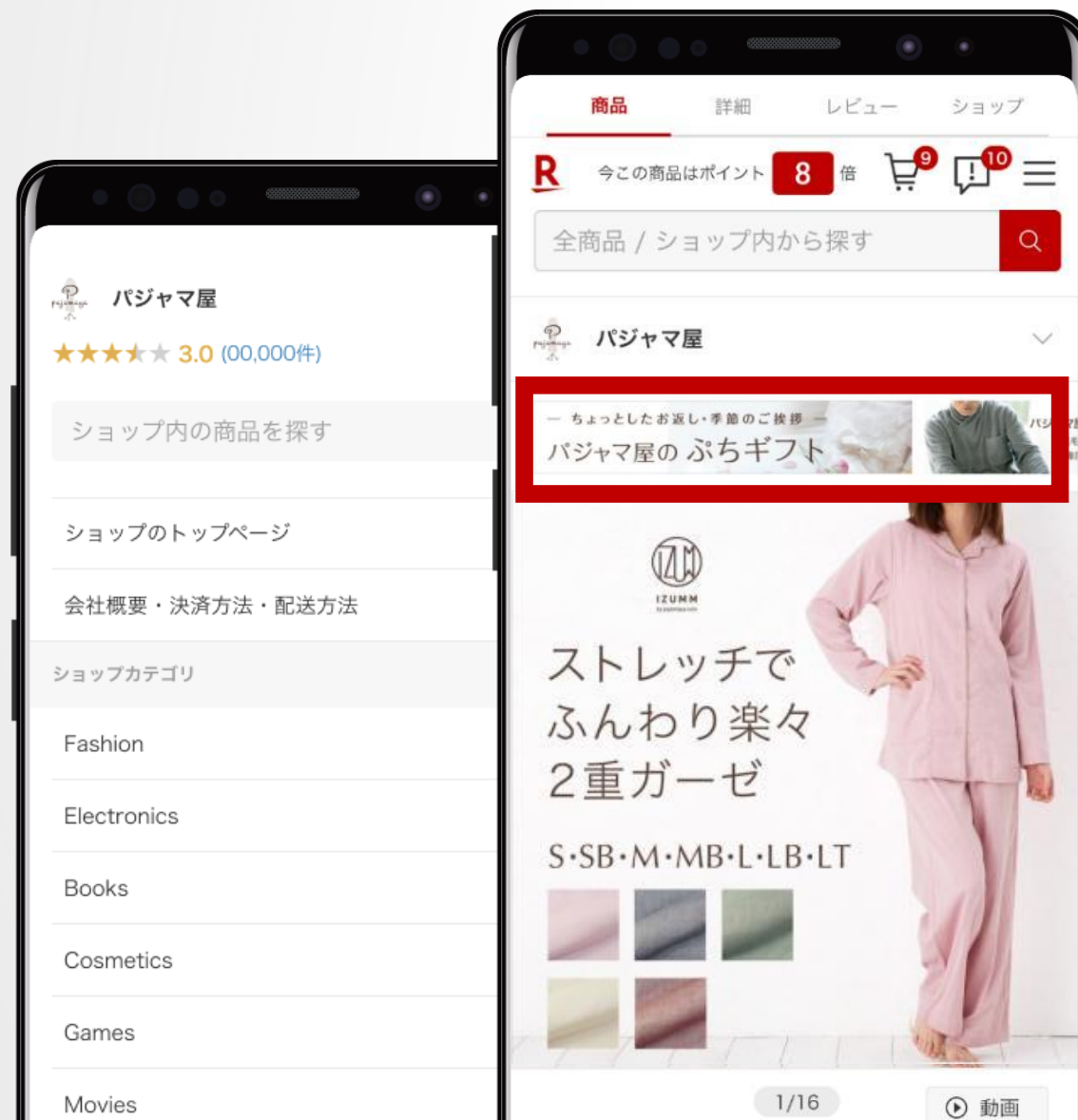
Improving legibility of product information

Improvement of Ichiba App

Deploy multiple new functions on the app to improve expressiveness

Planned in 2H of 2020

Display big banners / store categories to enhance migration



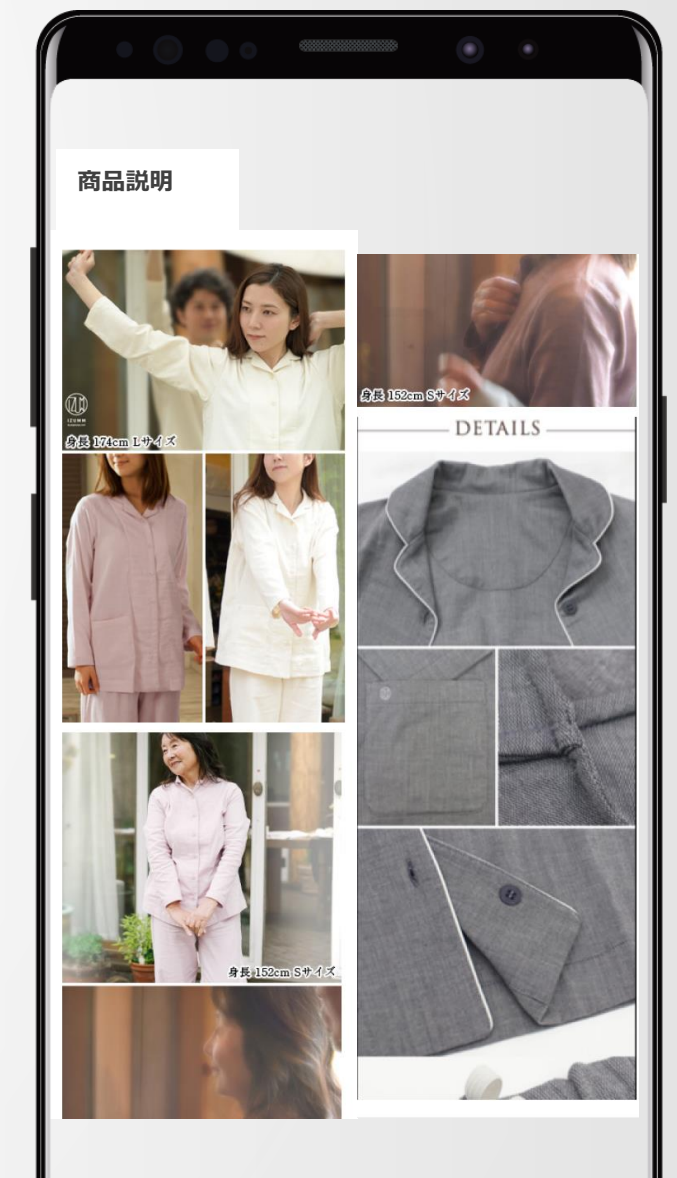
Enhanced coupon exposure



Information from merchants



More images and descriptions



RMS App Launch

Supporting more convenient merchant operations

Released in Dec 2019

Rakuten RMS



Change in definition of merchant charts (R-Karte)

Detailed analysis including apps is possible

Released in Jan 2020

Sales formula

- Newly calculated by Rakuten Ichiba app
- Reflects cancellations and coupon discounts
- Changed definition to number of visitors accessing within 30 minutes

