



October 19, 2020

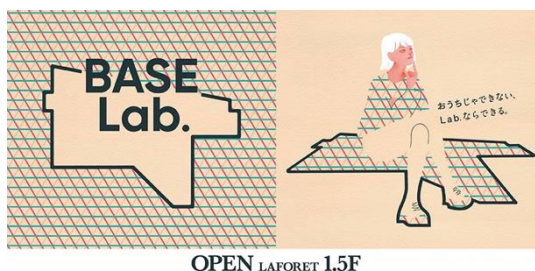
To whom it may concern:

Company name:	BASE, Inc.
Representative:	Representative Director and CEO Yuta Tsuruoka (Code: 4477, Tokyo Stock Exchange Mothers)
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"BASE Lab.," a Real Store Space for "BASE," to Open on Saturday, October 31 on the 1.5th Floor of Laforet HARAJUKU
– Helping individuals and small teams build fans –

We are pleased to announce that "BASE," the online shop creation service operated by BASE, Inc. (Location: Minato-ku, Tokyo, Representative Director and CEO: Yuta Tsuruoka) will open "BASE Lab.," a real store space for "BASE" member stores to open, on Saturday, October 31, 2020, on the 1.5th floor of Laforet HARAJUKU.

This "BASE Lab." is the second such space in Tokyo managed by "BASE," following "SHIBUYA BASE," a permanent space for real stores on the 1st floor of Shibuya Marui.



■About "BASE Lab." Opening

"BASE Lab." is a new permanent "BASE" store, which is the second such store in Tokyo, following "SHIBUYA BASE," a space for physical stores on the 1st floor of Shibuya Marui.

Situated in a prime location in Harajuku, known for its fashion, culture and art, "BASE" member stores can challenge themselves to open real stores. In addition to the features of a physical store space developed by "BASE," such as "Provision of a full range of fixtures and equipment that can be used free of charge" and "A rate system that does not require initial or fixed costs and allows member stores to take on challenges without risk," "BASE Lab." also offers the help of "dedicated support staff," making it even easier to take on the challenge of opening a real store for the first time.

"BASE" aims to make it easy for individuals and small teams running their own brands on the Internet to open physical stores and take a step further toward their dreams. It also removes barriers between online and offline, creating a meeting place for people who provide the value they like and those looking for something they like.

■"BASE Lab." Store Overview

Opening date: Saturday, October 31, 2020 [Pre-opening: Friday, October 30]

Venue: Laforet HARAJUKU 1.5th Floor

Location: 1-11-6 Jingumae, Shibuya-ku, Tokyo 150-0001

Business hours: 11:00 to 20:00 (Open until 20:00 for the time being.)*

URL: https://morebase.jp/popup/tokyo/laforet_harajuku

Store opening fee: 15% of sales as a sales commission

*Business hours and regular closing days follow Laforet HARAJUKU.



<Features of "BASE Lab.">

1. Provision of a full range of fixtures and equipment that can be used free of charge

It is equipped with hanger racks, various hangers, mirrors, torsos and other fixtures necessary for product display, as well as basic equipment such as cash registers, credit card terminals, power strips, wireless LAN, and digital signage. Everything can be used free of charge.

2. A rate system that does not require initial or fixed costs and allows member stores to take on challenges without risk

Only when a product is sold, 15% of the sales will be paid to "BASE" as a sales commission. This system does not require fixed or initial costs, and makes it easy to take on a challenge even for the first time.

3. Dedicated support staff

"BASE Lab." offers free help from dedicated support staff. As cash register operation and sales-related work at the real stores can be entrusted, store owners can focus on community activities, such as communicating with fans who visit their real stores and live SNS distribution using their stores, and effectively utilize the store opening period.

<How to Open a Store>

To apply to open a store in "BASE Lab.," please visit the website "more BASE," which provides promotional support services useful to "BASE" member stores.

“more BASE” : <https://morebase.jp>

<Stores Opening at the Time of Space Opening>

Store name: TOMBONIA

Store opening period: Saturday, October 31, 2020 – Friday, November 6

URL : <https://tomobonia.thebase.in>

This is an apparel brand by an illustrator with a concept of loose and loosely, started in September 2017. There are 38,000 brand Instagram followers, and they post loose illustrations, etc. showing the concept. One of the most popular TOMBONIA illustrations is a toy poodle illustration. The TOMBONIA illustrator's pet is the model, and the point is that you can feel a little humanity from the illustration of the toy poodle. As there are many TOMBONIA products with toy poodle illustrations, this brand is recommended for people who like dogs.

■Future Prospect for "BASE Lab."

In the future, we plan to develop "BASE Lab." as a space where visitors can enjoy shopping, limited to real stores, by introducing virtual try-on using AR (Augmented Reality) and services that can adjust the hem and size on the spot.

"BASE" will use "BASE Lab." to convey the attractiveness of the products and "BASE" member stores at a real place, thereby creating opportunities to see new customers that cannot be found on the Internet, and strengthening support to broaden the appeal of member store brands.

The end.