

Translation

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October 6, 2021

To whom it may concern:

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### **“BASE” Introduces Extension Functions “Google Shopping Ads App”** **– Enabling Beginners to Submit Ads Easily –**

We are pleased to announce that “BASE,” an online shop-creation service operated by BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka), updated the “Google Merchandise Cooperative App” that was released in March 2021, renamed it the “Google Shopping Ads App” and started offering the service on Wednesday, October 6, 2021.

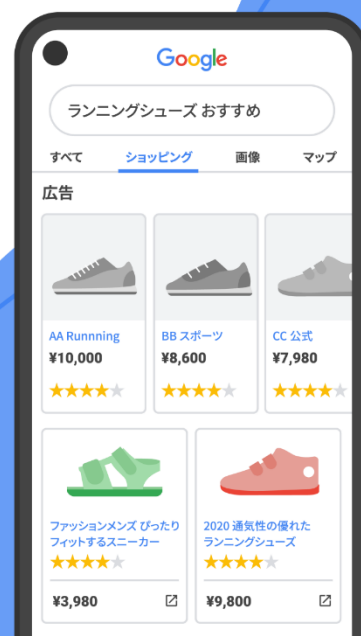
New “Google Shopping Ads App” enables users to upload ads to Google “Smart Shopping Campaigns”.



## Google Shopping Ads App

- ✓ Sync products from BASE
- ✓ Easily create Shopping Ads
- ✓ Ads are optimized by Google

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#### ▪ “Google Shopping Ads App” Offering Extension Functions

BASE updated the “Google Merchandise Cooperative App” that was released on March 30, 2021 to offer extension functions and renamed it the “Google Shopping Ads App.”

The previous App linked product information on BASE with the Google Merchant Center<sup>1</sup>, and this update enables users to open an advertising account and upload ads to Google “Smart Shopping Campaign”. In

addition, information on BASE member shops and conversion tracking<sup>2</sup> are set automatically, alleviating the need for manual setup when uploading ads.

The updated functions allow BASE member stores to submit ads easily. We continue improving our services to increase product recognition through ads uploaded by BASE member shops, which enhances customer acquisition and sales expansion.

#### <Providing Targeted Ads to Individual Users: Advantages of “Smart Shopping Campaign”>

Smart Shopping Campaigns allow a wide range of ads using product feed with Google machine learning functions to be displayed on the Google search network (listings), Google display network (banners), YouTube, Gmail, and many other networks. Google systems assess a wide range of image and text-asset combinations designated by customers, and then automatically select and display the most effective advertisements for individual users.

#### ▪Google Shopping Ads App Function Overview

Start Day of Service: Wednesday, October 6, 2021

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

Target: BASE member shops

#### ▪Google Shopping Ads App Features

1. Easy to open a Google Merchant Center account

Before these updates, BASE member shops had to manually input eight separate categories of information to set up a Google Merchant Center account, including “domain authentication and website URL application,” “shipment,” and “business information.” With the new extension functions, BASE member shops need only to open an account and set up telephone number authentication while all other information are automatically set up using the information registered with BASE.

2. The new function makes it easy to open an ad account and upload ads.

Before these updates, BASE member shops had to link their products with the Google Merchant Center, open an ad account, upload and edit ads using various Google service functions separately. The new functions allow BASE member stores to open an ad account, upload and edit ads, as well as view a report of the results. In addition, conversion tracking, which BASE member shops had to set up manually when uploading ads, is also now provided automatically.

BASE continues enhancing customer acquisition and expanding sales routes for member shops as it provides a convenient and attractive online shopping environment for all customers in Japan and overseas.

Note 1: Google Merchant Center is a tool that allows users to register store and product information and use Google shopping ads, free listing of Google shopping tags, and many other Google services.

Note 2: Conversion tracking is a tool that helps shops understand user behavior (product purchase, etc.) after browsing ads.

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