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To whom it may concern:

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BASE Starts Business Alliance with Bank of Iwate
Supporting Internet Business of Companies in Iwate Prefecture

BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director & CEO: Yuta Tsuruoka) that operates its online shop opening service “BASE” is pleased to announce that it has formed business alliance with The Bank of Iwate, Ltd. (President: Sachio Taguchi, hereinafter referred to as “Bank of Iwate”) mainly for supporting the Internet business of customers of the Bank.



BASE



岩手銀行

■ **Purpose of the alliance**

The main purpose of the alliance is to revitalize businesses of companies in Iwate Prefecture by utilizing the Internet. We will build business sales channels for our customers throughout Japan to promote e-commerce businesses, by combining the regional network and information held by Bank of Iwate with Internet technology, which is one of our advantage, and know-how of e-commerce businesses using our online shop opening service "BASE."

Specific initiatives are under consideration, but we envision the following initiatives.

- Conducting seminars on the use of online shops for loan customers of Bank of Iwate
- Establishing a consultation desk for opening online shops using "BASE"

Affected by the widespread COVID-19 infection, an increasing number of new online shops have opened in BASE since the end of March 2020. Many shop owners are starting to realize the potential of e-commerce as a new sales channel to supplement their traditional sales activities and customer attraction.

BASE has been used by a great number of shop owners, including those operating actual shops, sellers of goods for events, tourism-related business operators, operators of live houses or concert halls, and sellers of

goods at live concerts. In December 2020, the total number of shops exceeded 1.3 million.

In fact, we have received many positive comments from shop owners who opened online shops, saying that: "I thought it would be a waste to throw away products that did not sell at actual stores, having nowhere to go. But now I found BASE, through which I sold the products that had not been on our company's website, with attractive discount," "(With an increase in purchases) I realized how great the power of the Internet is," and "I opened an online shop for the first time and realized the possibility of new business development." By creating a new sales channel on the Internet, the limitation in offline sales activities is compensated, so many shop owners can carry on their businesses revitalizing them in a new and different way.

BASE and Bank of Iwate will expand business possibilities for companies in Iwate Prefecture by making "BASE" available for the Bank's customers, allowing anyone to easily create and operate online shops using the Internet.

It should be noted that we currently expect that the effects the alliance will have on our business performance are minor. If matters to be disclosed arise, such matters will be promptly disclosed.

The end.