

Translation

Notice: This document is an excerpt translation of the original Japanese document and is only for reference purposes. In the event of any discrepancy between this translated document and the original Japanese document, the latter shall prevail.



June 23, 2020

To Whom It May Concern:

Company Name BASE, Inc.
Representative Yuta Tsuruoka, Representative Director and CEO
(Security Code: 4477 Tokyo Stock Exchange Mothers Market)
Contact Person Ken Harada, Director and CFO
Phone: +81-3-6441-2075

“BASE” begins handling cross-border EC

Delivery to more than 150 countries is now possible through service collaboration with “NEOlogi”

We are pleased to announce that “BASE”, an e-commerce platform operated by our company, has collaborated with “NEOlogi”, a cloud-based logistics service that enables domestic and overseas deliveries provided by Neowing Co., Ltd. (Address: Chuo Ward, Tokyo, Representative Director: Fumio Katagiri, hereinafter referred to as “Neowing”), and that “BASE” has started providing a cloud-based logistics service for overseas destinations, “NEOlogi App”, with “BASE Apps”, an enhanced function of “BASE”, since Tuesday, June 23, 2020.

“BASE” member stores can use the “NEOlogi App” to smoothly handle deliveries to customers who purchase products from overseas.



1. What is “NEOlogi”?

“NEOlogi” is a cloud-based logistics service that can ship to more than 150 countries around the world, including Japan. It is possible to easily carry out the work related to shipment from a dedicated cloud type distribution system, and it also supports automatic shipment by cooperating with various EC systems.

In addition, you pay for only the amount that you use, and the initial and fixed costs are free of charge, so we can respond to various logistics needs such as online shops with few shipments and one-time use.

The distribution system for the “NEOlogi” was jointly developed by Neowing Co., Ltd. and Hitachi

Transport System Central Japan Co., Ltd. By supporting both the transit type and the inventory type, same-day warehousing and same-day shipment are possible, thus shortening the lead time for delivery. Hitachi Transport System Central Japan provides efficient and high-quality logistics services through its logistics management system.

2. About an extension “NEOlogi App”

“NEOlogi App” is an extension provided for the member stores of the net shop creation service “BASE”. Shop owners who use “BASE” can outsource all logistics support operations such as warehouse cooperation for overseas delivery by utilizing the “NEOlogi App”, and it becomes possible to realize EC across the border to the world with one stop.

Using the “NEOlogi App” enables users to make the transition between the “BASE” management screen and the “NEOlogi” management screen smooth. When an item is purchased from an overseas customer, “BASE” order information and delivery status can be easily captured on the “NEOlogi” management screen. Also, by cooperating with the warehouse, it is possible to store the products in advance or to ship the products to the warehouse after receiving the order, so it is possible to realize overseas delivery suitable for the member stores.

“BASE” member stores can use this function by logging in to the “BASE” management screen and installing “NEOlogi App” from the “BASE Apps” extension.

Additionally, the “NEOlogi App” can be used together with free functions already provided by “BASE” of “Apps for English and Foreign Currencies”, “Advanced Settings of Shipping Fees App”, and “PayPal Payment” in order to accept orders from overseas customers.

■Outline of “NEOlogi App”

Launch Date: Tuesday, June 23, 2020

URL : <https://baseu.jp/15427>

Target Audience: Member stores of e-commerce platform “BASE”

<Features of “NEOlogi App”>

1) Smooth information linkage between “NEOlogi” and “BASE” management screens

You can smoothly transition between the “BASE” and “NEOlogi” management screens. The delivery status set on the “NEOlogi” management screen is automatically updated on the “BASE” management screen, reducing the burden of information management related to overseas delivery.

2) It is possible to handle from inventory management to shipping without any initial or fixed costs

You can store items in the warehouse from one item at a time, and you can use it free of any initial or fixed costs. Inventory data stored in the warehouse is reflected on the management screen of “NEOlogi” every day with the latest information, so that the inventory can be properly grasped.

It is also possible to ship overseas without storing in the warehouse in advance, in that case, you have to ship the item to the warehouse in “NEOlogi”, and you will be responsible for domestic shipping to the warehouse, overseas shipping handling charge (300 yen ~), and overseas shipping fee.

3) Delivery to more than 150 countries and multi-lingual handling are possible

By leveraging Neowing's experience and know-how in overseas shipments, which have been accumulated over 20 years, you are able to deliver products to more than 150 countries around the world, enabling you to further expand sales. Further, it can print slips in English, Chinese, and other languages, and for inquiries regarding overseas shipping, “NEOlogi” support staff members work with customers who purchase products from overseas, so shop owners can use our service with peace of mind.

In addition, we also offer a variety of delivery methods, including DHL, FedEx, EMS, AIRMAIL and SAL, to meet the diverse needs of customers who wish to purchase products from overseas, such as speed and cost.

“BASE” will continue to expand sales channels for member stores that use “BASE” and provide an environment in which all customers in Japan and overseas can enjoy convenient and comfortable online shopping.

The end.