



March 5, 2021

To whom it may concern:

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Number of online “BASE” stores established tops 1.4 million
— No. 1 choice for opening an online shop for 4 consecutive years —

We are proud to announce that on March 4, 2021, the number of online stores on “BASE” – the online shop creation service operated by BASE, Inc. (Location: Minato-ku, Tokyo, Representative Director and CEO: Yuta Tsuruoka) – topped the 1.4 million mark.

What’s more, “BASE” has been selected as the most popular online store setup service for four consecutive years based on a survey into online store creation services used when setting up one’s online store within the last 12 months (survey conducted by MACROMILL)*¹ in February 2021.



Trends in the total number of shops created through BASE



■ Measures for “BASE” member stores

“BASE” has been striving to expand the potential of individual/small team’s member stores through our online store creation service.

We develop service functions to enable easy-to-operate online stores with a high-quality design in addition to improving the operating efficiency of the individuals and small teams who run online stores.

In 2020, we not only supported the online shopping community, but also provided the functionality for those who operate bricks-and-mortar stores to easily sell their products on a take-out basis, etc. We support our member stores’ activities from a multitude of angles through measures that deliver the value offered by the store owners to their many fans – regardless of whether online or offline.

■ New “BASE” functions under development

“BASE” continues to develop new functionality to reduce the burden on store owners. Some of the functions that are being developed and are due to be released in the near future are introduced below.

< Upcoming Functions >

1. Customer management function update
2. Staff authority management app
3. Page addition app

1. Customer management function update

Enables emails to be sent to specific segments, such as repeaters or new customers. Special experiences, such as distributing coupons per customer, can be provided. Separately, we also plan to update the customer management function.



2. Staff authority management app

Enables each staff member to view the management screen when online stores are operated and managed by a number of people. This helps to ensure secure operation even when production and operational tasks are outsourced.



スタッフ権限管理 App

3. Page addition app

Simplifies the creation of original pages, such as with brand stories, shopping guides, and FAQs, in the same manner as the shop design function.



ページ追加 App

The details and names, etc. of the above functions may be changed as they are still under development.

BASE will continue to establish an environment in which economic activities are actively performed via the “BASE” online store creation service under our corporate mission – “Payment to the People, Power to the People!” – and we support everyone’s activities as a partner who expands the potential of individuals and small teams alike.

*1 “Questionnaire on establishment of online stores” (Survey conducted by MACROMILL)

Survey details: Cart-type online store opening service used when establishing an online store within the last 12 months

Survey period: February 22~23, 2021

Surveyed: 1,000 people who set up online stores within the last 12 months

Survey method: Internet survey

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