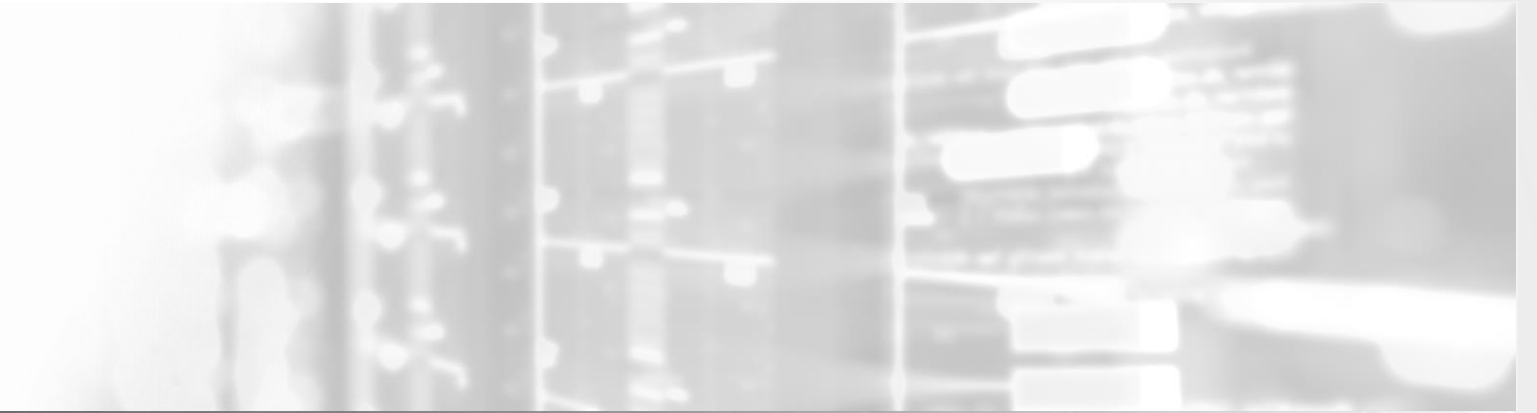
Analysis report Function expansion

Merchant-wide analysis New functions



RMS Improvements in 2020

RMS reconstruction



Enhanced device support



Responding to merchants opinions



**More than 150 improvements
implemented in 2019 thanks to
voice of merchants**

Improvements based on Voice of Merchants (1)

Initiatives to reduce orders with missing addresses

Released in Oct 2019

The screenshot shows a mobile app interface for address registration. The form includes fields for '都道府県 (必須)' (Prefecture, required) with '東京都' (Tokyo) selected, '郡市区 (島・国名) (必須)' (City/Town/Village (Island/Country Name), required) with '世田谷区' (Setagaya City) selected, and 'それ以降の住所 (必須)' (Remaining address, required) with '玉川' (Tama-gawa) entered. A red box highlights the '番地なし' (No address) checkbox, which is unchecked. A red callout box points to this checkbox with the text: '番地なし' and '⚠ 番地、建物名、部屋番号等を入力してください。番地なしの場合は、チェックを入れてください。' (No address. Please enter the address, building name, room number, etc. If there is no address, please check this box.). Another red box highlights the same warning text below the checkbox. The form also includes a '電話番号 (必須)' (Phone number, required) field with '050 - 5581 - 6910' entered, a checkbox for '入力した情報を送付先リストへ登録する (100件を超える場合は追加されません)' (Register the entered information to the delivery destination list (if it exceeds 100 items, it will not be added)), and a red '次へ' (Next) button. At the bottom, it says '個人情報保護方針 © Rakuten, Inc.' (Privacy Policy © Rakuten, Inc.).

Number of orders without addresses
per day

-63%

Before

After

Improvements Based on Voice of Merchants (2)

Added free text field and selection required field to item choice function

Released in Jan 2020



Original design t-shirt

価格 3,000円 (税込)

③ 30ポイント(1倍) 内訳を見る ⓘ

送料無料 東京都への最安送料
メール便(日本郵便)
すべての配送方法と送料を見る

※ログインすると、登録した都道府県の最安送料が表示されます
※最安送料での配送をご希望の場合、注文確認画面にて配送方法を選択してください
※離島・一部地域は追加送料がかかる場合があります。

1,000円で購入可! ※送料別
(楽天カード入会&ポイント利用の場合)

プリント文字 (必須) 20文字以内で入力

文字色 (必須) 選択してください ▼

文字装飾 ☐ ホールト ☐ 斜体

個数

+ 商品をかごに追加 **🛒** ご購入手続きへ

Added free text function

プリント文字 (必須) 20文字以内で入力

文字色 (必須) 選択してください ▼

Added required itemization function

Improvements Based on Voice of Merchants (3)

Adding detailed list format display to order management, improving efficiency of orders received with batch processing

Planned in 1H of 2020

The screenshot displays the Rakuten merchant order management interface. At the top, a summary bar shows the status of orders: 999,999 in progress, 100 pending confirmation, 999 in processing, 98 pending shipment, and 3 pending change confirmation. Below this, filters for sub-status, date range, and date type are available. A red box highlights the filter controls, including a '絞り込み' (Filter) button and a search bar for '絞り込みキーワード' (Filter keyword).

The main content area shows a list of orders. A red box highlights the detailed list view controls, including a '詳細一覧' (Detailed list) button, a '注文日時' (Order date) dropdown, a '昇順' (Ascending) dropdown, a '表示' (Display) button, a '30件' (30 items) dropdown, and a search bar for '絞り込みキーワード' (Filter keyword).

The detailed view for a specific order is shown below, including the order number, status, and a table of items. The order is for a Rakuten Card (楽天カード) with a total amount of 5,120 yen. The payment method is credit card (クレジットカード). The shipping method is home delivery (宅配便). The order is confirmed (注文確認済).

内訳	金額
合計金額	5,000円
クーポン：デモ店10%引きクーポン（単価 500円）×1	-500円

注文フラグ (Order Flag): 必ず着 (Must arrive), ギフト (Gift), 送付先異なる (Different delivery address), 簡易 (Simple).

注文者情報 (Orderer Information): クセアキオ 久世 聡勇 (Kuse Akiyo Kusei Satoshi), 〒158-0094 東京都世田谷区玉川一丁目14番1号, ☎ 090-9999-9999, ✉ a0e1b192fa20cc821c53d7bf0da43883s1@pc.fw.rakuten.ne.jp, 📅 2000年1月1日生、男性.

Receipts can be downloaded by users from purchase history screen

Planned in 1H of 2020

Rakuten

キーワードから探す

全ての商品ジャンル

買い物かご

お知らせ

myクーポン

随時開催

お気に入り

購入履歴

ヘルプ / ご意見窓口 / 出店のご案内

1ポイント
＝現金換算で約1円10銭の価値あり

購入履歴

定期購入・予約購入(申し込み期間)

ショップからのメール一覧

my履歴

楽天ペイオンライン決済(購入履歴)

レビュー管理

ROOMを見る

ポイント履歴

ジャンル一覧

配達サービス

ポイント最大**44倍**

エントリー必要

お買い得マラソン

1/16(木) 01:59まで

新年最初のお買い物マラソン!
冬を楽しむアイテムが満載

[楽天市場トップ](#) > [購入履歴一覧](#) > [購入履歴詳細](#)
Japanese | English

購入履歴詳細

さんの購入履歴は以下の通りです。

フワーショップ

店舗連絡先: <https://www.rakuten.co.jp/>

※[注文内容の変更・注文商品のキャンセルをする]リンクが表示されていない場合は、購入履歴画面より注文内容の変更はお受けできません。ご利用のショップまで直接ご相談ください。 ショップへ問い合わせる

