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To whom it may concern:

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"BASE" Reached 1.3 Million Online Shops in December
- Optimal service design for Micro, Small & Medium Businesses
behind increasing number of usage -

We are pleased to announce that the number of online shops created through “BASE” (Location: Minato-ku, Tokyo; CEO: Yuta Tsuruoka), an online shop creation service operated by BASE Co., Ltd., has exceeded 1.3 million on December 8, 2020.



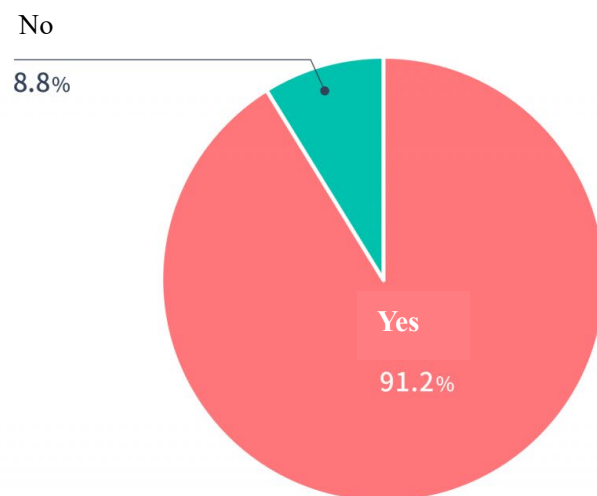
■Background of the 1.3 million shops breakthrough

Since the end of March 2020, the number of new “BASE” member shops has been increasing rapidly due to the spread of COVID-19. Many member shops including eateries and fashion brands, who had difficulties with offline sales promotion and attracting customers, are continuously utilizing “BASE” as a measure to supplement their business operations.

Against the backdrop of increasing demand for e-commerce, particularly in the wake of the COVID-19 crisis, an increase in the number of “BASE” online shops has been attributed to the fact that many people have appraised our service design, which is optimal for Micro, Small & Medium Businesses, as a service that enables anyone to open online shops easily and quickly.

In fact, according to the “BASE” Owner's Survey 2020 (*1) announced in November of this year, more than 90% of members answered that they would recommend “BASE” to their acquaintances who are considering opening online shops, for reasons such as “It is easy to use and understand even for the first time”, “There is no risk of initial investment”, and “You can easily make a good online shop”. In addition, the use of the service has expanded mainly through word of mouth, leading to an increase in the number of newly opened shops.

Would you recommend “BASE” to your acquaintance who is considering opening an online shop?



(Researched by BASE)

■Optimizing “BASE” for Micro, Small & Medium Businesses

“BASE” is working to expand the potential of member shops that are run by individuals and small teams through its services.

In 2020, we continued to develop service functions for member shops operated by individuals and small teams to improve operational efficiency and create easy-to-use online shops with an excellent design: such functions include “Invoice Data Download App” (<https://apps.thebase.in/detail/106>) for Sagawa Express, Japan Post and Yamato Transport, and “Shop Design Function” which allows members to customize a design of online shop easily.

In addition, we are strengthening our efforts to support brand revitalization. In terms of functionality, we have released an extended function “Community App” (<https://apps.thebase.in/detail/100>), which allows members to create a community and recruit members. We are providing a mechanism that allows member shops to offer benefits only to hardcore fan members who support their brands.

In October 2020, we opened a retail space “BASE Lab.” on the 1.5 floor of Laforet Harajuku, preparing an environment in which retail staff can take on a challenge of opening shops in a prime location, providing an environment that makes it easier for individuals and small teams to open real shops, and delivering the value created by shop owners to a large number of fans both online and offline. Through these efforts, we support the activities of member shops in a wide range of areas.

■Future activities of Micro, Small & Medium Businesses

Recently, Nikkei TRENDY and Nikkei XTREND released “2021 Hit Forecast” (*2), in which Micro D2C became a popular topic of conversation, and even more D2C brands are expected to be active in 2021. “BASE” is already supporting many D2C brands as a service that anyone can easily start his/her own brand in an online shop.

At “BASE”, more than 70% of member shops manufacture and sell their own merchandise by themselves. 80% of our online shop owners are “individuals”, and 20% are “corporations”. More than 90% of member shops are operated by small groups of less than 4 people. Our online shop creation service is optimized for Micro, Small & Medium Businesses, and is used by many individuals and small teams.

At “BASE”, member shops that have acquired passionate hardcore fans are already drawing attention through SNS. In 2021, we hope that Micro D2C, which are mainly run by influencers, will expand their businesses through online shops by using “BASE”.

Under our corporate mission “Payment to the People, Power to the People”, BASE will continue to build an environment where economic activities of Micro, Small & Medium Businesses can be actively conducted through an online shop creation service, in order to support your activities as a partner to expand the possibilities of individuals and small teams.

*1 From the “BASE” Owner's Survey 2020

https://binc.jp/press-room/news/press-release/pr_20201127

*2 Quotation: Nikkei XTREND 2021 Hit Forecast Ranking

<https://xtrend.nikkei.com/atcl/contents/18/00380/00001/>

The end.