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To Whom It May Concern:

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BASE starts business tie-up with Aomori Bank
Supporting the Internet business of companies in Aomori Prefecture

We are announcing today that BASE, Inc. has formed a business alliance with the Aomori Bank, Ltd. (Director/President: Susumu Narita, hereinafter referred to as "Aomori Bank"), focusing on providing support for our customers' Internet businesses.



1. Purpose of the alliance

The main purpose of the alliance is to revitalize businesses of companies in Aomori Prefecture by utilizing the Internet. We will build business sales channels for our customers throughout Japan to promote e-commerce businesses, by combining the regional network and information held by Aomori Bank with Internet technology, which is one of our advantage, and know-how of e-commerce businesses using our e-commerce platform "BASE."

Affected by the widespread COVID-19 infection, an increasing number of new online shops have opened in BASE since the end of March this year. Many shop owners are starting to realize the potential of e-commerce as a new sales channel to supplement their traditional sales activities and customer attraction. BASE has been used by a great number of shop owners, including those operating actual shops, sellers of goods for events, tourism-related business operators, operators of live houses or concert halls, and sellers of goods at live concerts. In September, the total number of shops exceeded 1.2 million.

We have received many positive comments from shop owners who opened online shops: "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" and so on. By creating a new sales channel on the Internet, the limitation in offline sales activities is compensated, and many shop owners can carry on their businesses revitalizing them in a new and different way.

BASE and Aomori Bank will expand business possibilities for companies in Aomori Prefecture by making “BASE” available for the Bank’s customers, allowing anyone to easily create and operate online shops using the Internet.

2. Outlook for the future

Currently, we do not believe that this event will have a material impact on the Company's consolidated results for the fiscal year ending December 31, 2020. However, we will promptly inform you of any matters that should be disclosed regarding the future status and impact on business results.

The end.