注文日	2019年12月25日	現在のステータス	お支払い確定
注文番号	123456-20191225-000000	受付情報履歴	2019年12月25日 16時25分55秒【郵便受付済み】 2019年12月25日 16時42分43秒【店舗確認済み】 2019年12月26日 0時54分9秒【発送済み】 2019年12月26日 3時8分51秒【お支払い確定済み】
お届け予定日時	2019年12月26日		
送付先	商品		単価(税込) 個数 小計(税込) 税率 送料
bank 0001 〒140-0002 東京都品川区東品川 電話：03-1234-567	■税別保証【車ギア_包封】【車ギア_メッセージ入力】 北海道・沖縄県へのお届け料金について：北海道・沖縄県へのお届けではないサイズS カラー：青 adflagda サイズS カラー：青 adflagda		3,024円 1 3,024円 10% 別
お荷物伝票番号： 4382477	■税別保証【車ギア_包封】【車ギア_メッセージ入力】 北海道・沖縄県へのお届け料金について：北海道・沖縄県へのお届けではないサイズS カラー：青 adflagda サイズS カラー：青 adflagda		3,024円 1 3,024円 10% 別
配送会社： ヤマト運輸			
<input type="checkbox"/> 配達状況を確認 (配達会社のサイトへ)			

合計(税込): 6,048円

送料(税込): 0円

お支払い金額(税込): 6,048円

配送方法	宅配便
注文者情報	ゲミューユーザー 性別：F 158-0094 東京都世田谷区三川 電話：050-3381-0910 メールアドレス：aaa@rakuten.com
備考	[配達日時指定] 2019-12-26(木) 18:00-20:00 [備考欄です] 初めての買い物物です。よろしくお願ひします。

Rakuten

楽天トップへ >>>

[楽天トップ](#) |
 [特集一覧](#) |
 [ジャンル一覧](#) |
 [楽天市場アプリ](#) |
 [スーパーDEKA](#) |
 [ランキング](#) |
 [レビュー](#) |
 [商品価格ナビ](#) |
 [出店のご案内](#)

領 収 書	
発行日：xxxx年xx月x日	
●●●●様	
店舗名	
会社名	
住所	
電話番号	
お届け先住所	
配送方法	
発送日	
商品名	
商品番号	
単価	
数量	
送料	
消費税額	
請求額	
上記金額 まさに領収致しました	楽天株式会社 〒158-0094 東京都世田谷区玉川1-14-1

Executive Officer, Rakuten, Inc.

**Logistics business,
Commerce Company**

Noriaki Komori

Executive Summary

All for sustainable growth of merchants, and healthy and sustainable expansion of E-Commerce

①

Shipping fee inclusive program

Making easy to understand shipping costs, and easy for first time buyers, so purchases are always made on Rakuten Ichiba

②

One Delivery concept

By taking responsibility for everything from order to delivery, Rakuten can offer better logistics services to customers, and provide optimal logistics services to merchants

③

Communication with merchants

Receiving the opinions of merchants through various means of communication, and keep improving the platform on a daily basis

Shipping fee inclusive program

¥3,980 (incl. tax)
or more

From March 18

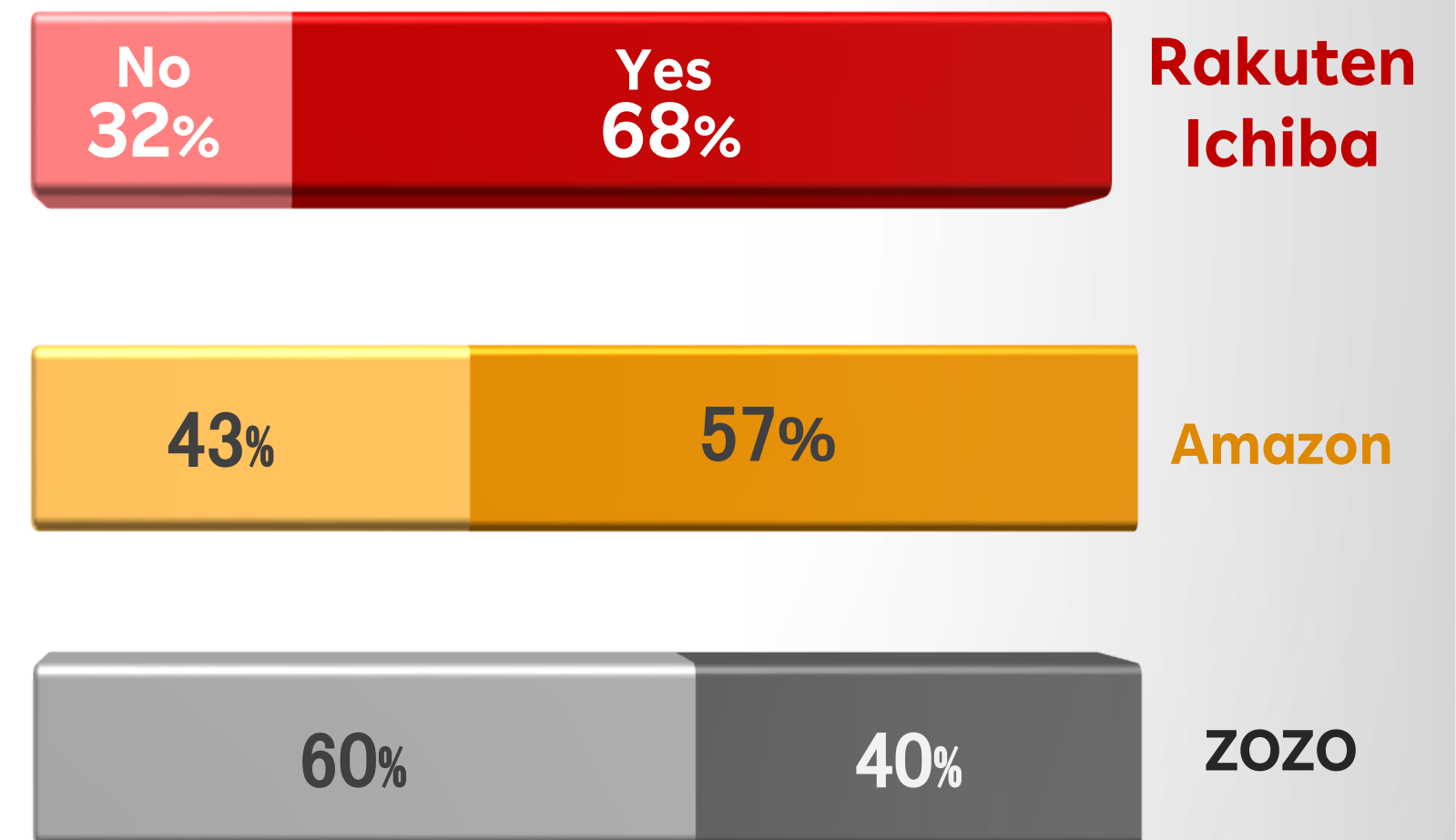
Rakuten Ichiba Shipping Fee: Voice of Customers

Many users have given up purchasing because of confusing shipping fees

Over the past 3 months, what negative experience have you had in Rakuten Ichiba?



Have you ever given up purchasing due to shipping fees?



