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To Whom It May Concern:

Company Name BASE, Inc.
Representative Yuta Tsuruoka, Representative Director and CEO
 (Security Code: 4477 Tokyo Stock Exchange Mothers Market)
Contact Person Ken Harada, Director and CFO
 Phone: +81-3-6441-2075

BASE Ties Up with AYATORI to Strengthen Support for Original Apparel Manufacturing
– Easier Manufacturing of Clothing and Procurement from Overseas –

We are pleased to announce that "BASE," our e-commerce platform, is making service cooperation with an apparel production management tool "AYATORI," offered by DeepValley.inc (Head Office: Minato-ku, Tokyo; President & CEO: Reito Fukaya, hereinafter called "DeepValley"). We have started offering "AYATORI App" through "BASE Apps," which is an extension function of BASE, from Thursday, July 9, 2020.

Any member shops of BASE can easily produce original apparel products by using "AYATORI App" and can purchase apparel merchandise procured from overseas at low prices.



1.About the extension function "AYATORI App"

AYATORI App is an extension function offered for member shops of the e-commerce platform, BASE. By using AYATORI App, any shop owner using BASE can easily produce original apparel products and can purchase apparel merchandise procured from overseas at low prices.

In the manufacturing of original apparel products, AYATORI staff will mediate communication with factories and support the entire process of manufacturing of clothing, so even inexperienced shop owners can use it without worries.

BASE member shops can use this function by installing "AYATORI App" from the extension function of "BASE Apps," after logging in to the administration screen of BASE.

At present, sales activities using online shops are spreading as a new standard, and 100,000 shops were newly opened using BASE in only 2 months since May. In July, the total number of shops exceeded 1.1 million.

2.Overview of “AYATORI App” functions

Launch date: Thursday, July 9, 2020

URL: <https://apps.thebase.in/detail/112>

Target:Member: shops of the e-commerce platform "BASE"

<Supports available using AYATORI App>

1)Manufacturing of original apparel products

AYATORI works in cooperation with more than 1,000 factories, which enables the optimum matching with factories according to information regarding budget, number of products to be manufactured, delivery date and others. We introduce factories which meet the needs of shop owners using BASE.

In addition, by using AYATORI App, BASE member shops can unify management of information regarding clothing manufacturing, sale, inventory management and others, preventing misalignment due to separate entries of such information.

2)Purchase of apparel merchandise procured from overseas

We are able to procure apparel merchandise at low prices, as we purchase them directly through the network of DeepValley, which includes a leading textile company as our apparel business partner supplying merchandise to the Guangzhou market in China. Also, as product inspection and needle detection are carried out locally using the said network, shop owners can use the app comfortably.

The e-commerce platform BASE will further strengthen its effort, in order to support member shops concerning clothing manufacturing, and to build an environment that facilitates smooth procurement and manufacturing of products.

The end.