



January 12, 2021

To whom it may concern:

Company name:

BASE, Inc.

Representative:

Representative Director and CEO Yuta Tsuruoka

(Code: 4477, Tokyo Stock Exchange Mothers)

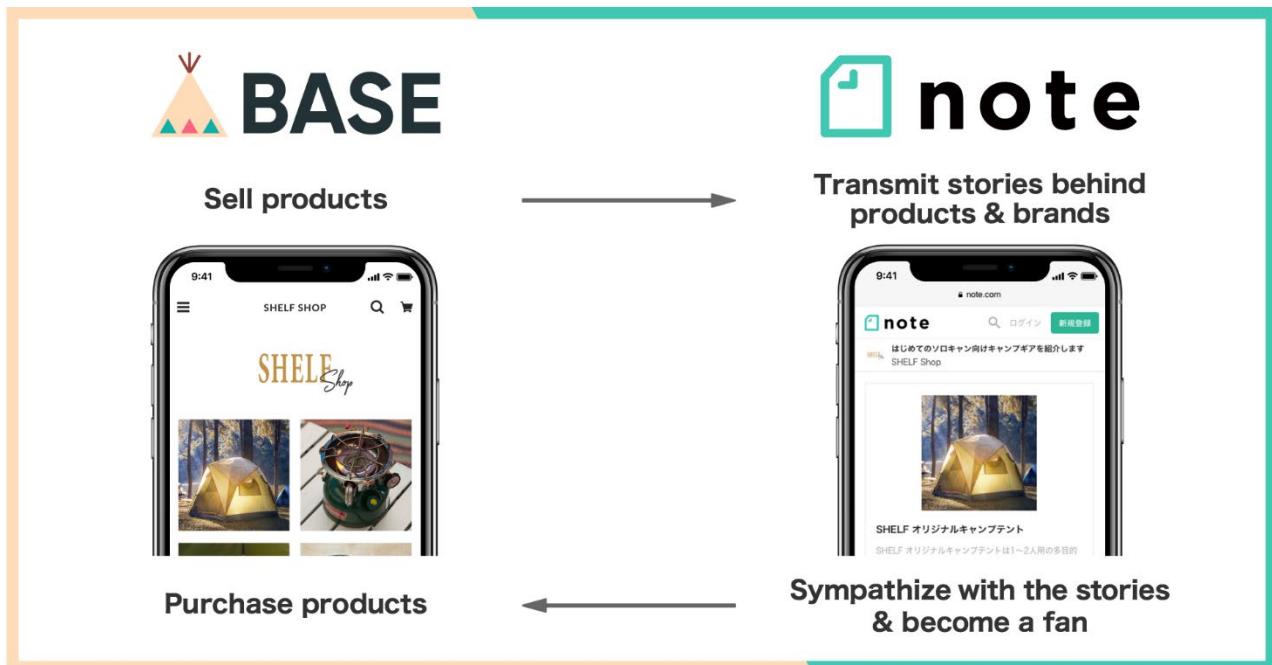
Inquiries:

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BASE Forms Capital and Business Alliance with note Which Operates Media Platform

BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka; hereafter called BASE) announced today that it has formed a capital and business alliance with note inc., (Location: Minato-ku, Tokyo; Representative Director and CEO: Sadaaki Kato; hereafter called note) which operates media platform.



■About note

We, note, are building a framework for the expression and creation under the mission of "enabling anyone to start and continue creation." Our media platform note is supporting any and all creative activities of creators. Using note; creators present contents of their choice, fans and friends interact within circles (clubs), stores and brand owners sell their products at stores, and companies and organizations transmit information by utilizing note pro. We are also operating "cakes," a contents distribution site.

■About capital and business alliance with note

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.

The purpose of this capital and business alliance with note is to maximize the value provided to the customers of both companies such as forming fans, attracting customers and expanding sales channels of creators who use "note" as well as "BASE" member stores.

We will jointly proceed with the development of functions that smooth a flow where stories behind products and brands as well as thoughts of creators are transmitted by using "note" firstly and then fans who

sympathize with transmitted information purchase products at online shops opened on "BASE."

<Cooperation to be implemented in the future>

- 1 Setup of mutual link between note and online shops opened on BASE.
- 2 Setup of function enabling BASE member stores to post articles on note from their administration screen.
- 3 Revitalizing media where articles of shopping categories of note gather.

Our company shares note's mission of "enabling anyone to start and continue creation" and will strengthen our efforts of further attuning to people who create the value by cooperating with note that empowers people through products.

■Holding a talk event by representatives

In commemoration of this alliance, we are planning to hold a talk by representatives of "note" and "BASE" on the future to be created by the companies.

Date and time: 19:30 to 21:00 on Thursday, January 14, 2021

Method: Online distribution

Speakers: Mr. Sadaaki Kato, Representative Director and CEO, note inc.

Mr. Yuta Tsuruoka, Representative Director and CEO, BASE, Inc.

<Schedule>

19:30 to 20:10: note #report presentation on best buy 2020

20:15 to 21:00: talk by representatives

<How to apply>

Please apply through the following site.

URL : <https://eventregist.com/e/6BgHUsujahXA>

It should be noted that we currently expect that the effects the alliance will have on our business performance are minor. However, we believe that it will contribute to the mid- and long-term improvement of BASE's corporate value. If matters to be disclosed arise, such matters will be promptly disclosed.

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.