

Translation

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June 1, 2022

To Whom it May Concern:

Company name: BASE, Inc.

Representative: Representative Director and CEO Yuta Tsuruoka
(Code: 4477, Tokyo Stock Exchange Growth Market)

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BASE Airs New Television Commercial from Wednesday, June 1

BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka), operator of the "BASE" online shop creation service, has aired a new television commercial featuring celebrity and actual BASE shop owner Shingo Katori, launched Wednesday, June 1.

**No.1 in online shop openings
for 5 consecutive years**

Open your online shop with



■ Commercial Design

The BASE service makes online shop creation easy for all, which has earned it great popularity. This new commercial shines a spotlight on BASE's excellent track record, having the most online shops opened for five consecutive years¹, and the creation of its "Growth Plan"², a new fee

structure launched on April 18 that offers the lowest fees in the industry.

Like the many shop owners who have chosen BASE, the service continues to offer easy establishment of shops, even for first-timers. Plus, with the new Growth Plan fee structure, shop owners enjoying significant sales but concerned about fees rising alongside their sales numbers will find that BASE has become even easier to use. The new commercial gives viewers a look at this new, more accessible BASE to a broader range of shop owners.

¹ "Survey on online shop creation services used to open an online shop within the past year" (February 2022; Survey firm: Macromill, Inc.)

² The Growth Plan is a new fee structure offering reduced fees for shops with monthly sales of over 170,000 yen. When a shop's monthly sales exceed 170,000 yen, the shop can take advantage of the lowest fees in the industry by switching to the Growth Plan.

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