*Consumer survey by Rakuten

Overview of Common Threshold of shipping fee inclusion

System of no extra shipping costs being introduced at all stores
for orders of JPY 3,980 or more (including tax)

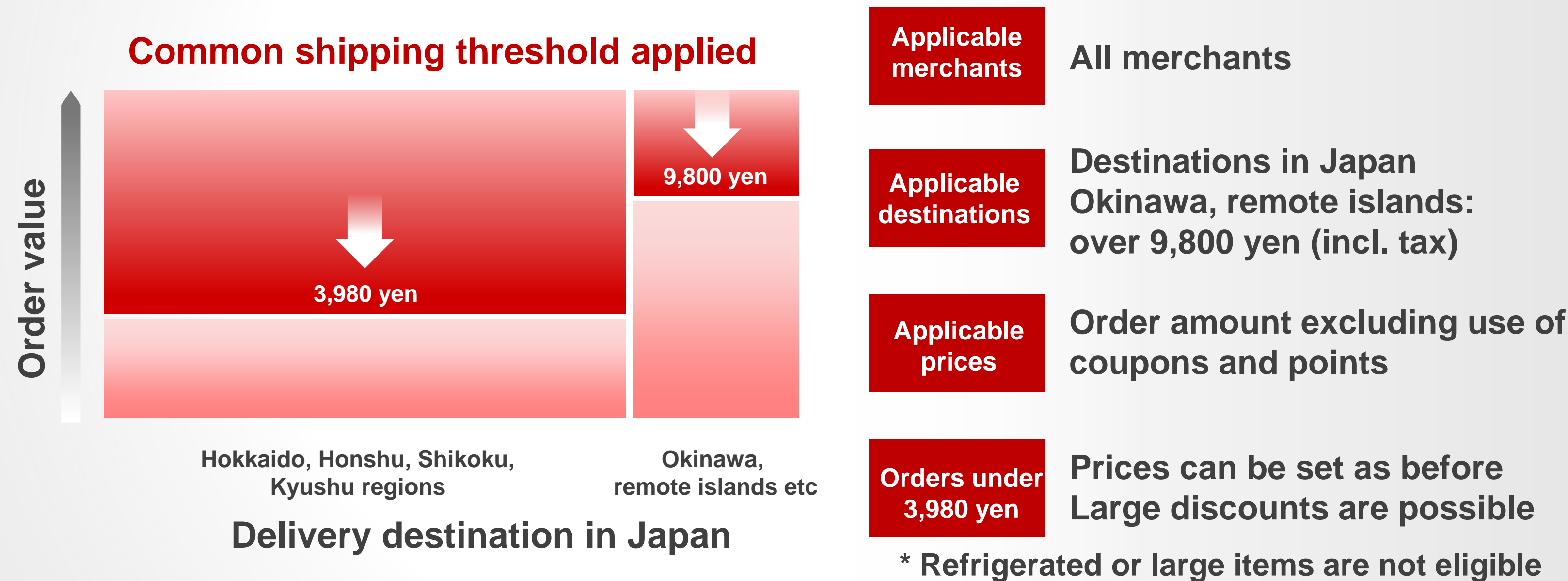


Image of Pages for Users (UI)

Shipping fee include over 3,980 yen (incl. tax)

Listed on the product page as free shipping at 3,980 yen (incl. tax)
In the shopping basket, annotated as free shipping after XX yen

Product page

進化を極めた究極の快適ガーゼパジャマ“ノビィ”ストレッチ2重ガーゼパジャマ レディース 長袖 前開き/大きい & 小さいサイズも/女性 婦人用/旅行用入院用にも♪【パジャマ屋】 【今なら国内送料無料】
【あす楽対応】

価格 **2,500円** (税込)
📌 137ポイント(1倍) 内訳を見る ⓘ

送料500円 東京への最安送料

送料500円 東京への最安送料
宅配便 🚚 翌日配達
15:00までの注文で最短翌日お届け
3,980円以上で送料無料(離島・一部地域を除く)
配送方法と送料・あす楽利用条件を見る ⓘ

📌 キャッシュレス5%還元対象
※楽天カードで決済する場合は、楽天スーパーポイントで5%分還元されます。他社カードで決済する場合は、還元の有無を各カード会社にお問い合わせください。

📌 あす楽 翌日配達対応 利用可能な条件 ⓘ

Basket

【お得なクーポン配布中！】 H.I.S. モルディブ お土産 ★ 5,980円以上送料無料 ★ ...

価格 2,500円 数量 1

送料別

📌 翌日配達 クール便
納期：1-2営業日以内に発送

削除する

商品合計 **2,500円**
送料 **送料別**

商品合計 **2,500円**
送料 **送料別**
※あと**1,480円**購入で送料無料
(離島・一部地域/一部配送方法を除く)
すべての配送方法と送料

合があります

購入手続き

1,480円以上の商品を探す >

When not applicable

For refrigerated and large items,
annotated as not applicable

Product page

進化を極めた究極の快適ガーゼパジャマ“ノビィ”ストレッチ2重ガーゼパジャマ レディース 長袖 前開き/大きい & 小さいサイズも/女性 婦人用/旅行用入院用にも♪【パジャマ屋】 【今なら国内送料無料】
【あす楽対応】

価格 **4,800円** (税込)
📌 137ポイント(1倍) 内訳を見る ⓘ

送料500円 東京への最安送料
クール便
15:00までの注文で最短翌日お届け
3,980円送料無料ライン対象外
配送方法と送料・あす楽利用条件を見る ⓘ

※最安送料での配送をご希望の場合、注文確認画面にて配送方法の変更が必要な場合があります。
※離島・一部地域は追加送料がかかる場合があります。

📌 キャッシュレス5%還元対象
※楽天カードで決済する場合は、楽天スーパーポイントで5%分還元されます。他社カードで決済する場合は、還元の有無を各カード会社にお問い合わせください。

📌 あす楽 翌日配達対応 利用可能な条件 ⓘ

Basket

【お得なクーポン配布中！】 H.I.S. モルディブ お土産 ★ 5,980円以上送料無料 ★ ...

価格 4,800円 数量 1

送料別

📌 翌日配達 クール便
納期：1-2営業日以内に発送

削除する

商品合計 **4,800円**
送料 **送料別**
※3,980円送料無料ライン対象外です
すべての配送方法と送料

獲得予定 **10倍** **590ポイント**(円相当)
ポイント詳細

※一部の倍率・ポイントが反映されていない場合があります
※獲得上限にご注意ください。実際の獲得ポイントと異なる場合があります

購入手続き

ショップのトップページへ戻る >

この商品を買った人はこれも

Image of Pages for Users (UI)

Promotions Announced

- Promotions announced in major places like Rakuten Ichiba top page and in searches
- Explain detail at guide pages

Ichiba top page



Searching



Guide pages (temporary)



* Designs may be subject to change

Image of Pages for Users (UI)

Search



Product price + shipping
or

Shipping inclusive on orders over 3,980 yen

Product page



Shipping fee inclusive over
3,980 yen (incl. tax)

Basket



Shipping inclusive
or
Free shipping after xx yen




Shipping amount
displayed

Expected Impact of Shipping Fee Inclusive Program

Shipping fees become easier to understand



- **Customers will find it easier to make purchases**
 - **Easier to calculate final price including shipping**
 - **Eliminates cumbersome calculations when comparing products**
- 

**More users will become fans
and enjoy shopping on Rakuten Ichiba**

Schedule

Jan
(Released)

Provide RUX video, data confirmation tools

Feb 18

**Add delivery
functions**

Adding single item delivery settings and
courier service (special delivery)

