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July 6, 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

### **Crowdfunding Projects Made Easy with BASE** **New Feature: "CAMPFIRE Integration App"**

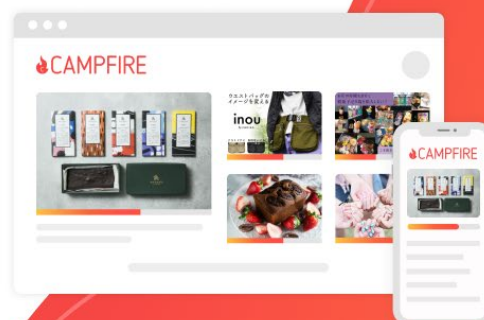
We are pleased to announce that "BASE," the online shop creation service operated by BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka), has begun offering the CAMPFIRE Integration App as of Tuesday, July 6<sup>th</sup>, 2021. The app allows users to easily log in to their CAMPFIRE account from a BASE account by linking account information with CAMPFIRE, a service operated by CAMPFIRE, Inc. (Location: Shibuya-ku, Tokyo; Representative Director and President: Kazuma Ieiri, "CAMPFIRE" below) that is the largest crowdfunding service in Japan.



The largest crowd funding platform in Japan

# CAMPFIRE

The place to attract  
funding and partners



Easily accessible for  
all sizes and genres



Convey passion  
for your products

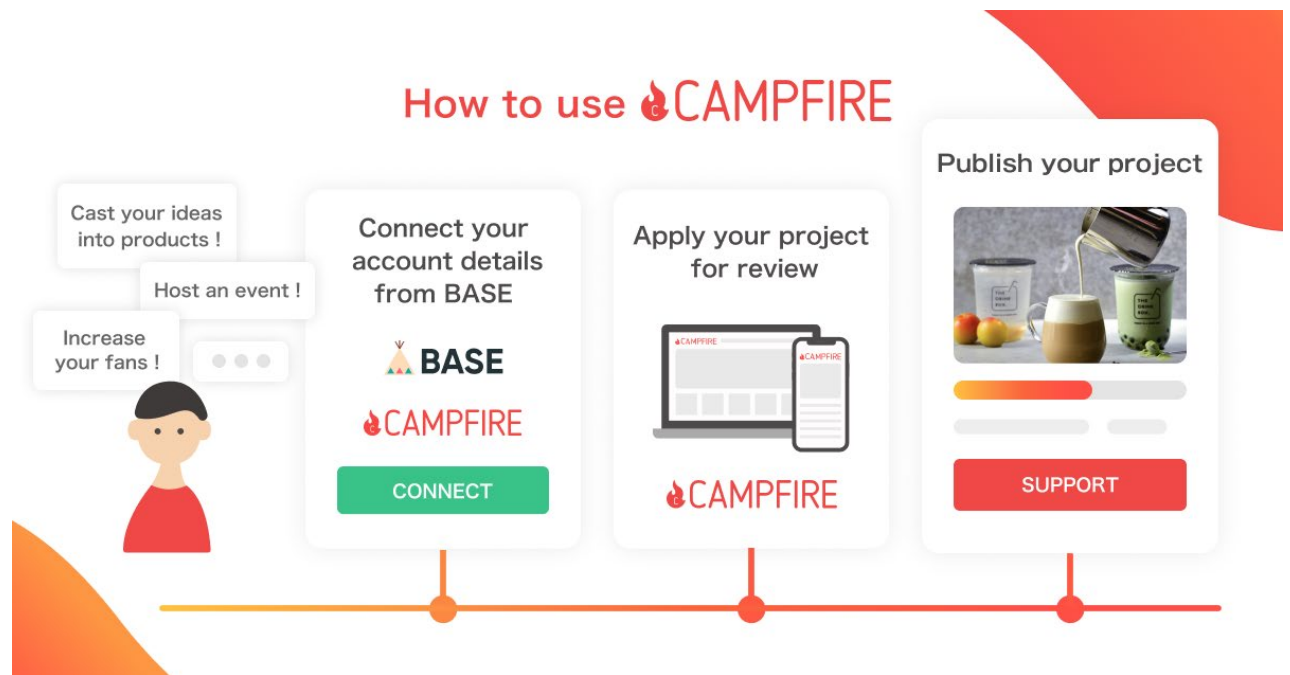


Reliable support  
functions

※Based on yearly transacted cases (Surveyed by CAMPFIRE)

#### ■ The CAMPFIRE Integration App for linking account information

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 allows the user to link account information between BASE and CAMPFIRE. By linking account information, BASE member shops can skip the step of inputting information when registering a new CAMPFIRE account. This makes creating and releasing a new crowdfunding project simple.



#### ■ Background for offering the CAMPFIRE Intregation App

BASE and CAMPFIRE announced a capital tie-up on November 13, 2020 to maximize value for customers of both companies. The companies have made progress in building infrastructure and developing features enabling seamless, barrier-free use of both services. BASE users in particular tend to be individuals or small teams who have limited means of raising funds due to difficulties using existing financial institutions. We decided to offer this feature with the idea of providing functional support that lowers the hurdles for BASE member shops to run projects with CAMPFIRE crowdfunding allowing many BASE member shops to develop new products and hold events.

We foresee crowdfunding extending beyond existing customers/fans to draw new ones, building a continuous cycle of sales activity through fundraising, attracting customers, promotions, and e-commerce.

#### ■ CAMPFIRE Integration App features overview

Launch: Tuesday, July 6th, 2021

URL: <https://apps.thebase.in/detail/123>

Target: BASE member shops

#### ■ Joint seminars

A joint seminar is scheduled to introduce BASE shop owners to various ways of using crowdfunding in managing their net shops, as well as demonstrations using case studies.

The first session in July will focus on utilizing both services for online sales. The second session in August will focus on crowdfunding case studies, welcoming BASE member shops selling accessories and fresh foods.

(1) For beginners : Tips for crowdfunding in managing net shops (Overview)

Dates : Friday, July 16<sup>th</sup>, 2021 17:30-18:30

(2) For beginners : Tips for crowdfunding in managing net shops (Case study)

Dates : Wednesday, August 25<sup>th</sup>, 2021 15:00-16:00

Through coordination, BASE and CAMPFIRE will continue working to maximize the value provided to owners of both services.

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