

Translation

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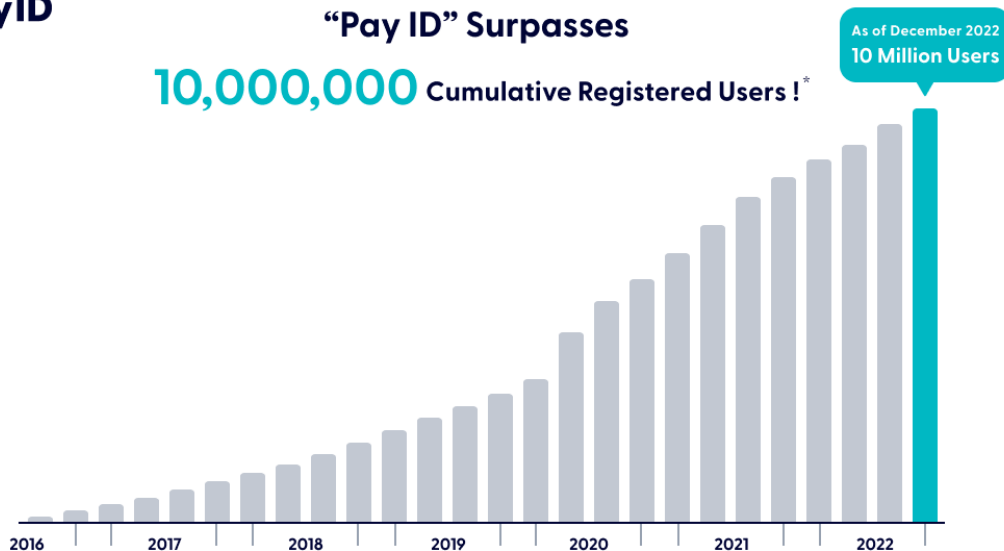
December 15, 2022

To Whom it May Concern:

Company name: BASE, Inc.
Representative: Representative Director and CEO Yuta Tsuruoka
(Code number: 4477, Tokyo Stock Exchange Growth Market)
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**The “Pay ID” Shopping Service for Consumers
Registers 1 Million Additional Users in Four Months,
Surpassing 10 Million Cumulative Registered Users in Just One Year Post Renewal**

BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka) announces that on Wednesday, December 14, 2022, its “Pay ID” shopping service for consumers surpassed 10 million cumulative registered users. “Pay ID” reached this figure in just over four months after achieving its previous milestone of nine million users on Thursday, August 18, 2022. “Pay ID” has drawn avid fans and achieved this rapid growth by offering simple, convenient payment, connecting users with their favorite shops, and delivering a shopping experience that allows users to “buy what they love.”



* Cumulative figures including users before the integration and revamping of “Pay ID” (November 2021)

The “Pay ID” Shopping Service for Consumers

“Pay ID” is a shopping service for consumers operated by BASE, Inc. that allows users to easily make purchases using the ID payment system at any of the 1.9 million (as of December 2022) online shops created using the “BASE” online shop creation service.

Using the “Pay ID” app, users can search for products, follow the shops they love, and receive push notifications on product availability/releases among other updates at their favorite shops.

For more information on the “Pay ID” shopping service for consumers: <https://id.pay.jp>

■ On “Pay ID” Surpassing 10 Million Cumulative Registered Users

Many consumers sign up for the “Pay ID” service when making purchases at online shops established using the “BASE” online shop creation service, and the rapid growth in “BASE” online shops has elicited a synergistic growth in registered “Pay ID” users.

On December 12, 2022, BASE, Inc. surpassed 1.9 million online shops opened through its “BASE” service and the number of registered “Pay ID” users achieved robust growth accordingly. “Pay ID” user growth was further accelerated through the autumn and winter by vigorous year-end retail activities such as Black Friday sales, online retailer sales, limited-run holiday season products and retail campaigns independently launched by the numerous “BASE” online shops.

Steady improvements in the “Pay ID” service, such as recommending consumers to sign up for the “Pay ID” service after they make their purchases and the launch of the Mobile Phone Login Service on August 3, 2022, which allows users to forgo their typical password and sign into the “Pay ID” service using a six-digit serial code delivered to their phone by text message, also contributed to strong user growth.

■ Upcoming Features

- BNPL (planned March 2023 launch)

BASE, Inc. plans a new BNPL (Buy Now Pay Later) payment service that will offer users the option to buy their products now and pay later, backed by the company’s proprietary credit management algorithm. This service will remove the need for users to make complicated entries at purchase time, and even choose to break their purchase into installments at payment time, offering a more flexible, inspired shopping experience.

BASE, Inc. will continue to improve the “Pay ID” shopping service for consumers and develop seamless payment features that connect consumers with online shops to further improve the “buy what you love” shopping experience.

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