



March 30, 2021

To whom it may concern:

Company name:	BASE, Inc.
Representative:	Representative Director and CEO Yuta Tsuruoka (Code: 4477, Tokyo Stock Exchange Mothers)
Inquiries:	Director and CFO Ken Harada TEL 03-6441-2075

### **“BASE” Starts Offering “Google Merchandise Cooperative App”** **Supports inclusion in Google’s Shopping ads**

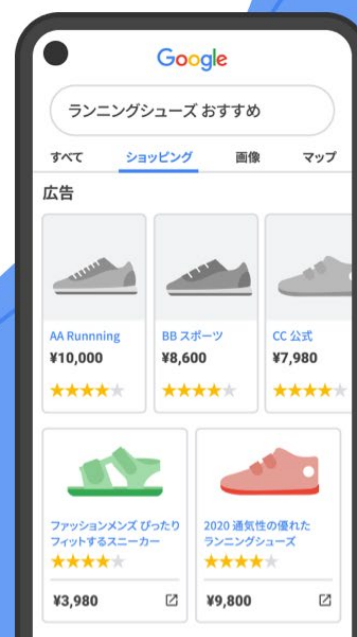
We are pleased to announce that “BASE,” the online shop creation service operated by BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka), has started to provide “Google Merchandise Cooperative App” as an extension function, which enables inclusion of information about merchandise that the member stores sell in online stores in Google’s Shopping ads through the Google Merchant Center, on Tuesday, March 30, 2021.



## Google Merchandise Cooperative App

- ✓ Easily link BASE Merchandise
- ✓ Merchandise information is automatically updated

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#### ■ About the Google Merchant Center

The Google Merchant Center is a tool that enables users to use the Shopping ads and other Google’s services by registering their store and merchandise information. Registration with the Google Merchant Center is necessary to use Google’s Shopping ads and free listings in Google’s Shopping tab.

Compliance with Merchant Center guidelines

<https://support.google.com/merchants/answer/6363310?hl=ja>

#### ■ About the “Google Merchandise Cooperative App” extension function

“Google Merchandise Cooperative App” is an extension function offered for member stores of the online shop creation service “BASE.” “BASE” member stores will be enabled inclusion in Google’s Shopping ads by linking their merchandise information to the Google Merchant Center through the “Google Merchandise Cooperative App,” which will enable the member stores to increase merchandise awareness and promote

sales.

In addition, since the merchandise information is automatically updated once a day through the Google Merchant Center, it is possible to automatically reflect information about merchandise that is launched after the cooperation without any trouble.

■ **“Google Merchandise Cooperative App” functional overview**

Launch Date: Tuesday, March 30, 2020

URL: <https://apps.thebase.in/detail/115>

Target: Member stores using “BASE”

We will continue our efforts to strengthen sales channels of member stores using “BASE” and provide an environment in which all customers in Japan and overseas can experience convenient and attractive online shopping.

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