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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

More than 1.2 million “BASE” online shops opened
2-month handling charge-free campaign now underway for newly opened online shops

We are pleased to report that the number of shops opened on our E-commerce platform “BASE” has topped 1.2 million as of September 2020.

To mark this achievement, for those trying their hand at opening new online shops, we are promoting a 2-month “handling charge-free campaign for newly-opened online shops” starting on the day a shop is opened and a “coupon campaign” that allows all “BASE” member shops to distribute coupons to their fans.



1. Background to Realization of more than 1.2 Million Shops

The growing number of COVID-19 infections has led to an increase in the number of online shops opened on “BASE” since March as more and more entrepreneurs are choosing “BASE” as the platform for their new shops.

In response to this development, we have implemented new support measures such as enhancement of the transmission of information helpful to newly-opened shops on our owned media “BASE U,” developing new functions and holding webinars on attracting customers and promoting sales with special focus on sales support for the increasing number of restaurants opening new online shops recently amid the Coronavirus

crisis.

As we continue with such support measures in the future, to support initiatives by first-time shop owners, we have also decided to run a “campaign for newly-opened online shops” to mark the achievement of more than 1.2 million shops.

The campaign offers a 2-month handling charge-free period to entrepreneurs opening new online shops on “BASE.” This will smooth the way for entrepreneurs wishing to try opening online shops, the new type of Internet market, and support shop owners in their new future economic activities.

We will also promote a “coupon campaign” simultaneously with the “campaign for newly-opened online shops” that will allow not only new shop owners, but all “BASE” member shops to distribute coupons to their fans to realize economic revitalization by helping shop owners to attract customers and promote sales.

2. About the Campaign to mark the Achievement more than 1.2 million shops

An overview of the two campaigns to be implemented is presented below.

<Campaign Overview>

●Campaign for Newly-opened Shops

This campaign offers shop owners who have opened new online shops on “BASE” a handling charge-free period.

Eligibility: Shop owners who open new online shops on “BASE” during the campaign period

Campaign period: September 29 (Tuesday), 2020 to December 31 (Thursday), 2020

Handling charge-free period: 2 months (60 days) from the shop-opening date

Target handling charges: BASE easy payment handling charge and service usage charge

*Shops will be given a handling charge rebate at a later date. Please note that the maximum target handling charge per shop will be 1,000,000 yen.

●Coupon Campaign

This campaign is also available for use by owners of both existing “BASE” member shops and newly-opened shops

Eligibility: Shop owners posting on Twitter using the tweet button on the special site

• First Phase of the Coupon Campaign

Tweet period: September 29 (Tuesday), 2020 to October 5 (Monday), 2020

Coupon usage period: October 6 (Tuesday), 2020 to October 20 (Tuesday), 2020

Coupons distributed: 5% discount coupons

Please note that phases 2 and 3 of the Coupon Campaign are scheduled to be implemented within 2020.

Details of and the latest information on each campaign will be given on the special site.

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Special site: <https://lp.thebase.in/1200000>

3. About New Functions under Development

“BASE” is now working on the development of new functions to support further undertakings by the more than 1.2 million owners.

Some of the functions under development scheduled to be released in the future are listed below.

<Overview of the Functions scheduled to be released in the Future>

(1) Shop design editing function update

(2) Cart function update

(3) Staff authority management app

(4) Customer management function update

(5) Addition of new payment methods

1) **Shop design editing function update**

Customizable content will be significantly increased to enable owners to create even more appealing shop designs.

2) **Cart function update**

The cart function will be further enhanced to make it easier for buyers to shop. Increased purchase rates will contribute to improved sales.

3) **Staff authority management app**

It will be possible to set functions that can be browsed or used by each member of staff. This will ensure safety when, for example, production or operations are outsourced.

4) **Customer management function update**

It will be possible to send mail to specific segments such as repeat or new customers and provide special experiences by distributing coupons to each customer.

5) **Addition of new payment methods**

New payment methods are scheduled to be added. Increased payment method options will contribute to improved sales.

Nowadays, the option of being able to use markets on the Internet anywhere at any time is giving rise to the establishment of a new business style of selling products in online shops. Many entrepreneurs are enjoying business continuation and vitalization by changing their previous business style to compensate for restraints on offline sales activities by creating new markets on the Internet.

Based on its corporate mission of “Payment to the People, Power to the People,” BASE will continue to build an environment that enables the vigorous promotion of economic activities by making “BASE” available for use by ever-growing numbers of people.

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