

Translation

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To whom it may concern:

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“BASE” to Offer New Price Plan in April
Payment Processing Fee of 2.9%+5,980Yen Per Month with the New “Growth Plan”
To an Online Shop Creation Service That’s Easy to Use and Grow !

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) is scheduled in April, to offer the “Growth Plan” (payment processing fee of 2.9% + 5,980yen/month) which is easier to use even when a shop’s revenue scale increases, in addition to the conventional plan where there are no initial or monthly fees, and fees are only incurred when products are sold (payment processing fee of 3.6%+40yen+service fee of 3%), in order to support the further growth of “BASE” shops.



• **Details of the New “Growth Plan”**

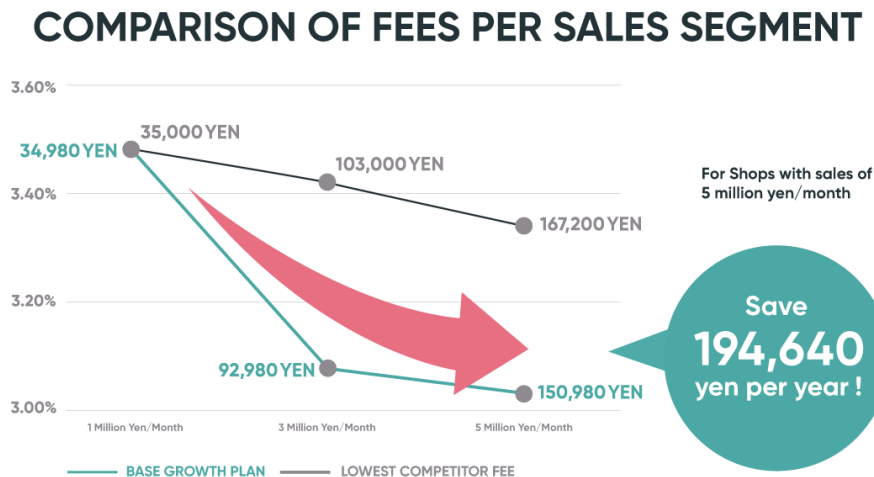
With the aim of further encouraging the growth of shops, “BASE” will begin offering a new price plan, the “Growth Plan”. The “Growth Plan” allows shops to use “BASE” for a monthly service fee of 5,980yen plus a payment processing fee of 2.9% without changing the functions available.

For shops who are already using “BASE” if the scale of their sales exceeds 170,000 yen per month, they will

be able to reduce their costs compared to the conventional price plan and can expect to see further growth in their shops by investing the extra costs to product development, sales promotion, and purchasing.

The conventional price plan has no initial or monthly fees so that individuals and SMBs can open an online shop without any risk, and only charge a fee when products are sold. However, in order to further encourage the growth of BASE “shops who have expanded their revenue scales, the “Growth Plan” is a fee structure that charges a monthly cost but reduces the payment processing fee as compared to the conventional plan. With these two plans, “BASE” can now be chosen by users who prefer to challenge operating an online shop free of risk, and for those who have grown in scale.

Shops will be able to choose from either of the conventional price plan or new “Growth Plan”, after its scheduled release in April.



▪ **Background of the offering of the new “Growth Plan”**

“BASE” will be celebrating its 10th anniversary in 2022 and has been used by a total of more than 1.7 million “BASE” shops consisting mainly of individuals and SMBs, as an online shop creation service that anyone can easily start using. While we have been providing our service as a partner for individuals and SMBs, the scale of “BASE” shops has been growing year over year, on the back of the recent rise of the e-commerce market and D2C brands. In addition, the COVID-19 pandemic is continuing to change the social environment in such a way that business owners operating restaurants and other physical shops are also using “BASE”. Against this backdrop, “BASE” shops have also seen increases in their scales, that the number of shops exceeding the scope of “small teams” have also increased.

It is for this reason, that “BASE” has decided to enhance functionalities and provide a new price plan to support the continuous use of services for a wider range of shops from those who prefer to operate at their own pace, to those shops operating at a larger scale.

▪ **Outline of the new “Growth Plan”**

Offering Date : April 2022 (Scheduled)

Eligibility : “BASE” shops

Fee : Payment processing fee of 2.9% + Fixed service fee of 5,980yen/month

<Price Plan for “BASE”>

The existing price plan will continue to be offered, and the new “Growth Plan” will be added in April.

• **Conventional Price Plan**

Fee : Payment processing fee of 3.6% + Service fee of 3%

“BASE” will continue to be a service for anyone including individuals and SMBs to easily challenge operating an online shop, and will further strengthen our support for the continued use of online shops that have grown to a larger scale, in order to contribute to the creation of further growth opportunities for all “BASE” shops.

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