

Translation

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July 8, 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)

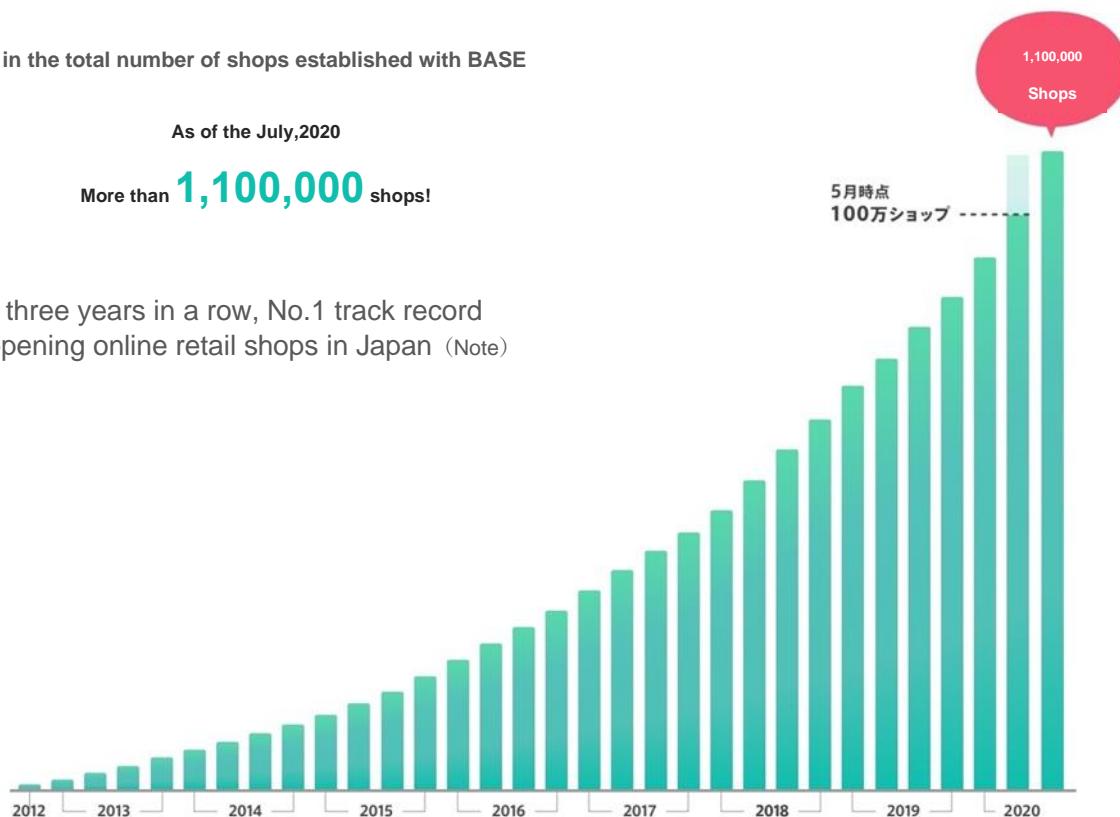
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### 100,000 New Shops in 2 Months The Number of BASE Shops Exceeded 1.1 Million in July

We are pleased to announce that the number of shops using "BASE," our E-commerce platform, exceeded 1.1 million in July 2020.

Trends in the total number of shops established with BASE



For three years in a row, No.1 track record  
in opening online retail shops in Japan (Note)

(Note) The online shop opening track record is taken from a survey by Macromill, Inc. (February 2020)

#### **1. Background of exceeding 1.1 million shops: New style of business operation using online shops**

Since the end of March this year, the number of online shops for BASE has increased dramatically. These shops were opened by those who have been refraining from business operation or customer-attracting

activities due to the spread of the COVID-19 infection, including operators of brick-and-mortar shops, sellers of goods for events, tourism-related business operators, operators of live houses or concert halls, and sellers of goods at live concert. In May, the total number of shops exceeded 1 million.

In fact, we have received many positive comments from shop owners who opened online shops to avoid business stagnation due to the COVID-19, saying that: "I thought it would be a waste to throw away products that did not sell at actual stores, having nowhere to go. but now I found BASE, through which I sold the products that had not been on our company's website, with attractive discount." "(With an increase in purchases) I realized how great the power of the Internet is." "I opened an online shop for the first time and realized the possibility of new business development." By creating a new sales channel on the Internet, the limitation in offline sales activities is compensated, so the shop owners can carry on their businesses revitalizing them in a new and different way.

At present, sales activities using online shops are spreading as a new standard, and 100,000 shops were newly opened using BASE in only 2 months since May. In July, the total number of shops exceeded 1.1 million.

## 2.BASE's support for e-commerce

Facing the economic impact due to the widespread COVID-19 infection, BASE has given top priority to develop functions that will reduce the burden on shop owners as much as possible.

In June, we started offering Takeaway App to support sales promotion of shop owners who mainly operate brick-and-mortar stores including restaurants. Taking this opportunity, many shop owners have taken up the challenge of operating online shops. We will continue to work on the function development, and support your new style of business using the Internet so that you can more conveniently sell your products using BASE.

<Actions in the last two months>

- June 25, Takeaway App is launched

[https://binc.jp/press-room/news/press-release/pr\\_20200625](https://binc.jp/press-room/news/press-release/pr_20200625)

- June 23, the service cooperation with NEOlogi App started

[https://binc.jp/press-room/news/press-release/pr\\_20200623](https://binc.jp/press-room/news/press-release/pr_20200623)

- June 16, the service cooperation with Appify started

<https://note.com/thebase/n/ncfecb6a4c163>

- June 2, started support for selling artist goods through ARTIST BASE

[https://binc.jp/press-room/news/press-release/pr\\_20200602](https://binc.jp/press-room/news/press-release/pr_20200602)

- May 28, started support for applying for a public support system through Aerial Partners

[https://binc.jp/press-room/news/press-release/pr\\_20200528](https://binc.jp/press-room/news/press-release/pr_20200528)

BASE will continue to support business owners who are taking on operation of online shops, and will make every effort to eliminate burdens in various economic activities through the Internet, in the time of emergency.

The end.