

# Rakuten Mobile

## Rakuten Mobile, Inc.

### Company Description

**We are embarking on a new challenge as a mobile carrier.  
To disrupt the telecommunications industry, we deliver innovative services.**

#### Services

Provides communications services, including mobile telecommunications(MNO and MVNO), and energy solutions.

- **Rakuten Mobile**

Rakuten Mobile provides mobile communications services nationwide, operating its mobile network operator (MNO) business since October 2019 and mobile virtual network operator (MVNO) business since October 2014.

Through its innovative network technology and by leveraging synergies with Rakuten Group services, the Rakuten Points loyalty points program and Rakuten membership that make up the Rakuten Ecosystem, Rakuten Mobile aims not only to offer its customers convenient and easy-to-use communications services, but also to revolutionize the way people live and work in the 5G era.

- **Rakuten Hikari**

Rakuten Hikari is a high-speed internet service with a maximum speed of 1Gbps that offers services utilizing the fiber optic lines of NTT East/West through Rakuten Broadband.

In addition to conveniently consolidating the optical network with provider contracts and invoices, Rakuten Hikari also offers a variety of services, including free options, designed to meet customers' needs.

- **Rakuten Senior**

Rakuten Senior is a service for senior users that aims to promote health and social participation.

With the help of a dedicated app, users can earn Rakuten Points by exercising and keeping track of their daily steps, participating in a variety of special events and checking in at designated facilities. Regular classes are held online and in Rakuten Mobile shops, with the aim of improving smartphone and IT literacy for users up to the age of 100 and beyond.

Rakuten Senior seeks to make healthy living and social participation more enjoyable through the use of smartphones.

- **Rakuten Broadband**
- **Rakuten Denwa**
- **SMARTalk**
- **Domestic/international phone service (MYLINE) for business**
- **Domestic phone service (MYLINE) for personal**

### Company Details

#### Head Office

Japan

#### Main Business

電気通信事業法に基づく電気通信事業その他通信に関する事業

#### President

三木谷 浩史

#### Established

2018年1月10日

#### Number of Employees

Over 1,000

#### URL

<https://corp.mobile.rakuten.co.jp/>

### Offices

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**Main Office**

Rakuten Crimson House  
1-14-1, Tamagawa, Setagaya-ku  
Tokyo, Japan, 1580094

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