Mar 18

Start Shipping Fee Inclusive Program

ONE

DELIVERY



Goals of One Delivery Strategy



Rakuten Super Logistics Expansion

Approx JPY 200bn logistics investment, expanding fulfillment centers

Total floor space about
300,000 sqm across 4
fulfillment centers

Adding 2 new fulfillment
centers in 2020

Osaka:
Hirakata

Chiba:
Nagareyama

NEW

Chiba:
Narashino



NEW

Kanagawa:
Chuo Rinkan



Rakuten Express Expansion

Building an in-house delivery network and providing highly convenient services

Delivery in 34 prefectures in Japan
Providing redelivery at night and unattended delivery



Rakuten Express Population Coverage

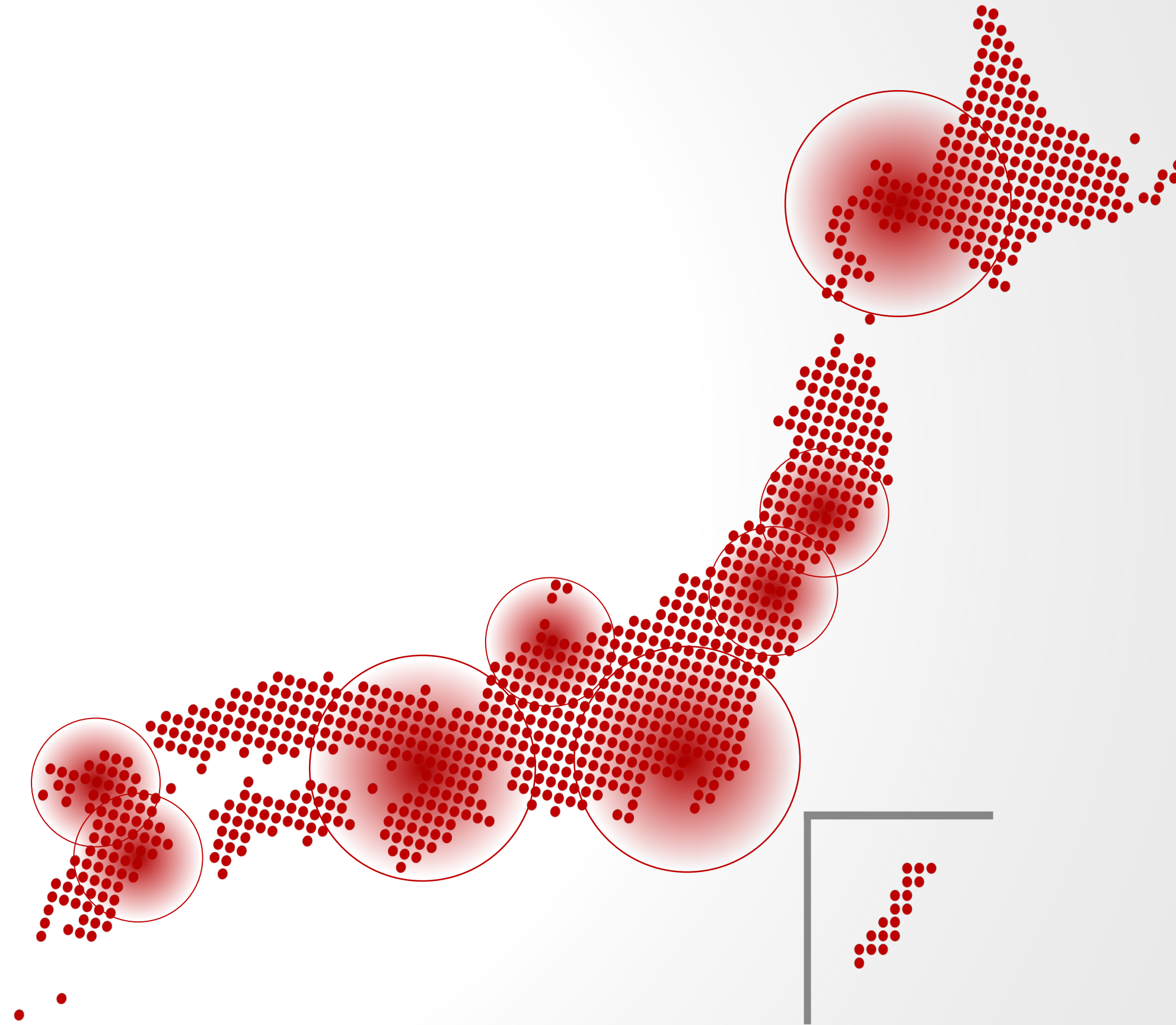
Jan 2018: 4%

Jan 2019: 17.2%

Dec 2019: 47.7%

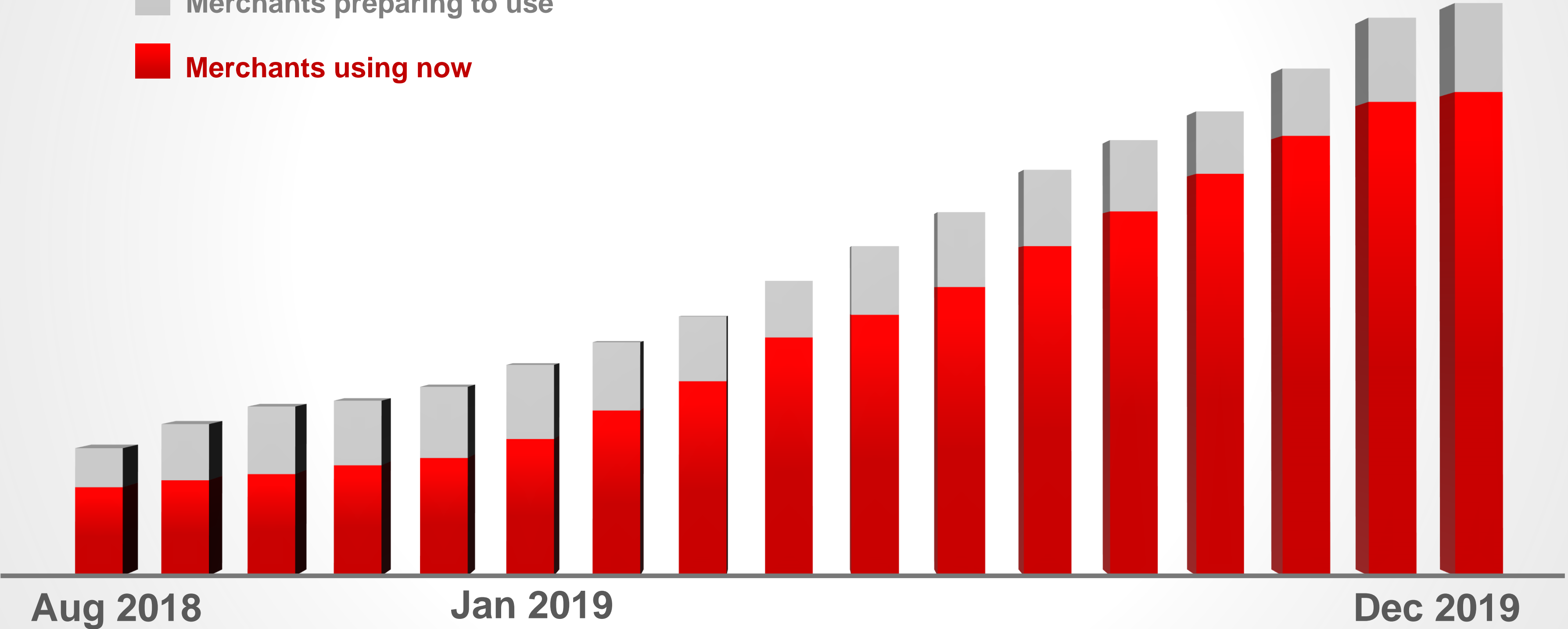
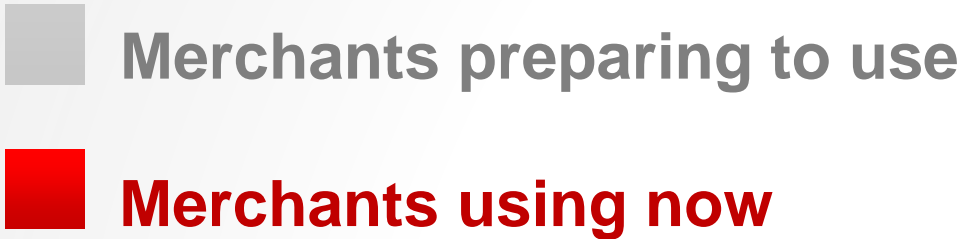
Jan 2020

