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To whom it may concern:

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BASE Has Updated its "Instagram Sales App" and Started to Support Facebook's Shop Function – You Can Now Enter Catalog Product Information on Instagram –

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 here updated the existing extended features "Instagram Sales App" provided by BASE on Thursday, October 22, 2020, in order to support the "Shopping Feature" that was introduced in Japan in June 2020 by Facebook, Inc. (Headquarters: Menlo Park, California, USA; Founder, Chairman and CEO: Mark Zuckerberg; hereinafter referred to as "Facebook").

With this update, BASE member stores that have installed the "Instagram Sales App" can now enter catalog product information that can be displayed on Instagram.



•What is the "shopping feature"?

This is a new feature that Facebook announced in May 2020, and introduced in Japan in June 2020. You can create a customizable online shop for free, and publish it on Facebook, Instagram, and other apps offered by Facebook. Businesses can choose the products they want to feature from their catalog to create collections, or change the color of the screen to express the shop image that showcases their brand.

Introducing Facebook Shops: Helping Small Businesses Sell Online (From Facebook's official newsroom)
<https://about.fb.com/ja/news/2020/06/introducing-facebook-shops/>

■What is "Instagram Sales App"?

Instagram Sales App was launched in June 2018 in BASE's extension function "BASE Apps" (<https://apps.thebase.in>), as an extension linked to Instagram's "shopping feature."

"Instagram Sales App" provides a shopping environment in which you can enjoy shopping by seamlessly moving from a tag of a product image posted on Instagram to a product page of BASE member store's online shop.

■Outline of "Instagram Sales App" update

Date of update: Thursday, October 22, 2020

URL : <https://apps.thebase.in/detail/74>

Target: Member stores using "BASE" (*1)

*1 Your store will be reviewed by Facebook before using it.

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With this update, you can now enter additional attributes (*2), such as product categories, color, sizes, and

materials that can appear in your Instagram catalog.

This improves the accuracy of matching for Instagram users, allowing shop owners to leverage Instagram to increase recognition and promote sales.

*2 Product information details can be entered for attributes of three product categories, namely fashion/accessories, home/garden, and beauty/health.

■Future Updates of "Instagram Sales App"

Currently, "BASE" is working on supporting functions that allow you to categorize products on Instagram, such as new and seasonal products, and display them as a collection, and we plan to update the "Instagram Sales App" again within this year.

We will continue our efforts to strengthen sales channels of member stores using BASE, and provide an environment in which all customers in Japan and overseas can experience convenient and attractive online shopping.

The end.