

Rakuten's Business Foundations: 2023 Progress

Topics	Objectives	Progress and Achievement as of 2023
Ethical Business Practices	Compliance pledge collection rate (100%)	<ul style="list-style-type: none"> • Awareness of business ethics and the Rakuten Group Regulations is promoted at Asakai, our weekly all-hands meeting, and through compulsory e-learning for all employee, completed with compliance pledges. • The signature rate for the pledge by the upper management level employees in charge of Rakuten Group operations, including top management from Japan and around the world is 100%. <p>▶ For more details, visit our Compliance page</p>
Information security and Privacy	Expansion of number of Group companies with ISO/IEC 27001 certification.	<ul style="list-style-type: none"> • 44 Group companies have received ISO/IEC 27001 certification through annual external independent audits (from 27 previous year), covering some 30,000 employees. This gives us top-class status among Japanese companies. <p>▶ For more details, visit our Information Security page</p>
Product and Service Quality	Rank : number 1 (NPS® above competitors') ※NPS® = Net Promoter Score, customer satisfaction indicator chosen by the Rakuten Group	<ul style="list-style-type: none"> • Since 2018, our Group NPS® has continually exceeded that of our competitors. • Ecosystem NPS 31.6 points higher than nearest competitor in Q4 2023. <p>▶ For more details, visit our Products & Service Quality page</p>