November 2, 2026

Press Release

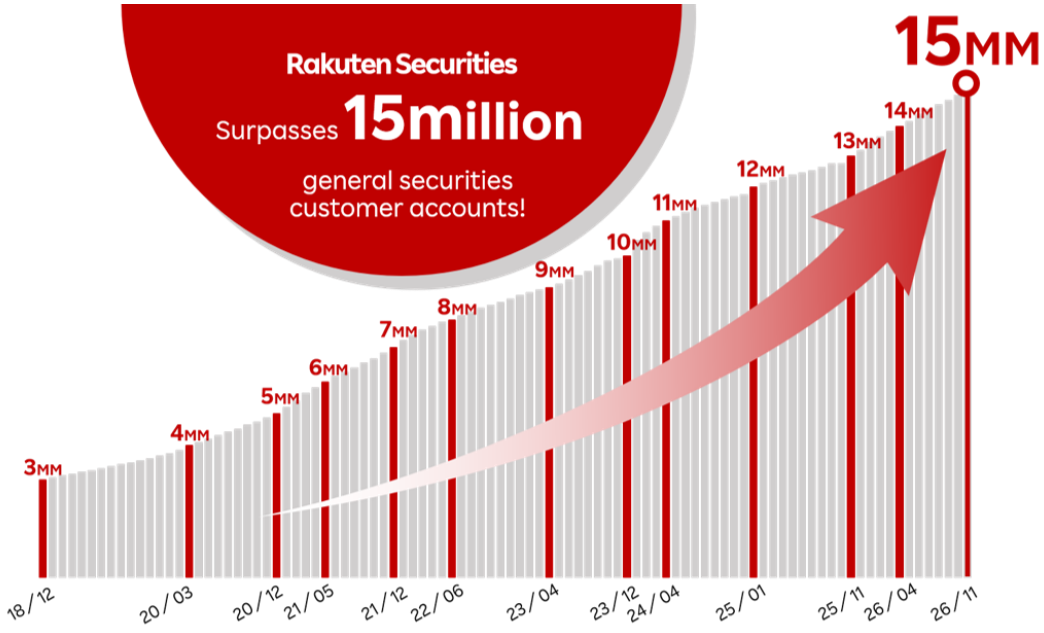
Rakuten Securities, Inc.

Rakuten Securities Surpasses 15 Million General Securities Customer Accounts, the Largest Number of Non-Consolidated Securities Accounts in Japan

- Rakuten Securities added 1 million accounts in approximately seven months
- Growth supported by commission-free trading and asset-building services offering trades from 100 yen
- Commission-free trading to expand to U.S. stock margin trades from November 2026

Tokyo, November 2, 2026 – Rakuten Securities, Inc. today announced that its general securities accounts have surpassed 15 million, the largest number*1 of non-consolidated securities accounts among Japanese securities companies (based on disclosed information), as of November 2026. This marks an increase of 1 million accounts in approximately seven months since reaching the 14 million milestone in April 2026.

To commemorate the 15 million account milestone, Rakuten Securities will launch a follow-and-repost campaign on its official X account starting November 2, 2026.



Since launching in 1999 as the first dedicated online brokerage service in Japan, Rakuten Securities has worked to continually expand and enhance its asset-building platform with retail investors top of mind.

To further lower barriers to investing, the company eliminated fees for domestic stock trading in October 2023 and will extend the same commission-free pricing to U.S. stock margin trades starting in November 2026, providing a more cost-effective environment for investors. Furthermore, the company has introduced several services to support asset building, including KabuPita®, an industry-first*2 initiative which enables trading of domestic stocks starting from 100 yen in 1 yen increments, and the Rakuten Money Fund, a money reserve fund (MRF) offering favorable yields. Since October 1, 2026, the company has also begun accepting applications for "Kodomo NISA," (Children's NISA) accounts, designed to help customers under 18 build assets, and has received many applications.

Recognizing the growing importance of security measures in the financial sector, Rakuten Securities is also dedicated to fostering a secure environment where customers can invest and build assets with peace of mind. This includes offering passkey authentication using FIDO2 technology across all channels, including tools and apps.

The milestone of 15 million general securities customer accounts – the largest*1 among Japanese securities companies (based on disclosed information) – reflects the company's commitment not only to facilitating customers' initial steps in asset building, but also to cultivating an environment where they can continue their investment journey with assurance. To commemorate the milestone, the Rakuten Securities official X account will hold a follow-and-repost campaign from November 2 to November 20, 2026, with 15,000 yen digital gift certificates to be awarded to 15 entrants and 1,500 yen digital gift certificates to be awarded to 150 entrants chosen via lucky draw. For further details, please refer to the Rakuten Securities official X account.

Rakuten Securities aims to maximize customers' financial well-being as the brokerage company of choice for all customers – ranging from investment newcomers to seasoned traders. The company will continue expanding its array of services to meet their diverse investment needs.

Notes

**1 Aggregated by Rakuten Securities from information publicly available on the website of each company, using accounts with balance (Nomura Securities, Daiwa Securities) and total number of accounts (SMBC Nikko Securities). As SBI Securities does not disclose the number of non-consolidated accounts, the number of accounts as of the end of March 2021 was used. As of November 2, 2026. Source: Rakuten Securities research.*

**2 Comparison among major online securities companies (the top 5 companies with the highest number of accounts: Matsui Securities, Mitsubishi UFJ eSmart Securities, Monex Securities, Rakuten Securities and SBI Securities, listed in alphabetical order). As of November 2, 2026. Source: Rakuten Securities research.*

**The information above was originally prepared in Japanese. The English version of this press release is a translation of the original Japanese document and has been provided solely for the convenience of non-Japanese readers. Should any discrepancy between the English translation and the original Japanese version arise, please refer to the Japanese version.*

Explanation of fees, etc. and risk
When investing in a Rakuten Securities product, certain fees and charges may be associated. Customers may also bear losses due to the fluctuating market value of the product(s). Regarding fees, etc. and risk associated with investing in product(s), customers should carefully read the page detailing the fees, etc. and risk associated with investment on the Rakuten Securities website and the pre-contract documents in order to ensure full understanding.

Trade name: Rakuten Securities, Inc. (Rakuten Securities website)
Financial Instruments Business Operator: Kanto Local Finance Bureau (FIBO) No. 195, commodity futures trader
Money Lender's Registration No.: Governor of Tokyo (1) No. 32007
Trade associations: Japan Securities Dealers Association, Financial Futures Association of Japan, Commodity Futures Association of Japan, Type II Financial Instruments Firms Association, Japan Investment Advisers Association, Japan Financial Service Association Member No. 006365

About Rakuten Securities
Rakuten Securities, Inc. launched in March of 1999. In addition to providing innovative comprehensive financial brokerage services, including the trading platforms MARKETSPEED® and iSPEED®, Rakuten Securities consistently strives to lower investment hurdles for individual investors by leveraging aspects of the Rakuten Ecosystem, such as Point Investment, Rakuten Card and Rakuten Cash.

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