

Translation

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May 28, 2021

To whom it may concern:

Company name:	BASE, Inc.
Representative:	Representative Director and CEO Yuta Tsuruoka (Code: 4477, Tokyo Stock Exchange Mothers)
Inquiries:	Director and CFO Ken Harada TEL 03-6441-2075

Featuring Shingo Katori, new TV commercials for “BASE,” an online shop opening service, will be broadcast from Saturday, May 29.

BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka; hereinafter called BASE) will start broadcasting new commercials from Saturday, May 29, featuring shop owner Shingo Katori, a user of the online shop opening service “BASE.”



■About New TV Commercial

This is the 4th commercial of “BASE” featuring Mr. Katori, the two versions of which will be broadcasted with the theme of “opening and operating BASE’s online shop.”

The creative work is aimed at changing negative images of opening and operating an online shop, such as “looks troublesome,” “requires special knowledge,” “costs money” and “need a computer” into positive ones so that anyone can easily feel like challenging it.

Through the story of the new commercial, we hope that more people will recognize the specialty of “BASE,” which is in “making it easy to open and operate an online shop” and become interested in starting online shop leveraging “BASE.”

■Overview of TV commercials

Sign on: Saturday, May 29, 2021

Broadcast areas: Nationwide (excluding some areas)

■“BASE” Commercial Special Page

URL : <https://lp.thebase.in/cm>

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