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June 1, 2021

To whom it may concern:

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 Representative: Representative Director and CEO Yuta Tsuruoka
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The number of online shops created through BASE has reached over 1.5 million
500,000 new shops have opened in the last year!

We are pleased to announce that the number of online shops created through “BASE” (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka), an online shop creation service operated by BASE, Inc., has reached over 1.5 million on Monday, May 31, 2021.

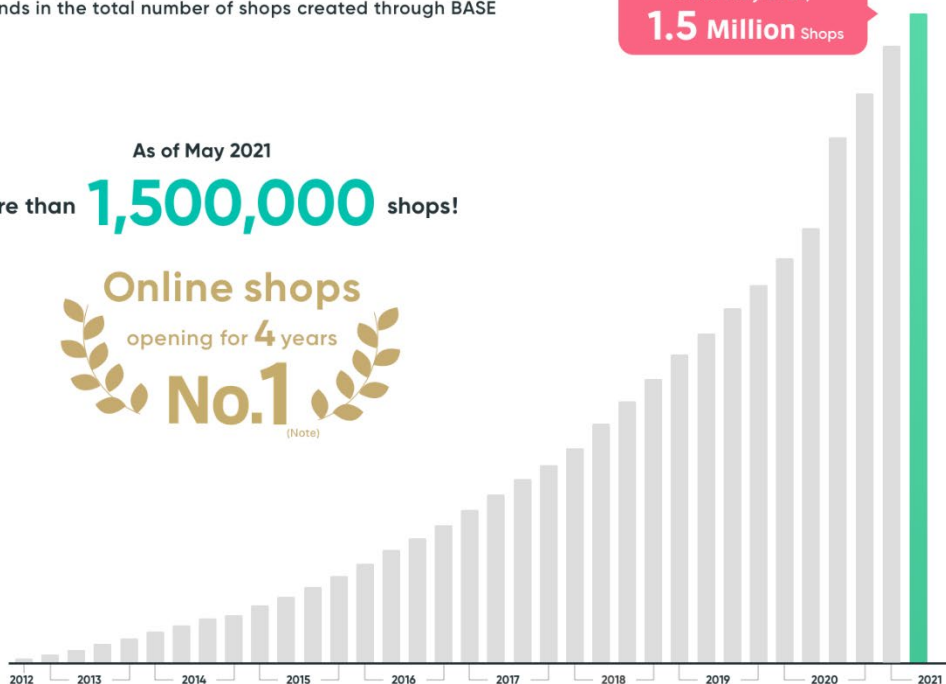


Trends in the total number of shops created through BASE

As of May 2021
 More than **1,500,000** shops!



