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To Whom It May Concern:

Company Name BASE, Inc.

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(Security Code: 4477 Tokyo Stock Exchange Mothers Market)

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Announcement of the Start of TV Commercials Featuring Mr. Shingo Katori

On Saturday, May 16, the Company will start broadcasting commercials featuring Mr. Shingo Katori, a shop owner who uses e-commerce platform BASE.

This time, the commercials will be the two versions of "A member of a musical band" and "A picture book writer" which were broadcasted in 2018, in order to prevent the spread of the COVID-19 infection, and we consider to produce new commercials in the future.



1. About the commercials featuring Mr. Katori after one year and a half

These days due to the spread of the COVID-19 infection, the number of people who use online shops as sales channels has increased more than ever, because of the voluntary suspension of business at physical shops and the cancellation of events. In response to this situation, BASE gives top priority to the support for shop owners who are in trouble due

to the Corona disaster, and develops functions and provides information. And also, we have decided to broadcast the TV commercial this time because we think it is necessary to expand the recognition of the Company's service so that as many people as possible can continue the shop business, sale of products, and brand by using the Internet shop channel.

Under these difficult circumstances, Mr.Katori opened an online shop at "BASE" to sell products that he had difficulty selling at real store "JANTJE_ONTEMBAAR" and his friend shop "J_O CAFE". Base made another offer to appear in the CM with the thought that Base wants to support everyone together with Mr.Katori, who embodies the message of "I make and sell what I like" that BASE has been sending out.

In order to prevent the spread of the COVID-19 infection, the Company will not shoot a new commercial this time. First, from May the Company will broadcast TV commercials featuring Mr. Shingo Katori, which were produced in 2018, and decided to plan a new commercial taking the situation into consideration.

■Message from Mr. Shingo Katori

I heard that due to the spread of the COVID-19 infection, more people are selling goods online than before. BASE is a service to support those who are trying to overcome such difficulties and those who are challenging. As for my apparel brand, I opened an online shop using BASE and started selling products. I would like to support everyone more together with BASE.

■Message from Yuta Tsuruoka, Representative Director and CEO, BASE, Inc.

All the challengers have suffered these very difficult days. We at BASE are working to improve our services with a sense of speed so that we can properly support the tenants and all the challengers under such circumstances. Against this backdrop, we are very happy to work together with Mr. Katori, who has always taken on new challenges and provided countless happiness to the people.

We are fully aware that there are many people who are looking forward to creating new advertising works, but in light of the current situation, we decided to air the previous works at this time in order to give priority to the safety of the performers and staff, and to let people who are in trouble know how easy it is to create an online shop as soon as possible. We hope that the net shop creation service BASE will have a partnership with as many people as possible through this CM.

■Overview of TV commercials

□Outline of broadcasting

Broadcast start: Saturday, May 16, 2020

Broadcasting regions: Kanto, Kansai, Tokai, Fukuoka, Hokkaido

□Title

"Realizing Dreams Quickly", A Member of a Musical Band version 15 seconds

"Realizing Dreams Quickly", A Picture Book Writer version 15 seconds

□BASE CM special page

URL: <https://lp.thebase.in/cm>

□Cast

Shingo Katori

Born on January 31, 1977. Born in Kanagawa Prefecture.

2. About the campaign of one million shops breakthrough

This is a campaign that can be used by shop owners who regularly use BASE and those who have opened their first online shop.

(1) 10% discount coupons that can be distributed from the shop to their fans

Target persons: The shop owners who will have posted on Twitter from the twitter button of the special site

Coupon usage period: May 18 (Monday) - May 21 (Thursday)

(2) 30% off coupon for paid design theme

Target persons: The shop owners who will have posted on Twitter from the twitter button of the special site

Coupon usage period: June 1 (Monday) - June 30 (Tuesday)

Details of the campaign are available on the special website.

Special site: <https://lp.thebase.in/1000000>

3. Response of BASE to the COVID-19

As an e-commerce platform, in an emergency, we will do our utmost to support all business operators to continue their business and to provide services to customers, regardless of whether or not BASE is used.

On the following special site, together with information on the support provided by the government and various organizations related to the COVID-19, the support measures for business operators provided by the Net Shop Creation Service "BASE" are introduced. In addition, we have also set up a BASE consultation desk on the same site for those who are suffering from the effects from the COVID-19, so please visit this site to make use of it for business continuity and shop management.

BASE's Special Coronavirus Response Site

<https://lp.thebase.in/covid19>

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