61.1%



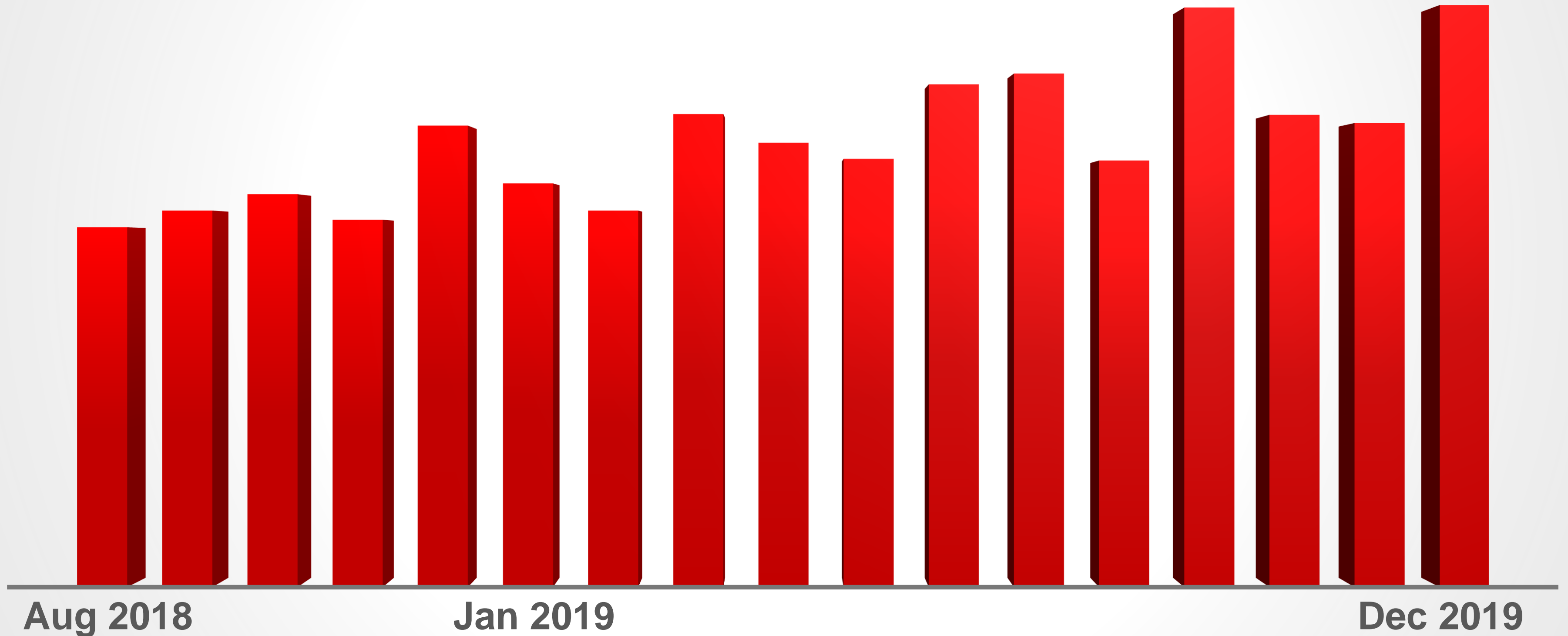
Merchants Using Rakuten Super Logistics

Merchants using the Super Logistics service since August 2018: Up approx 6x



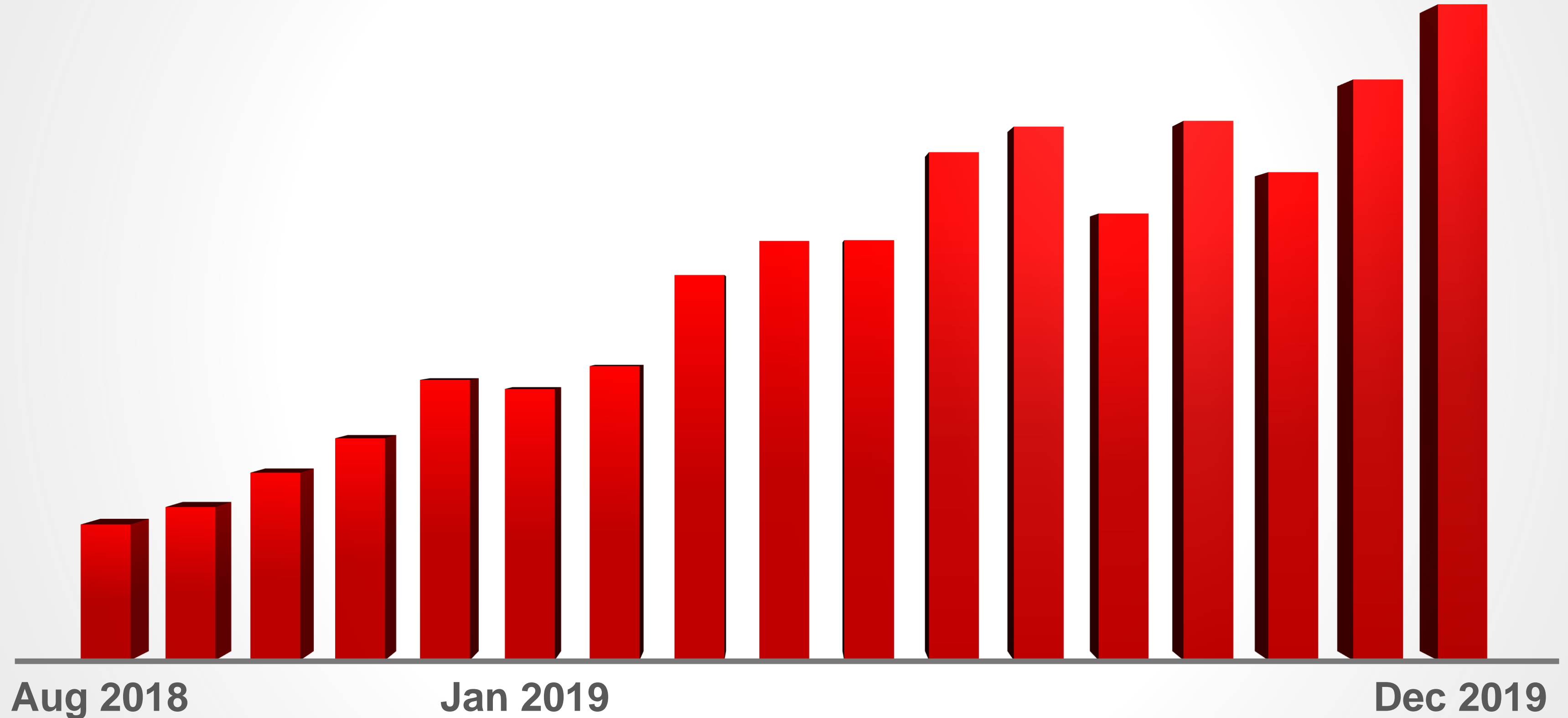
Rakuten Super Logistics Shipments

Volumes handled at Rakuten Super Logistics since August 2018: Up approx 1.6x



Rakuten Express Volume Shipments

Shipping Volumes since August 2018: Up approx 5x



Continuing to Offer Attractive Rates

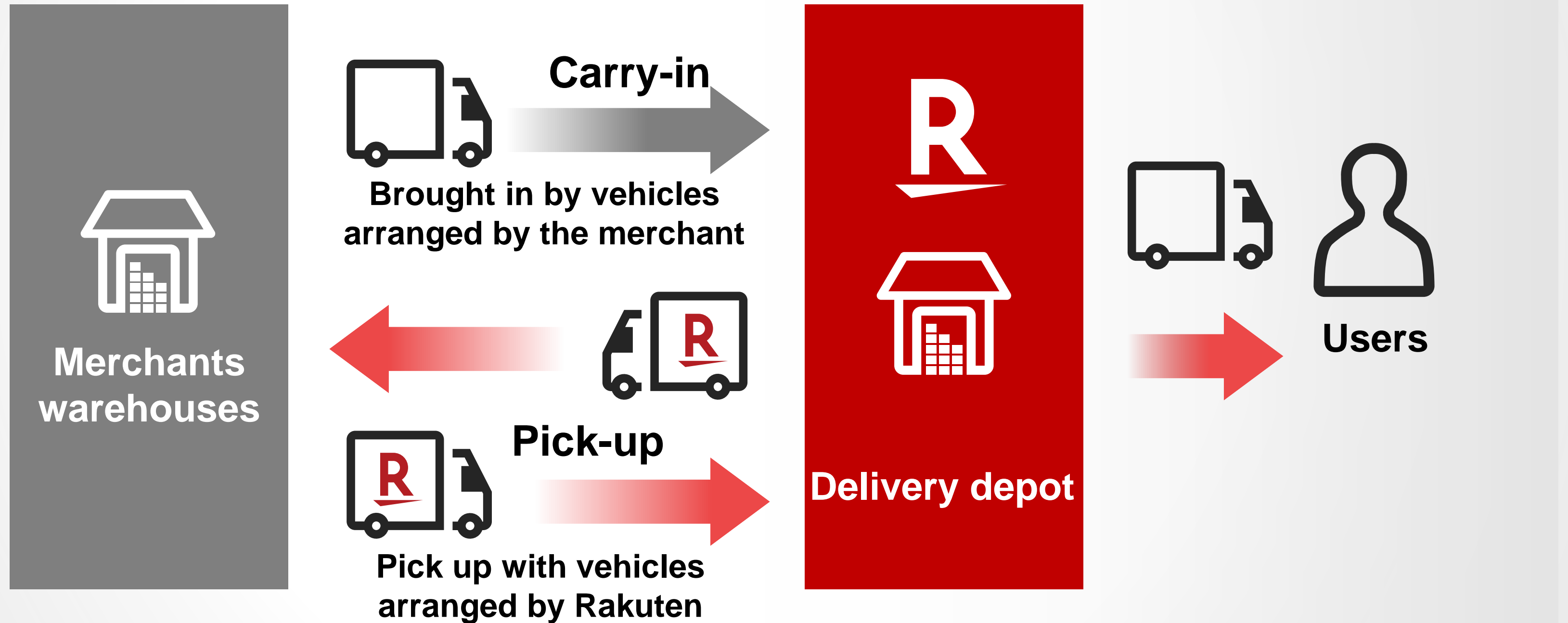
Storage, shipping, and delivery are possible at a nationwide rate

Product size	Very small	Small	Medium	Large
Inventory storage fee	7.5 yen / month / unit (Per product volume of 1,000 cubic cm)			
+				
Shipping cost (including packaging cost)	50 yen / unit	80 yen / unit	100 yen / unit	200 yen / unit
+				
	Post box size	60-100cm	120cm	140-160cm
Delivery cost (including material cost)	180 yen	380 yen	500 yen	850 yen

* Price excluding consumption tax

Start of Pick-up and Carry-in Services

Providing a product delivery service by shipping from the store's warehouse



Pick-up and Carry-in Service Delivery Fee Table

Flat rates nationwide (including Hokkaido, Okinawa, remote islands, and mountains)

Same price for shipping to E-Commerce malls other than Rakuten

Post box size	60-100cm	120cm	140cm	160cm	
Carry in	180 yen / unit	430 yen / unit	550 yen / unit	900 yen / unit	1,000 yen / unit
Pick-up	180 yen / unit	530 yen / unit	650 yen / unit	1,000 yen / unit	1,100 yen / unit

- * Merchants need to prepare packaging materials, printers, and other equipment
- * Collection areas subject to discussion
- * Prices exclude consumption tax

Rakuten Special Rate Program Revision

Japan Post services Yu-Pack and Yu-Packet now available at special rates



**Rakuten
collectively
negotiates and
makes contracts**

**Offering
special prices**

Fare Revisions to a More Attractive Fee Structure

Supporting reduction in logistics cost in store operations

Yu-Pack

60-170cm

**Average 10% price
reduction**

515 yen

- * Excluding consumption tax
- * Carry-in: Over 5,000 yen / year
- * 60cm: First zone