As of May 2021,
1.5 Million Shops



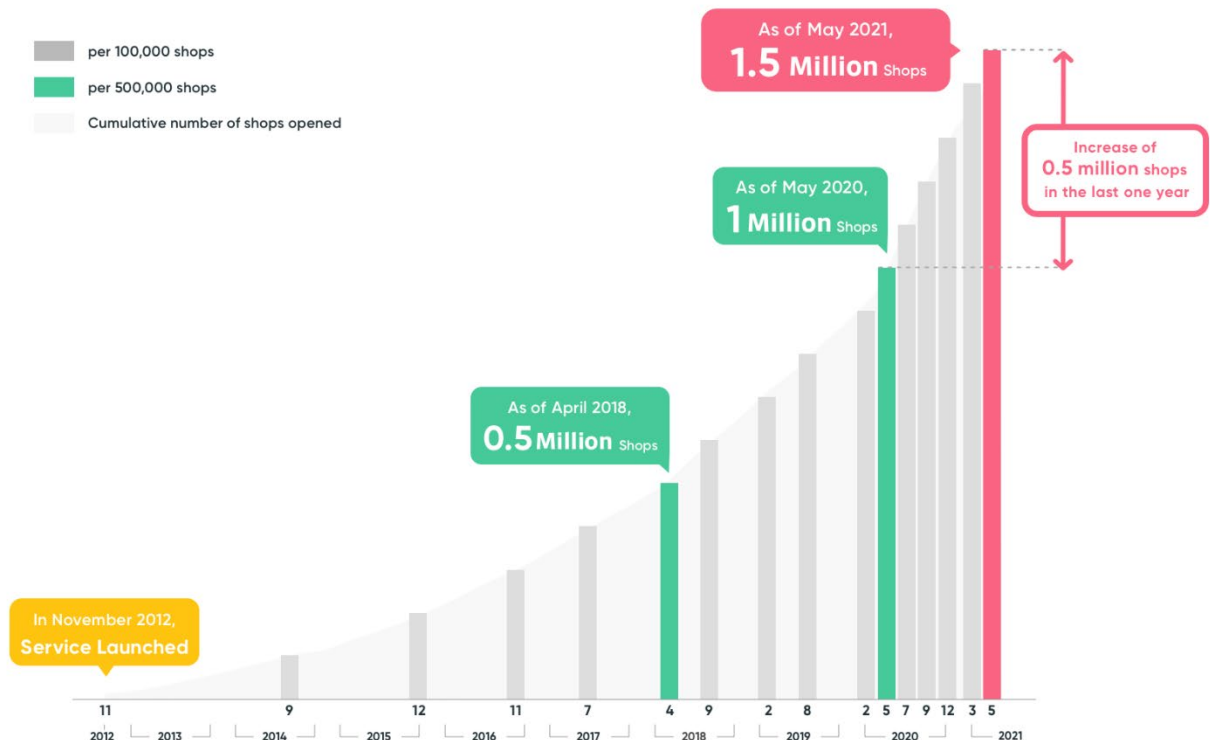
(Note) The online shop opening track record is taken from a survey by Macromill, Inc.

■Background of the 1.5 million shops breakthrough

In response to the rapid demand increase for the creation of online shops due to the COVID-19 pandemic from April 2020, “BASE” has been working to improve the environment for the operation of online shops over the past year by developing functions that facilitates the operation of online shops of as many users as possible and by introducing new payment options.

As a result, in just one year after we reached over 1 million shops in May 2020, the number of new shops increased by 500,000, and we reached over 1.5 million shops on May 31, 2021.

BASE The Pace of Increase in BASE Shop Openings



In addition to the provision of “BASE,” in order for the first-time users who create online shops to reduce the burden of procedures and the concerns for costs, we have adopted a simple form of application for the introduction of settlement service, and we offer our original settlement system with a focus on the speed with which online shops can be opened on the next day at the earliest.

Furthermore, no initial or monthly fees are required, and no fees are charged until a product is sold, thereby providing an environment for users to easily start an online shop.

As a result, we were able to respond to the needs of those who needed to secure sales channels as soon as possible under the COVID-19 pandemic.

While we continue to focus on the speed of introduction and to promote the removal of the cost burden and the burden of procedures for settlement service introduction, we have been consciously reinforcing the development of functions recently, mainly for the shop design function, in a way to not only allow users to start online sales easily but also allow even those without a computer to create a well-designed online shop by using a smartphone without any code.

■ Functions, etc., provided in the last year

< Shop design function >

- “Page Addition App” <https://apps.thebase.in/detail/118>
- Addition of new functions “Video function,” “Mapping function,” and “Image and text function” <https://thebase.in/shopdesign>
- Drastic renewal of “Shop design function” <https://thebase.in/shopdesign>

< Expansion of payment options >

- Launch of “Amazon Pay” via BASE Easy Payment <https://thebase.in/payments>

< Customer attracting/sales promotion functions >

- “Google Merchandise Cooperative App” <https://apps.thebase.in/detail/115>
- “Instagram Ads App” <https://apps.thebase.in/detail/110>
- Extension function “Takeaway App” <https://apps.thebase.in/detail/105>

< Operational optimization function >

- “Invoice Data Download App” <https://apps.thebase.in/detail/106>
- “Product Option App” <https://apps.thebase.in/detail/96>
- “Lottery sales App” <https://apps.thebase.in/detail/88>

< Communication function >

- “Community App” <https://apps.thebase.in/detail/100>

As for the provision of functions in the future, we will expand the support function such that shop owners who chose “BASE” to open online shops can continue to use this platform for a long period of time even if the scale of their online shops expand in the future, and we will work with the aim of providing the e-commerce platform with high convenience for all shop owners.

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