

Translation

Notice: This document is an excerpt translation of the original Japanese document and is only for reference purposes. In the event of any discrepancy between this translated document and the original Japanese document, the latter shall prevail.



December 6, 2023

To Whom it May Concern:

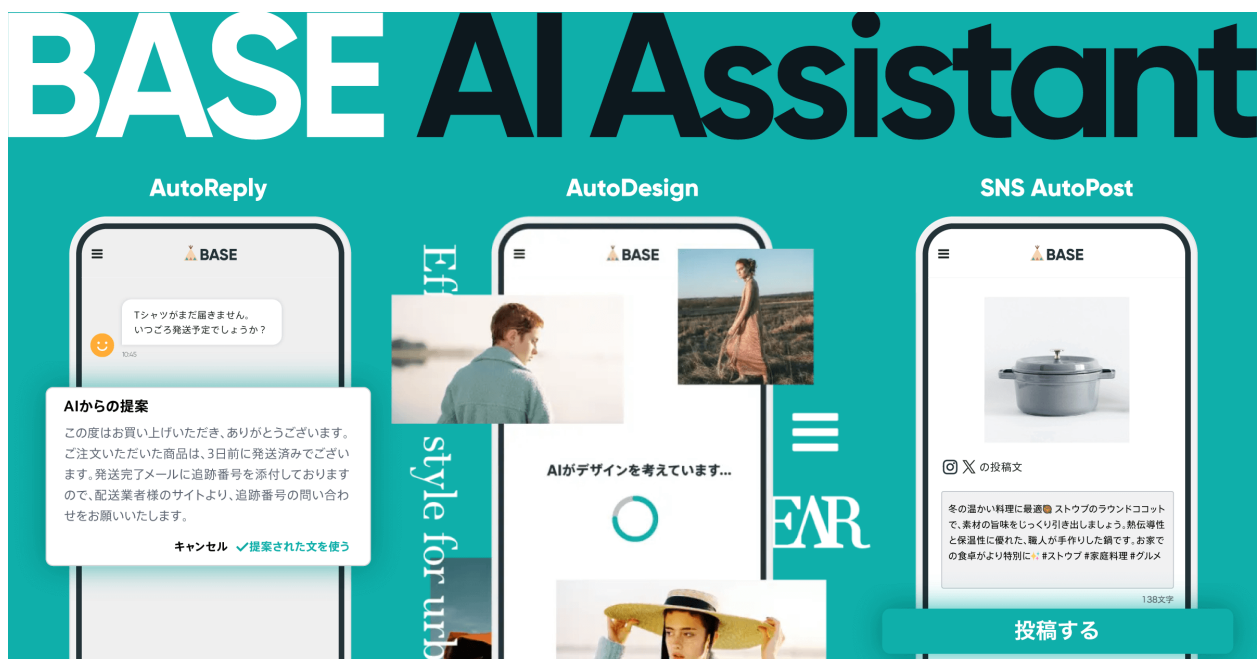
Company name: BASE, Inc.
Representative: Representative Director and CEO Yuta Tsuruoka
(Code number: 4477, Tokyo Stock Exchange Growth Market)
Inquiries: Director and CFO Ken Harada
TEL 03-6441-2075

BASE launches three new AI functions

— Maximizing shop owners' creative time

by harnessing technology to streamline business operations —

BASE, Inc. (Location: Minato City, Tokyo; Representative Director and CEO: Yuta Tsuruoka) is pleased to announce the Wednesday, December 6, 2023 release of three new AI functions for BASE, the company's online shop creation service: SNS AutoPost, AutoReply, and AutoDesign.



○What is BASE AI Assistant?

“BASE AI Assistant” is a catch-all name for AI functions provided by BASE to reduce the workload of shop owners and free up more creative time for them.¹

1. When BASE released its first AI function in April 2023, a function that automatically generates product descriptions, it was also released under the name “BASE AI Assistant.” However, in conjunction with the launch of these new AI functions, we are changing the name “BASE AI Assistant” to the umbrella term for all AI functions provided by BASE.

As for the current utilization of the AI function provided by BASE, 50%² of the shops that registered new products after the function was released used it to auto-generate product descriptions, and shop owners who actually used the function commented that “it reduced the time I spend working on writing the text” and “it suggested product descriptions from a perspective different from my own, which broadened my range of expressions.” In addition, when a survey of shop owners on AI conducted by BASE asked the question, “would you use like to use a function that could use AI to reduce your workload if we released one?”, over 90% of the shop owners said “yes,”³ revealing that many shop owners are very interested in using AI functions.

■ Overview of the New BASE AI Assistant Functions

Launch date: Wednesday, December 6, 2023

Available for: Online shops using BASE

Cost: Free

Introduction of the Three Functions

1. SNS AutoPost

AI generates precisely targeted sentences and hash tags based on registered product information (shop category, product name, and product description).

2. AutoReply

AI takes the content of inquiries received from customers and suggests what to write in response. This reduces the workload involved when considering the response, such as pulling up the order status or drafting the text.

3. AutoDesign

By simply selecting what product categories you plan to sell and the atmosphere of the shop, AI will suggest an original shop design. It can also find images that can be used for commercial purposes and make copywriting suggestions.

We expect the impact of this release on our financial results to be negligible.

BASE will continue to act as a business partner to support the further growth of our merchants’ online shops through the provision of new features and numerous improvements and updates to our services.

2. BASE research; as of April 2023.

3. From a survey on AI (survey period: August 2-13, 2023; survey targets: shop owners utilizing BASE; valid responses: 593; survey method: online survey).

(End of document)