

Translation

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September 21, 2021

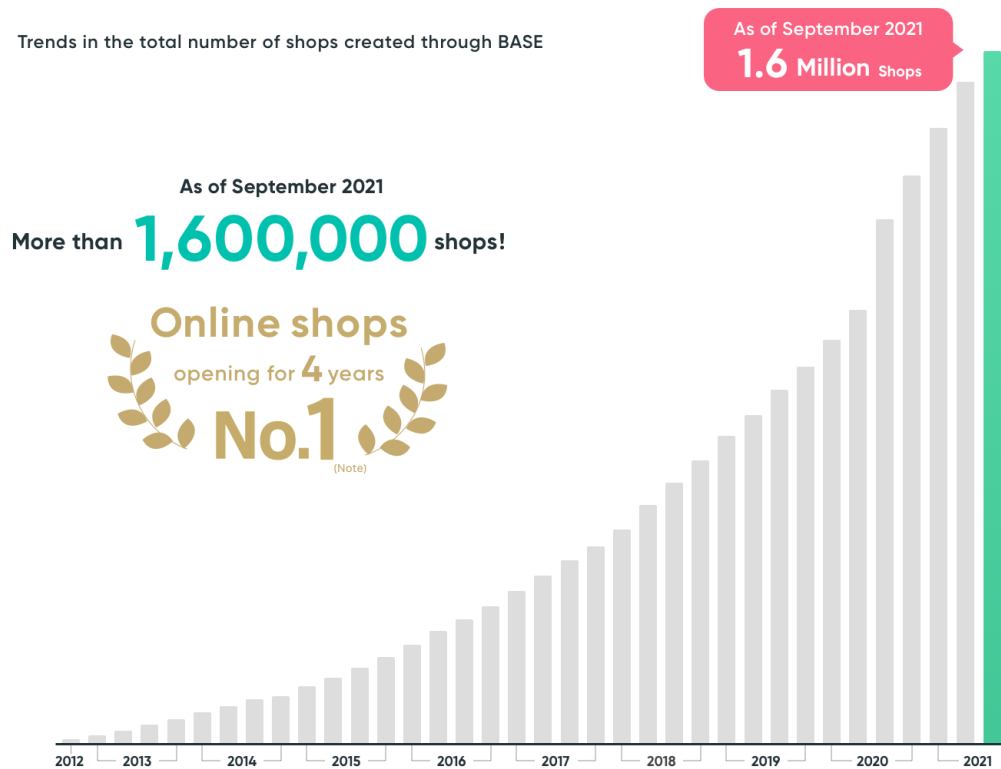
To whom it may concern:

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Representative: Representative Director and CEO Yuta Tsuruoka
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BASE Surpasses 1.6 Million Online Shops

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) surpassed 1.6 million shops on September 18, 2021.

 **BASE** Trends in the total number of shops created through BASE



(Note)The online shop opening track record is taken from a survey by Macromill, Inc.

■ "BASE" Surpasses 1.6 Million Shops and Other Information about Initiatives for “BASE” Shops

Since its launch in November 2012, "BASE" has been used by a large number of individuals and small teams as a service that allows for anyone to easily create an online shop, and has now surpassed the 1.6 million store mark in terms of the total number of online stores opened.

Going forward, "BASE" will continue to be a service that anyone can use easily and operate an online shop, whether you are a shop owner using the service since its launch, a shop owner who started an online shop during the corona pandemic, or a shop owner who is currently considering opening an online shop. We will continue to develop functions to further reduce the workload of online shop management so that shop owners can concentrate on their daily product development and production.

Recently, due to the effects of the nationwide spread of the new coronavirus infection, there have been a number of emergency declarations and priority measures to prevent the spread of the disease in various parts of Japan. These include requests to refrain from going out of the house unnecessarily and for some businesses to refrain from operating. Demand for the opening of "BASE" online shops, which surged immediately after the declaration of the state of emergency in April 2020, is gradually taking root as a new means of doing business in parallel with physical stores, rather than as a means of temporarily supplementing the sales of physical stores that were unable to operate due to the pandemic. In this sense, it has become a new way of conducting business.

For those shop owners who choose "BASE" as a new means of conducting business, we will continue to strengthen the distribution of information, including the introduction of extension functions through our owned media "BASE U" and social networking services, so that shops can select and install the functions that best suit their own online shop operations, from more than 80 functions provided through the "BASE Apps" extension function, and thereby effectively supporting their businesses.

■ New BASE functions under development

Here are some of the features currently under development and soon to be released. As well as making it easier to manage an online shop, BASE is developing functions from an operational perspective, such as a customer management function that makes it easier to communicate with customers.

Soon to be released functions:

1. Customer management function update
2. Staff permissions app

1. Customer management function update

Announcements about events and limited products can be sent to specific customer groups such as repeat or new customers, making it possible to communicate with customers according to their purchase history.



顧客管理機能アップデート

2. Staff permissions app

When running and managing an online shop with multiple people, each staff member can be given different levels of permission to view the admin screen, and even when outsourcing production and operation, the store can be operated safely while properly managing information.



スタッフ権限管理 App

Since the above functions are still under development, the content and names may change.

In addition to the above functions, we are also developing new functions to support shop owners, and we will provide further details as they become available.

<Regarding the distribution of "BASE" information>

- Owned Media

This includes new functions of the "BASE Apps" extension, how to utilize popular functions, interviews with store owners who are utilizing various services and functions, and other information on how to operate an online shop by making the most of "BASE".

"BASE U" (Japanese only)

URL: <https://baseu.jp>

- Official SNS

We provide a wide variety of information related to "BASE" services, including introductions to new functions, new "BASE U" articles, and shop introductions.

Twitter @BASEec

URL: <https://twitter.com/BASEec>

Instagram @BASEec

URL : <https://www.instagram.com/baseec>

BASE will continue to work on support measures and function development to maximize value created by shop owners as a partner that expands the possibilities for individuals and small teams through all the services provided by BASE.

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