

Translation

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June 22, 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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**In its tenth year, BASE celebrates over 1.8 million online shop openings!**

Initiatives including the new "Growth Plan" pricing scheme make BASE  
an easy-to-use service for even more shops

We are pleased to announce that, as of Sunday, June 19, 2022, over 1.8 million online shops have opened on the "BASE" online shop-creation service, operated by BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka).



## ■ BASE Surpasses 1.8 Million Shops

Since its launch in November 2012, BASE has won first place\* in four award categories, including five consecutive years with the most online shop openings, showing wide popularity from individuals and small teams amongst others. As a result of this popularity, the BASE service has now surpassed 1.8 million online shop openings.

The service has long been popular for first-time online shop creators due to its risk-free offering with no upfront or monthly fees. However, in April 2022, BASE released its "Growth Plan" (2.9% payment processing commission along with a 5,980 yen monthly service commission) to incentivize growing shops to continue taking advantage of the service. The new plan makes BASE an even easier choice for online shops with significant sales, as customers with over 170,000 yen in monthly sales will be paying less in total fees relative to the conventional plan.

## BASE's Latest Feature Offerings

Our development team is also working to build functionalities that make BASE a service that is easier for growing shops to use. Among them is the "TikTok Shopping Ads App," an extension that allows advertisements to be posted on TikTok. This helps online shops use the platform to attract customers and conduct sales promotions. Additionally, the "Staff Authority Management App," allows smoother, more secure operations for shops with multiple staff members.

## ■ New BASE Features in Development

The following is a partial list of features that are currently under development.

We are working on features that will help shops enhance customer loyalty among fans and repeating customers, as well as functions that will help individuals and small teams sell their products with greater peace of mind.

## Features for Future Release

1. Anonymous delivery for "Easy Shipping" (in partnership with Yamato Transport)
2. Customer loyalty enhancement features
3. Update to the "Delivery Date Specification App"

1. Anonymous delivery for "Easy Shipping" (in partnership with Yamato Transport)

Individuals and small teams will be able to sell their products with greater peace of mind.

2. Customer loyalty enhancement features

We plan to provide multiple features to help shops build relationships with their fans.

3. Update to the "Delivery Date Specification App"

We plan to offer more flexibility when specifying delivery dates.

From individuals and small teams that are just getting started on their online shops to those that have expanded to a larger scale, BASE will continue to help create growth opportunities for all shops using the service.

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