

Translation

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June 24, 2021

To whom it may concern:

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**SHIBUYA BASE reopens after remodeling on the first floor of SHIBUYA MODI**  
**Spaces for apparel/sundry shops are provided free of opening charge for a limited period, and a food space is newly established where food and beverage category shops can open.**  
**-Supporting sales activities using a real shop by individual business operators and small teams-**

We are pleased to announce that Marui Group Co., Ltd. (Head Office: Nakano-ku, Tokyo, Representative Director and President: Hiroshi Aoi, hereinafter "the Marui Group") and BASE, inc. (Location: Minato-ku, Tokyo, Representative Director and CEO: Yuta Tsuruoka, hereinafter "BASE") will jointly remodel and reopen SHIBUYA BASE, which provides spaces for real shops targeting members of online shop creation service "BASE," on the first floor of SHIBUYA MODI on Thursday, June 24, 2021.

With this renewal, in order to enable a wider range of individual business operators and small teams to experience sales in real shops without risks through the joint creation by the Marui Group and BASE, we will provide a time-limited "apparel/sundry space" to open a shop for free of charge. We will also start offering a "food space" where food and beverage category shops can open.

Even during the COVID19 pandemic, it is possible to sell foods and drinks to go. We will also provide sales support for food and beverage category shops, whose e-commerce has rapidly increased, through activities in SHIBUYA BASE.



**■What is SHIBUYA BASE?**

SHIBUYA BASE is a space where members of online shop creation service "BASE" can try to open a time-limited real shop in the prime location in Shibuya. Since it was opened on the first floor of Shibuya Marui on

June 15, 2018, through collaboration between the Marui Group and BASE, a total of 170 shops have opened in the space. Its services are designed easily accessible for individual business operators and small teams, allowing them to freely use the furniture and equipment necessary for opening shops without charge. In addition, the Marui Group and BASE cooperate to support them with know-how of sales and customer services, helping them increase brand recognition through activities using a real shop and increase business opportunities, including attracting new customers.

### ■Renewal of SHIBUYA BASE

With the relocation from the first floor of Shibuya Marui to the first floor of SHIBUYA MODI, the space of the store has been expanded to provide an apparel/sundry space and a food space.

<Apparel/sundry space where the shop owner can try to open a shop for free>

Previously, we provided SHIBUYA BASE space on the condition that there would be no initial or fixed costs at the time of opening a new shop, and that shop owners would open a new shop with no risk only by paying fees depending on sales of merchandise. With this renewal, we offer a time-limited apparel/sundry space free of fees. With this strategy, as an add value to our online shop creation service "BASE," we will provide individual and small team shop owners with an environment in which they can freely experience the opening of a real shop with no risk.

<New "food space" for selling foods and drinks>

After the remodeling at SHIBUYA MODI, we have solved the issue of cooking and temperature control of foods which we had not been able to support before, enabling sales of foods and drinks by establishing a new food space. In the future, we will support sales promotion of food and beverage category shops through the food space, whose e-commerce has rapidly increased due to the COVID19 pandemic.

"Food space" will be operated as "macaroni cafe" with the cooperation of Japan's largest food-specialized web media "macaroni." Information on shop opening in the space is also provided by "macaroni" to help attract more customers and raise awareness of the shop.

Japan's largest food-specialized web media "macaroni"

URL: <https://macaro-ni.jp/>

In SHIBUYA BASE, we expect mutual introduction of customers among shop brands by establishing the above two spaces. We also expect to realize collaborative projects between brands in the future.

### ■Outline of the reopening after remodeling

Location: First floor of SHIBUYA MODI

Opening date: Thursday, June 24, 2021

Opening hours: 11 a.m. to 8 p.m. (Opening hours and regular holidays follow SHIBUYA MODI)

Access: <https://www.0101.co.jp/721/>

Space: about 22 tsubo (72.6 m<sup>2</sup>)

Fee: 4% of the sales amount when paying by credit card or using gift certificates

20% of the total sales for only food space

<Services provided at each space in SHIBUYA BASE>

• Apparel/sundry space

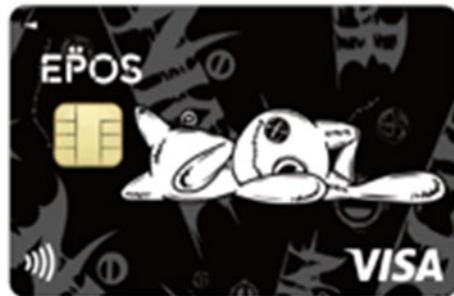
The expansion of space has made it easier to customize the display of a variety of categories and types of merchandise and brand products. Shop owners can continue to freely use the furniture and equipment necessary for opening a shop without charge. For a limited time, the tenant can open a shop free of opening charge.

• Food space

It is possible to sell foods and drinks. Only those who have a manufacturing license of the foods and drinks for sale can open a shop. It is not allowed to cook with fire in the space, but simplified cooking, such as topping, is possible. In consideration of hygiene, the operation of the cash register and accounting work will be done by the dedicated staff so that the shop owner can concentrate on serving customers and attracting customers.

■ The first collaboration card, the "NieR CLOTHING" original Epos card, which will open on July 1.

We will issue the NieR CLOTHING Epos Card, an Epos card with the original design of the NieR CLOTHING brand that will open from July 1 (Thursday). The Marui Group endorsed the idea of "BASE" which supports the opening brands and community of their fans and empowers individual business operators and small teams, and we realized the issuance of the collaboration card. We will consider the implementation of the second collaboration in the future.



NieR is an e-commerce shop that exceeded 100 million yen sales per month in one year since its establishment, selling all originally designed merchandise. This unique brand has a wide range of customers, regardless of age or gender.

SHIBUYA BASE, as a space to create new encounters between brands and fans through the collaboration of the Marui Group and BASE, will continue to support individual business operators and small teams for shop opening.

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