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June 2, 2020

To Whom It May Concern:

Company Name BASE, Inc.
Representative Yuta Tsuruoka, Representative Director and CEO
 (Security Code: 4477 Tokyo Stock Exchange Mothers Market)
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Notification on functions provided to ARTIST BASE
– a comprehensive artist support platform from Universal Music

As of June 2, 2020 (Tuesday), we are pleased to announce the launch of our opening and operational support for an Internet shop for artists via ARTIST BASE, a comprehensive artist support platform, which is a new service provided by Universal Music LLC (Shibuya-ku, Tokyo; President & CEO: Naoshi Fujikura; hereafter, Universal Music) and developed and operated by WEARE Inc. (Shibuya-ku, Tokyo; Representative Director: Tsunehisa Oda), which is a consolidated subsidiary of m-up holdings, Inc. (Shibuya-ku, Tokyo; Representative Director: Mito Koichiro).



1. About the ARTIST BASE approach

BASE provides opening and operational functions for artists' shops, and facilitates the sale of their goods via ARTIST BASE.

ARTIST BASE is a service devised by Universal Music to establish an environment in which all artists, including musicians, can reach out to their fans.

Artistic communication, etc. with fans separate from their creative endeavors are supported by providing all the functions necessary for artist activities, thus enabling them to further enhance the scope of their activities.

Also, by sharing such information as goods sales via ARTIST BASE, we create opportunities for people to discover and appreciate new artists, and expand their fanbase.

■ What is ARTIST BASE?

This is a platform onto which any artist can register that serves both artists and their fans.

An official homepage can be setup on ARTIST BASE once an artist registers their profile.

These official homepages can be linked to different social media, used to open and operate artists' shops, and offer functionality to visualize fan support as a "heart", and to plan and hold auditions.

ARTIST BASE aims to be a complete one-stop platform offering all manner of activities for artists, while supporting a variety of activities that enable artists to reach out to their fans in various ways.

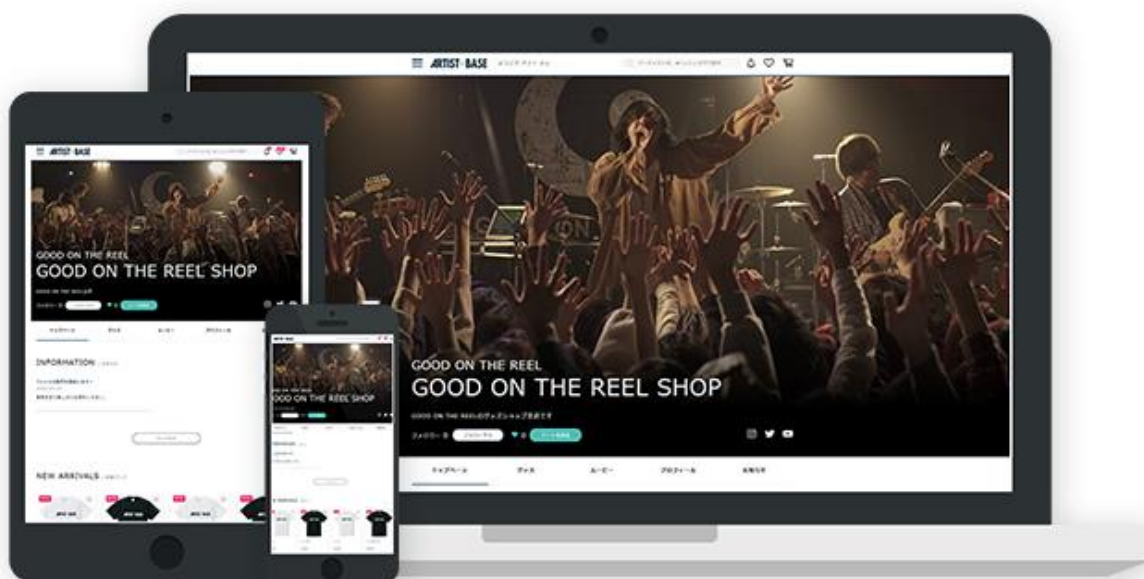
In addition, ARTIST BASE is being developed and operated by WEARE Inc.

■ Outline of ARTIST BASE

Opening: June 2, 2020 (Tuesday) from 15:00

URL: <https://artist-base.jp/about>

Enquiries: ARTIST BASE Division (Mail: press@artist-base.jp)



2. Commemorative opening campaigns for ARTIST BASE

<Campaign 1>

First ARTIST BASE collaborative goods support campaign!

20 sets of 50 collaborative T-shirts!

One million yen in total support!



50 original collaborative T-shirts will be produced to support 20 sets of artists who create their artist IDs and join the ARTIST BASE during the campaign period.

These collaborative T-shirts can be sold via ARTIST BASE, so even artists who don't have their own goods yet can easily participate.

■ Entry period

June 2 (Tuesday) 15:00 ~ August 31 (Monday), 2020

■ T-shirt info

- Select from either black or white T-shirts.
- All T-shirts come in one size only – free size.
- Only 50 T-shirts in one design can be produced per selected artist.
- The ARTIST BASE logo is included on the sleeves.
- Please prepare your own logos and materials for printing.

■ Entry method

URL: https://artist-base.jp/lp/t_campaign_01

Please check the application rules and precautions before entry.

<Campaign 2>

Support for artists hindered from selling their goods due to Covid-19

For a limited period, the ARTIST BASE will be cancelling its 6% service charge levied on settlement to support artists who have had to cancel or postpone their events, etc. due to the designated infectious disease, Coronavirus (Covid-19).

Since it is very important to do everything to prevent the spread of this infection – and as per the “Basic Policy on Covid-19 Countermeasures” announced by the Ministry of Health, Labour, and Welfare –sports and cultural events, etc. throughout the country that would generate crowded conditions have been requested to cancel, postpone, or reduce their scale, etc. out of consideration for the significant risk of infection, and as a result, many artists decided to cancel or postpone numerous different events – including live performances – in order to prioritize the public’s safety.

Accordingly, the ARTIST BASE is temporarily cancelling its standard 6% service charge to alleviate the burden on artists who could no longer sell goods that had been expected to be sold at events and live performances, and to support their sale by artists who provide live online performances without any onsite audience.

■ Period

June 2 (Tuesday) 15:00 ~ August 31 (Monday), 2020

BASE will continue to support artist activities via our e-commerce platform.

End