

Sept. 10, 2015
Recruit Holdings Co.,Ltd.

Recruit Holdings supports webpage design contest of Rakuten flea market app Rakuma, organized by Rakuten to be held on 99designs, a firm invested in by Recruit

Recruit Holdings Co., Ltd. (Recruit: Headquarters: Chiyoda-ku, Tokyo; President and CEO: Masumi Minegishi) announced that Recruit will support the holding of a webpage design contest for the Rakuten flea market app Rakuma, organized by Rakuten, Inc. (Headquarters: Setagaya-ku, Tokyo; Chairman and CEO: Hiroshi Mikitani) and held on 99designs, Inc. (Headquarters: Oakland, USA; CEO: Patrick Llewellyn), the world's largest crowdsourcing design marketplace provider invested in by Recruit.

1. Goal of this project and overview of 99designs, Inc.

99designs, Inc. (<http://99designs.com/>) is a corporation that operates a crowdsourcing design marketplace that utilizes over one million designers from 192 countries worldwide. It provides logo and graphic design services in contest / project formats, enabling businesses to produce high quality designs at an reasonable costs. Since starting the service in 2008, it has made its name as one of the major companies in the design field, and has hosted more than 430,000 contests to date, with a cumulative payout of over 120 million dollars to its community of designers around the world.

Through investing in this corporation, Recruit has supported new innovative initiatives to create a world where designers can receive a wide variety of design work from clients worldwide at any time or location. Recruit will support the launching of the Rakuten-operated flea market application Rakuma webpage design contest, the first collaboration with a Japanese company for 99designs, Inc., as part of further initiatives accelerating both business expansion and branding of this company.

2. Overview of Design Contest

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| How to Participate | Please access the following website to participate in the contest. http://99designs.jp/lp/collaboration-rakuten-rakuma/ |
| Eligibility | Any designer registered with 99designs is eligible to participate. *Illustrator/Photoshop illustration skills required. |
| Contest Period | Thursday, September 10, 2015, to Sunday, September 27 |
| Theme | Rakuten flea market application Rakuma webpage design renovation (https://rakuma.rakuten.co.jp/) |
| Prize | \$1,000 * Prize will be paid by 99designs,Inc. in USD through Paypal. |
| Handling of Designs | <ul style="list-style-type: none"> Selected designs will be examined by the Rakuten Rakuma team, and decisions regarding the upcoming renovation will be made at a later date. Please note that these are design proposals only, and there is a possibility that no renovation will take place. Selected webpage designs may be altered based on the submission. Regarding design applications and transfer of rights, this contest will be held according to 99designs' terms of use and copyright transfer agreement. |
| Contest Inquiries | https://support.99designs.com/hc/ja/requests/new |

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Inquiries:
<http://www.recruit-rgf.com/support/>