Yu-Packet

Thickness within 1-3cm

Maintaining special fees

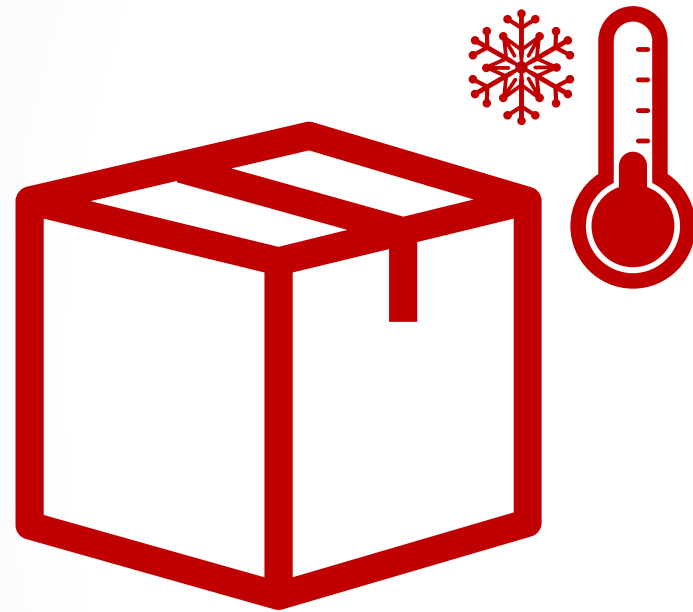
136-220 yen

- * Excluding consumption tax

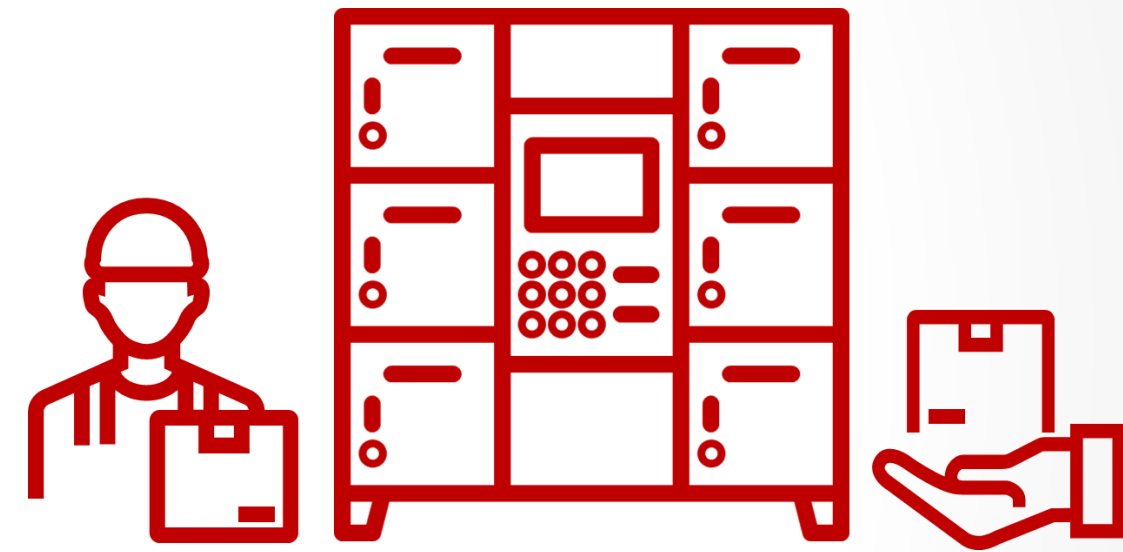
* Rate varies depending on plan used, address of merchant's shipping base, size ratio, number of shipments etc

Further Possibilities for Logistics Functions

Services merchants are required to give to customers



**Refrigerated and frozen
Storage and delivery**



**Making pick up
more convenient**

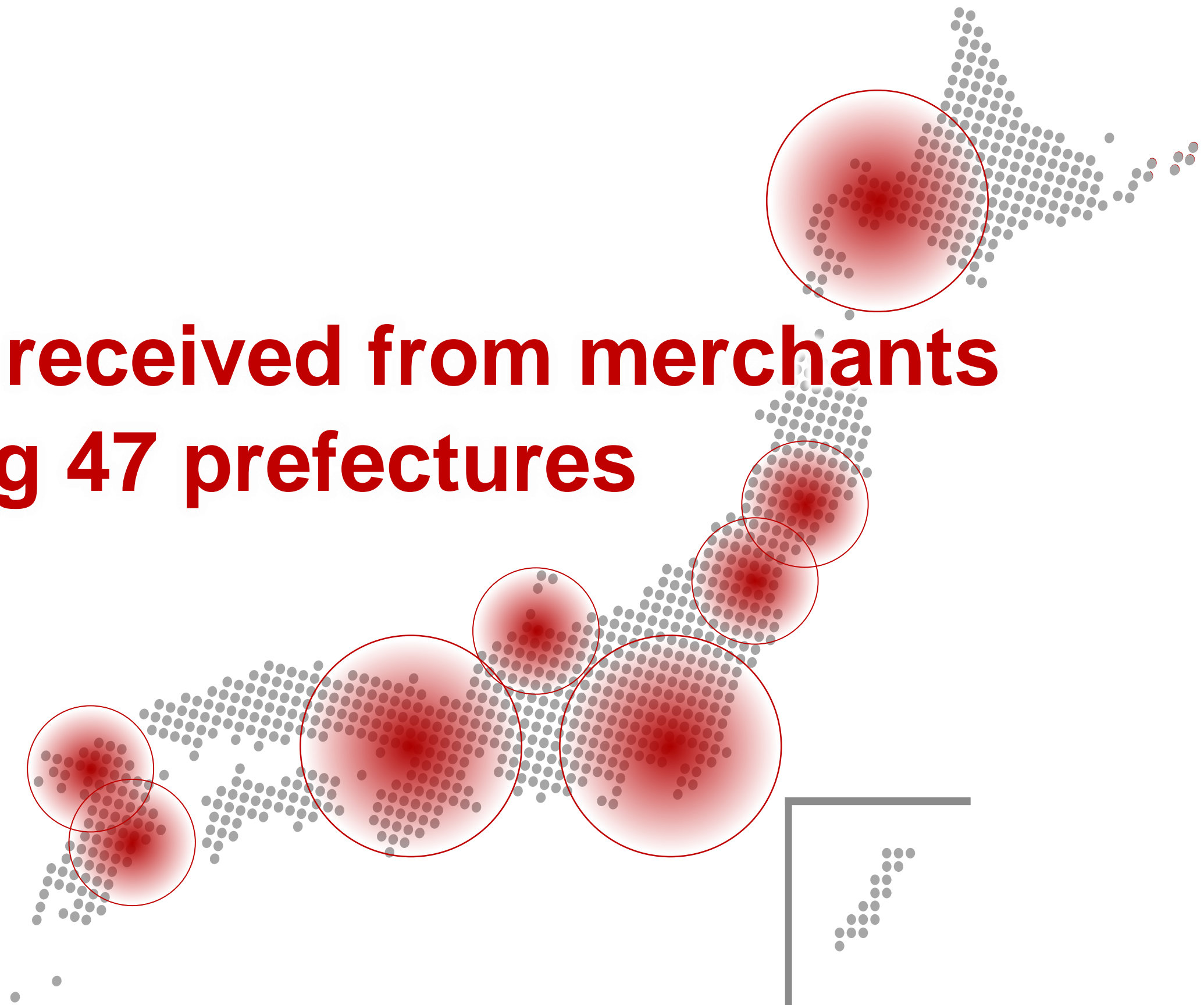
**Sustainable growth of merchants
through full logistics support**



Working together with merchants



**Many opinions were received from merchants
after visiting 47 prefectures**



1) Rakuten Pay Compensation Service Expansion

In addition to credit card chargeback compensation,
compensation for post-shipment settlement problems caused by users

From Spring 2020

**Compensation up to 100,000 yen
per month**

* Certain conditions apply

Example of compensation case

**Price adjusted
after product is
shipped**

Credit card
Payment
authorization
denied

Authorization
denied for
payment
after delivery

2) Cracking Down More on Suspicious Users

Monitor users payment methods and prevent purchases from risky users

From Dec 2019



Based on past payment methods,
Issue a warning, stop purchases, stop IDs etc

(Examples: Frequent cancellations, defaults on payments after delivery etc)

3) Measures for Top Merchants

Create maximum opportunities to work positively on merchant management

From 1H of 2020

Examples of measures

- Diversification of evaluation criteria
- Awards / benefits added
- Enhanced user exposure



Rakuten Town Meetings to Continue

Establish a place to exchange opinions with merchants to realize a better Rakuten Ichiba

Plan to visit all 47 prefectures again
between 2020 to 2021



RON Meeting Room Review

Further strengthening of communication with merchants

From 1H of 2020

Current

**Reading and posting
focusing on some stores**



**For other merchants,
difficult to post**

Future

**Review functions to create a
place where anyone can
speak up**



**Strengthen and improve
communication**



Towards Sustainable Growth



Walk Together
Rakuten

