

Translation

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To whom it may concern:

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“BASE” Launches an Extension Feature “Page Addition App”

Add freely designable original pages and four types of layout pages to your online store.

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 started to provide “Page Addition App,” which allows users to add original pages that can be freely designed from scratch, as well as four types of layout pages: “FAQ,” “Shopping Guide,” “Story,” and “Access” to their online shops, starting May 19, 2021 (Wednesday).

■ What is extension feature “Page Addition App”?

This is a new function of the “Base Apps” (<https://apps.thebase.in>) extension features provided to BASE member shops. This function allows you to add new pages to your online shop. In addition to the original pages that you can freely design from scratch, you can also publish up to five pages by selecting the page that best suits your purpose from four types of layout pages: FAQ, Shopping Guide, Story, and Access.

Once “Page Addition App” is installed, “add page” is added to the design menu of the administration screen, which enables the addition and management of new pages.

The title and contents of pages added using “Page Addition App” can be freely customized using the shop design function.

The image shows a promotional graphic for the Page Addition App. On the left, a large blue button with a white icon is labeled "Page Addition App". Below it, the text "Add pages" and "Design freely" is displayed. At the bottom, the BASE logo is shown. On the right, there is a screenshot of a mobile device displaying the "Page Management" screen of the BASE administration interface. The screen shows a list of pages and a "Add page" button. Below the device screenshot, there is a preview of a website featuring a pink background and a blue headphones image. The website has a navigation bar with "HOME", "ABOUT", "BLOG", "COIN", and "CAT" links.

■ Outline of “Page Addition App”

Launch Date: Wednesday, May 19, 2021

URL: <https://apps.thebase.in/detail/118>

Target: “BASE” member stores that use the free official themes with the shop design function (*)

<Types of layout for “Page Addition App”>

Layout can be chosen from the following five templates.

1. Blank page for original design

This is a blank page where you can customize the design from scratch. The "Shop Design" feature allows you to insert text, images, slideshows, videos, and other media to create the page you want.

2. FAQ

This layout makes it easy to post frequently asked questions and answers in an easily understandable way. By creating a page that provides answers to frequently asked questions, such as about shipping and gift-giving, from purchasers, questions before purchasing are resolved and the shop owners' burden to respond to inquiries are reduced.

3. Shopping guide

The layout makes it easy to post notes, for example, on shipping and returning items. By posting detailed notes, purchasers can enjoy shopping with peace of mind.

4. Story (special brand appeal)

The layout makes it easy to create features about the brand concept and specific products. Each shop can send out information flexibly according to the theme, such as the background of the brand's birth and the thoughts of the founder, as well as seasonal products and collections.

5. Access

The layout enables shops to post their location on the map and how to access. A map can be displayed by entering an address in the map items placed by default. This helps shops to guide people to real places such as physical store locations and event venues.



*<About “shop design function”>

“Shop design function” is a free design function of online shop creation service “BASE.” Based on 17 free official themes, you can easily set up more than 20 different items anywhere you like, for example, by inserting media such as images, slide shows, and movies, customizing the area for displaying notices and shipping fee instructions, and displaying maps.

By combining the official themes and items, over 1,000 designs can be created, so shop owners can express the brand's unique world view through the “shop design function.”

● About “shop design function”

URL: <https://thebase.in/shopdesign>

“BASE” will continue to provide shop owners with functions that make it easier for them to express their brand’s worldview and the appeal of their products via online shops.

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