

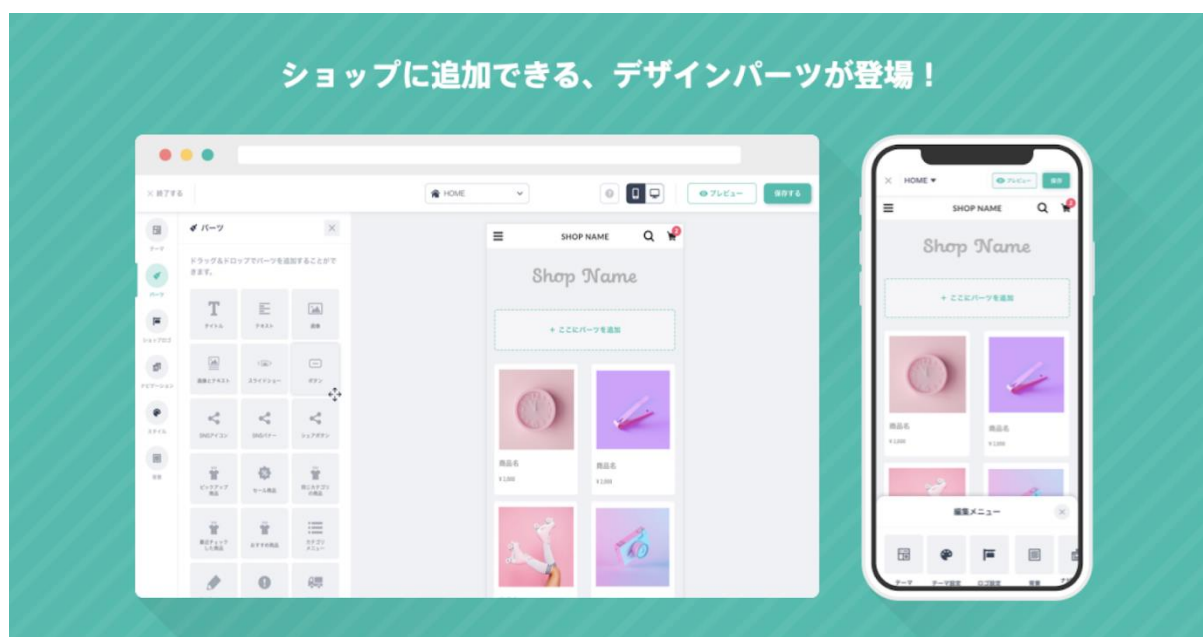
October 15, 2020

To whom it may concern:

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 Representative: Representative Director and CEO Yuta Tsuruoka
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“BASE” drastically renews “shop design function”
Choose parts to freely customize the design of your online shop
Online shops can be intuitively edited with No-Code tools

We are pleased to announce that “BASE,” the online shop creation service operated by BASE, Inc. (Location: Minato-ku, Tokyo, Representative Director and CEO: Yuta Tsuruoka), has drastically renewed the design editing function of online shops operated by shop owners, and from Thursday, October 15, 2020, it has newly started the provision of “shop design function,” which allows for easy customization of online shop design from smartphones.



■ **What is “shop design function”?**

“Shop design function” is a design function of online shop creation service “BASE.” So far, it was possible to customize only some designs, such as logo and background image settings, and the display color of ABOUT (shop introduction page) and CONTACT (inquiry form) navigation displayed on the top page of the online shop. With this drastic renewal, in addition to providing 17 new official themes that can be used for free, the company has also made it possible to easily set up more than 20 different items in the desired location, including the addition of slideshows that previously could not be edited, and product pick-up displays. No special skills are required.

By combining the official themes and items, over 1,000 designs can be created, so shop owners can express the brand's unique world view more than ever through the “shop design function.”

■ **Background of the major renewal: Responding to demand as smartphones spread**

A survey on ICT device ownership in 2019 released by the Ministry of Internal Affairs and Communications*

showed that the ownership rate of smartphones for households is about 80%. This indicates the high penetration rate of smartphones in Japan. Also, regarding device usage by member stores that use the “BASE,” smartphones account for more than 70% of devices shop owners use to access their administration screens, indicating that smartphones are used the most for product registration and operation of online shops.

