

Translation

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June, 23, 2021

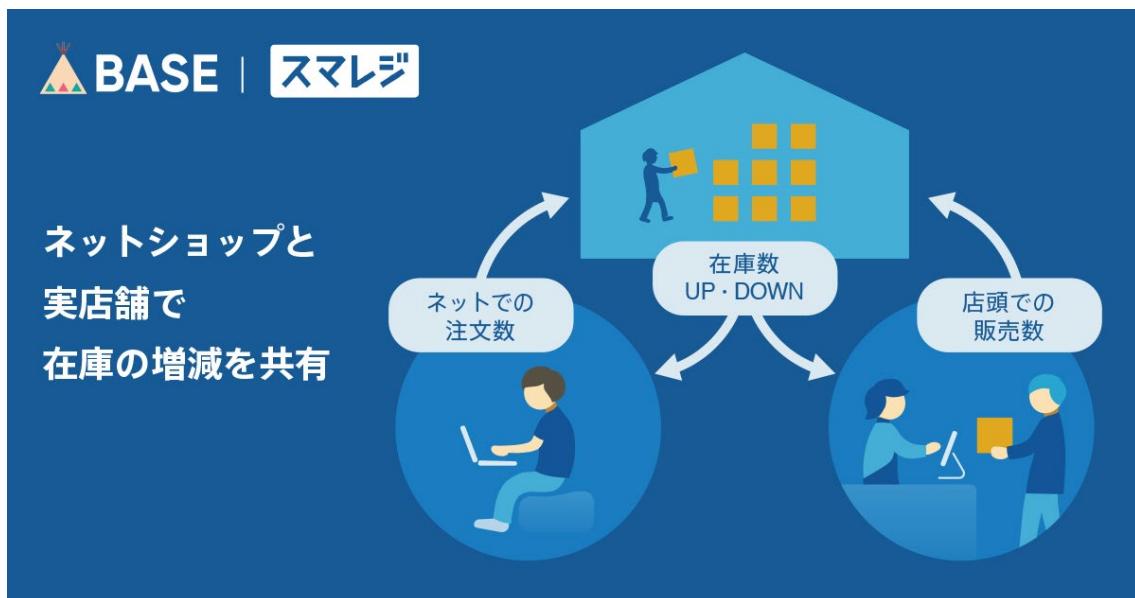
To whom it may concern:

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BASE Enables the Integrated Management of Product Inventory Between Physical and Online Shops!

Company to Start Offering New Feature: Smaregi Inventory Integration App

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 linked its services with "Smaregi," a cloud-based POS system operated by Smaregi, Inc. (Head Office: Chuo-ku, Osaka; Representative Director: Hiroshi Yamamoto), and will begin offering the "Smaregi Inventory Integration App" which enables the integrated management of inventory between physical and online shops (EC). The app will be available from Wednesday, June 23, 2021.



■ What is the Smaregi Inventory Integration App for integrated management of product inventory?

This is a new feature of "BASE Apps" (<https://apps.thebase.in>), an extension provided to member shops of the BASE online shop creation service, that enables the integrated management of product inventory when selling products through both physical and online shops. Using this feature allows BASE member shops to manage their inventory more efficiently and prevent situations caused by the disorderly tracking of product inventory. These situations include "oversales" where the number of products sold exceeds the actual number of products in stock, as well as "missed sales" where products are not sold even though they are available in stock.

■ Events leading to launch of the Smaregi Inventory Integration App

The purpose of providing this feature is to support the smooth operation of BASE member shops. Until now, member shops selling the same products from both their physical and online shops were required to separately manage product inventory for each sales channel, which in some cases resulted in extra work such as processing cancellations due to items being oversold, as well as lost opportunities due to missed sales. In order to solve such problems, BASE decided to collaborate with Smaregi, which offers inventory management features and has already established a proven track record of implementation in a wide range of industries that include retail, apparel, restaurants and other cloud-based POS system* markets that utilize iPads or other tablet devices.

* POS system: A cash register equipped with a system (POS system) that manages sales information at the point money is exchanged with customers.

■ Overview of Smaregi Inventory Integration App features

Availability start: Wednesday, June 23, 2021

URL: <https://apps.thebase.in/detail/122>

Target: BASE member shops

[Key points of the Smaregi Inventory Integration App]

All three plans, which can be selected according to needs, are offered in a 30-day free trial. Specific plans* allow sales from BASE to be reflected in Smaregi to provide integrated management of sales.

● 料金プラン	ミニマム	ベーシック	スタンダード
価格 * 初回30日間無料	¥550 / 月	¥2,200 / 月	¥5,500 / 月
店舗・商品数	1 店舗・100 商品	1 店舗・300 商品	3 店舗・∞ 商品
スマレジ から BASE へ 在庫増減を反映	∞ (無制限)	∞	∞
BASE からスマレジ へ 在庫増減と売上を反映	×	少 在庫、売上 各20件 / 日	多 在庫、売上 各100件 / 日

* Specific plans: Basic Plan, Standard Plan

“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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