



October 16, 2020

To whom it may concern:

Company name:	BASE, Inc.
Representative:	Representative Director and CEO Yuta Tsuruoka (Code: 4477, Tokyo Stock Exchange Mothers)
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BASE makes its first investment in MOSH, a service EC

BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka; hereinafter referred to as BASE) is pleased to announce that our company, as a first investment, has invested in MOSH, Inc. (Head Office: Meguro-ku, Tokyo; President and Representative Director: Kazuya Yabu; hereinafter referred to as MOSH), which operates the website “MOSH” that sells services online.



■ About MOSH

MOSH operates “MOSH,” a platform for individuals and small teams to sell services online. For more than 200 types of businesses, including fitness, hairdressing, and relaxation, the company provides services that enable operators to easily use functions such as website creation, reservation management, payment, monthly subscription billing, and coupon tickets on smartphones. To date, more than 15,000 businesses have used the company’s services.

- “MOSH” is a site where you can sell services online <https://mosh.jp/>

■ Background of MOSH investment

This is our company’s first investment and we believe this is a critical opportunity to expand the reach of our SMB customers, who are the primary users of our company services.

As stated in our company’s “Announcement of Issuance of New Shares by way of International Offering” disclosed on September 24, 2020, we will utilize the raised funds to provide more efficient and convenient functions and services by strengthening and expanding partnerships with external parties.

At this time, the potential of the EC market for individuals and SMBs, which our company had envisioned, is expanding owing to the rapid shift of consumers to EC and the acceleration of the online shift of brick-and-mortar stores. Our company decided to invest in MOSH, which develops and operates products for EC services, in order to expand the range of users supported by the company.

Our company also shares MOSH’s corporate mission to “create an economy of passion” and believes that the EC services area for empowering SMBs should be an area our company fully supports in addition to our company’s own business in order to realize our corporate mission as soon as possible.

BASE will continue to contribute to the realization of our company’s corporate mission, “Payment to the People, Power to the People.,” through investments and other means, with the aim of creating a society where

people around the world can freely conduct economic activities.

The end.