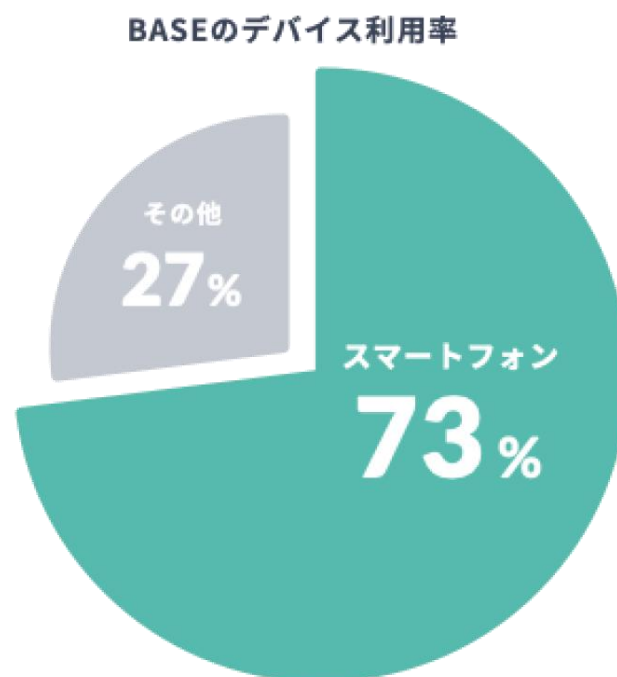
In response to this situation, “BASE” is making efforts to enhance support for mobile phones to improve convenience for users accessing sites from smartphones.

This time, we have carried out a major renewal of the “shop design function” to make the design part, which is the basis of the online shop, compatible with mobiles.

Through the “shop design function,” we provide an environment where shop owners can reflect brand concepts and images more smoothly for their online shop, and support them so that they can concentrate on creating value other than the operation of the online shop.

*Source: Ministry of Internal Affairs and Communications “2019 WHITE PAPER Information and Communications in Japan”

<https://www.soumu.go.jp/johotsusintokei/whitepaper/ja/r01/html/nd232110.html>



■ Features of the new “Shop design function”

• Intuitive design editing with No-Code

The “shop design function” does not require any HTML or code editing, and allows you to edit with No-Code. In addition, you can use all the newly added editing functions such as changing fonts, adding and rearranging navigation, and adding site URLs other than “BASE” for free.

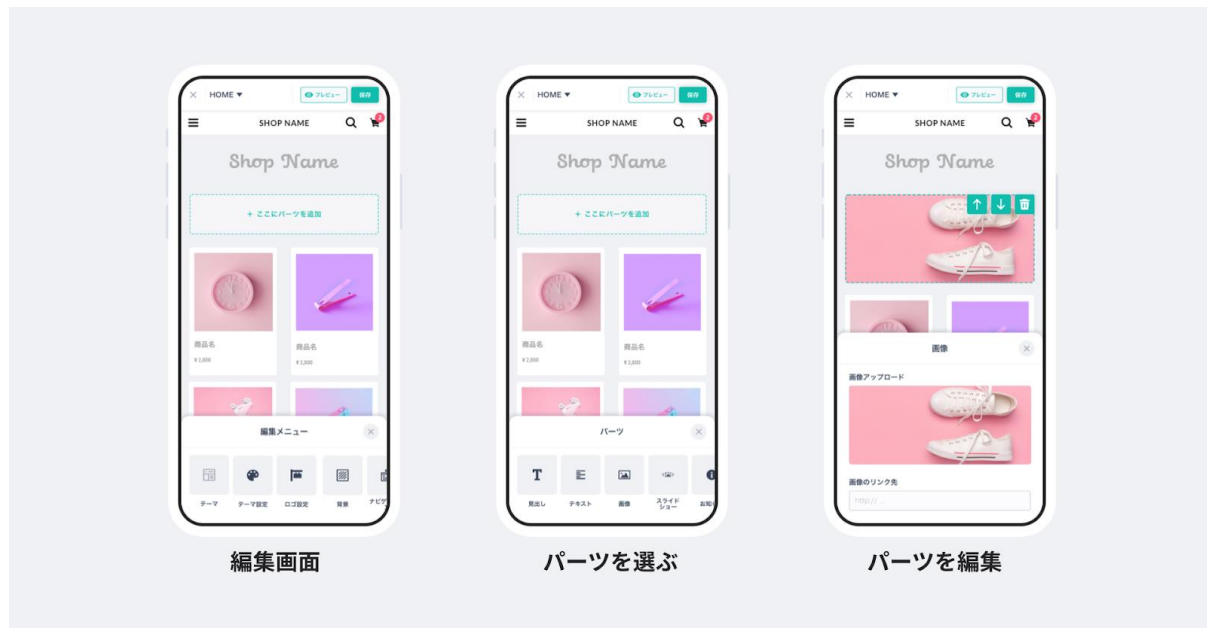
• Add the items you need from over 20 different items

It is possible to add necessary items from over 20 different items, such as announcements, pick-up items, slideshows and SNS icons, to your online shop as needed. You can also adjust where you add items so you can decide the structure of information you want to share, products you want to show, and so on.

• Designs can be edited on smartphones and PCs

Shop design editing can be customized from either a smartphone or a PC, so shop owners can edit their designs

from the device they are ordinarily using. As you can edit and set the design of both PC and smartphone from a PC, you can check the design efficiently.



“BASE” will continue to enhance its functions in a wide range of areas in order to create an environment that supports the operation of shop owners and facilitates the provision of value through improved mobility and design convenience.

The end.