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To whom it may concern:

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Representative:	Representative Director and CEO Yuta Tsuruoka (Code: 4477, Tokyo Stock Exchange Mothers)
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BASE Collaborates with Direct Tech Supporting Influencers' Internet Business

BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director & CEO: Yuta Tsuruoka) is pleased to announce that its online shop opening service “BASE” has started a collaboration with Direct Tech, Inc. (Head Office: Minato-ku, Tokyo; Representative Director: Hajime Hasegawa; hereinafter referred to as “Direct Tech”) to support the Internet business of influencers.

Next spring, we are planning to launch specific initiatives with the “Influencer D2C Lab,” a D2C platform provided by Direct Tech that comprehensively produces influencers.



■ Purpose of collaboration

The purpose of this collaboration is to support the business activation of influencers who transmit their fashion and lifestyle information through the Internet using social networking services such as YouTube and Instagram.

By linking the network that Direct Tech has developed in its influencer marketing business with our know-how in the e-commerce business that utilizes our strengths in Internet technology and online shop opening service “BASE,” we will establish sales channels for influencers who launch their original brands and manufacture products and thereby promote e-commerce business.

Next spring, we are planning to launch specific initiatives with the “Influencer D2C Lab,” a D2C platform provided by Direct Tech that comprehensively produces influencers.

“BASE” and Direct Tech will support influencers’ Internet business.

The end.