



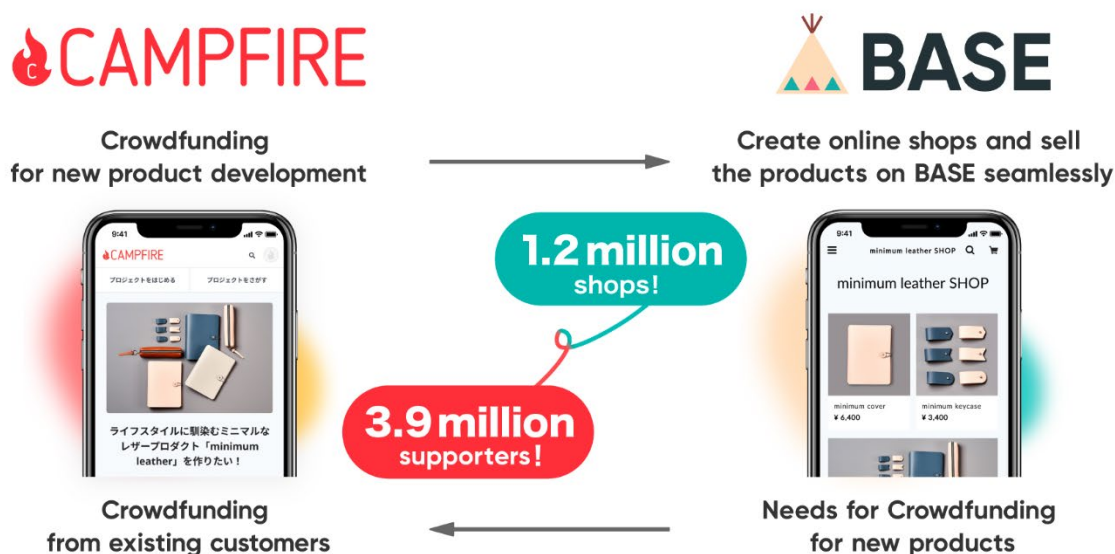
November 13, 2020

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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 Inquiries:

BASE Forms Capital and Business Alliance with CAMPFIRE,
Operating the Largest Crowdfunding body in Japan.
Accelerating the Interaction Between Online Shop-creation and Crowdfunding.

BASE, Inc. (Location: Minato-ku, Tokyo; CEO: Yuta Tsuruoka; hereafter called BASE) announced today that it has formed a capital and business alliance with CAMPFIRE, Inc., which operates Japan's largest crowdfunding service "CAMPFIRE" (Location: Shibuya, Tokyo; Representative Director: Kazuma Ieiri; hereafter called CAMPFIRE).



■About "CAMPFIRE"

"CAMPFIRE" is the largest crowdfunding body in Japan*, allowing anyone to try to raise funds easily for free.

*Annual number of crowdfunding cases in Japan (investigated by CAMPFIRE)

<https://campfire.co.jp/>

■About the Capital and Business Alliance with CAMPFIRE

As stated in our company's "Announcement of Issuance of New Shares by way of International Offering" disclosed on September 24, 2020, we will utilize the raised funds to provide more efficient and convenient functions and services by strengthening and expanding partnerships with external parties.

The purpose of this alliance is to maximize the value provided to the customers of both companies, by cooperating with a company that is working to empower SMBs (Small and Midsize Businesses) the same way ours is.. We will develop systems and functions which enable a total of 42,000 project owners of "CAMPFIRE"

and more than 1.2 million shops of "BASE" to use both the services interactively and seamlessly. We are scheduled to provide "Crowdfunding App (provisional name)" for "BASE" shops during the first half of 2021.

It should be noted that we currently expect that the effects the alliance will have on our business performance are minor. However, we believe that it will contribute to the mid- and long-term improvement of BASE's corporate value. If matters to be disclosed arise, such matters will be promptly disclosed.



BASE will continue to contribute to the realization of our company's corporate mission, "Payment to the People, Power to the People.," through investments and other means, with the aim of creating a society where people around the world can freely conduct economic activities.

The end.