



December 17, 2020

To whom it may concern:

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“BASE” Launches an Extension Function “Next Engine App”
Streamline business operations by centrally managing multiple online shops

We are pleased to announce that “BASE,” the online shop creation service operated by BASE, Inc. (Location: Minato-ku, Tokyo; CEO: Yuta Tsuruoka; hereafter called “BASE”), launched “Next Engine App” in BASE’s extension function “BASE Apps” on Thursday, December 17, 2020, through collaboration with cloud (SaaS) based EC platform “Next Engine” provided by Hamee Corp. (Head office: Odawara-shi, Kanagawa; CEO: Atsushi Higuchi).



● What is “Next Engine”?

“Next Engine” is a centralized management system for multiple sites developed by Hamee Corp., an online shop management company. It can be used for many mall-type EC sites and cart-type services, supporting the companies’ EC operations, and streamlining time-consuming tasks such as order processing and inventory control.

<https://next-engine.net/>

■ About Extension Function “Next Engine App”

“Next Engine App” is an extension function offered for member stores of the online shop creation service “BASE.”

“Next Engine App” enables “BASE” member stores to connect “Next Engine” so that they can centralize order processing and inventory control, and product registration on “Next Engine” when they sell products on mall-type EC sites at the same time.

With this function, “BASE” member stores will be able to improve the operation efficiency of their online shops and promote sales.

“BASE” member stores can use this function by logging in to the “BASE” control screen, installing “Next Engine App” from the “BASE Apps” extension function, registering for a “Next Engine” account, and downloading “Fully Automatic BASE*.”

* “Fully Automatic BASE” is an app available on Next Engine. We offer a plan for “BASE” member stores. “Fully Automatic BASE”: <https://base.next-engine.org/apps/3150/detail/>

■ Outline of “Next Engine App” Function

Launch Date: Thursday, December 17, 2020

URL: <https://apps.thebase.in/detail/119>

Target: Member stores using “BASE”

We will continue to enhance the functions of “BASE” to help “BASE” member stores manage their online shops efficiently.

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