



March 3, 2021

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 now handles Amazon Pay**

We are pleased to announce that from Wednesday, March 3, 2021, “BASE,” the online shop creation service operated by Base, Inc. (Location: Minato-ku, Tokyo, Representative Director and CEO: Yuta Tsuruoka; hereafter, BASE) has started to handle the ID payment service Amazon Pay provided by Amazon.

This means that BASE member stores can now accept payment via Amazon Pay.

Customers who purchase products at BASE member stores can now simply place an order using the payment method and address information registered on their Amazon account.

Also, they can receive voice notifications via Alexa-enabled devices, such as the Amazon Echo series, of the delivery status for applicable products ordered.



#### ■ What is Amazon Pay?

Amazon Pay is a service enabling payment via websites other than Amazon.co.jp using the address and payment information registered to an Amazon account.

The availability of Amazon Pay enables customers to make purchases simply and securely without needing to reenter their details on websites featuring “Amazon Pay” (i.e. websites other than Amazon.co.jp).

\*Amazon, Amazon.co.jp, Amazon Pay, and their logos are the trademarks of Amazon.com, Inc., and its related companies.

#### ■ Launch of Amazon Pay on Base

We are now offering Amazon Pay to enhance the payment options for BASE Easy Payment while providing a better purchasing experience to customers buying products from BASE member stores.

Member stores on BASE can now select better payment options for themselves as they can smoothly introduce Amazon Pay-based settlement via BASE Easy Payment.

**What is BASE Easy Payment?**

BASE Easy Payment is the name of our escrow settlement service covering seven payment methods, namely by credit card, convenience store/Pay-easy, bank transfer, deferred payment, carrier payment, PayPal, and Amazon Pay.

Escrow settlement refers to a settlement brokerage service to guarantee the integrity of the transaction, and BASE mediates for BASE Easy Payment to ensure that customers who shop at BASE member stores and their online stores can make safe and secure transactions via all payment methods.

We provide an environment that enables smooth adoption via BASE, even for payment methods that are difficult to apply and pass the review for individually, by expanding the choice of payment methods open to individuals and small teams that use BASE.

<https://thebase.in/payments>

BASE will continue to provide a convenient and comfortable online shopping environment to many more people by offering BASE Easy Payment to guarantee secure online store transactions for BASE member stores and their customers.

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