

Translation

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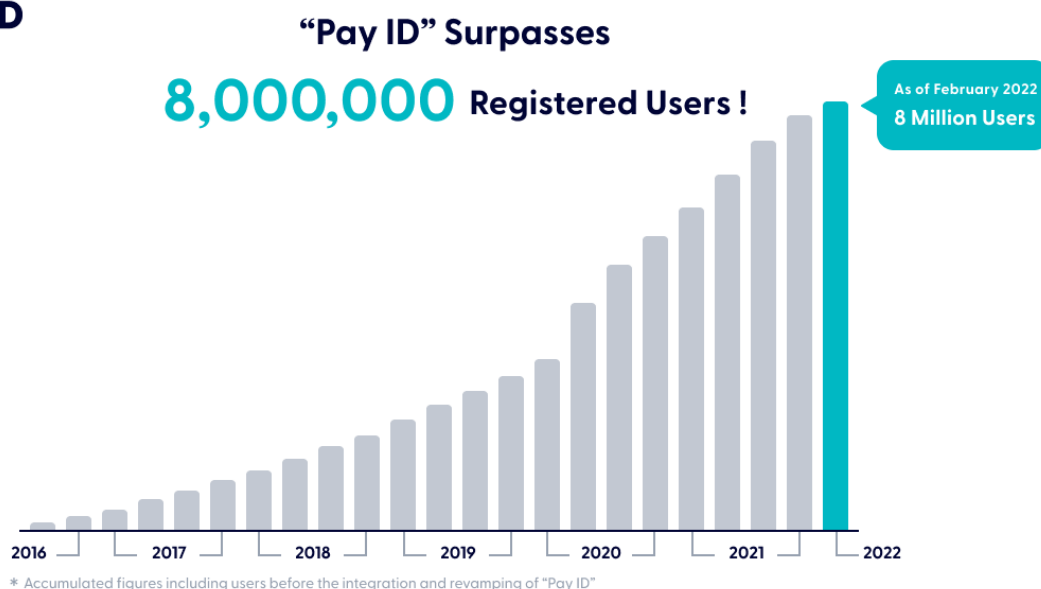
February 17, 2022

To whom it may concern:

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Representative: Representative Director and CEO Yuta Tsuruoka
(Code: 4477, Tokyo Stock Exchange Mothers)
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Number of Registered Users of the Shopping Service “Pay ID” for Purchasers Surpasses 8 Million Users

We are pleased to announce that “Pay ID,” the Shopping Service provided for purchasers operated by BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka) has surpassed 8 million registered users as of February 16, 2022.



▪ About the Shopping Service “Pay ID” for Purchasers

“Pay ID” is a service for purchasers that improves their comprehensive shopping experience from payment to after-shopping, with an ID-based payment function that enables quick online purchases and a mobile app that supports the building of sustainable relationships between “BASE” online shops and purchasers. The MAU of the app exceeds 1 million.






On November 30th 2021, the “BASE” Shopping app operated by BASE, Inc, and ID-Based Payment Service

“PAY ID” operated by PAY, Inc, a 100% BASE group company, were integrated and revamped to provide a new shopping service for purchasers by leveraging on the characteristics and assets of each service.

“Pay ID” can be used when shopping at online shops of “BASE”, the online shop creation service operated by BASE, Inc, with more than 1.7 million shops opened as of February 2022.

URL : <https://id.pay.jp>

<Before and After Comparison of Service Names and Logos>

	Before	After
Overall Service for Purchasers	N/A	 Shopping Service “Pay ID”
App	 Shopping App “BASE”	 Shopping Service “Pay ID”
Payment Function	 ID-based Payment Service “PAY ID”	 Pay ID Payment

▪ **About the Usage Status and Surpassing of 8 Million Registered Users for the Shopping Service “Pay ID”**

The number of registered users of “Pay ID” increased with the increase in online shop openings in the Online Shop Creation Service “BASE”, and the accumulated number of registered users including users before the integration and revamping of “Pay ID” surpassed 8 million on February 16, 2022.

The percentage of repeat purchases by those who have used “Pay ID” in the past is more than 60% of all purchases made through the app, and we have received feedback from many users including “The shopping time consumption was shortened”, and “It is convenient because you don’t have to fill in many fields”.

▪ **About Future Functions**

Going forward, to provide a smoother shopping experience for purchasers, we are planning to offer the following new features for “Pay ID”.

- Payment by password-less authentication (to be released in 2022)

To reduce the time and effort required to log in to the "Pay ID" shopping service, we are planning to provide a password-less authentication method that allows users to log in with only their email address and SMS authentication.

- Considerations for Incorporating a BNPL (Buy Now Pay Later) Function

We are planning to offer a BNPL functions with the aim of providing a smoother shopping experience to as many purchasers as possible through a variety of payment methods.

By selecting BNPL as the payment method on the shop purchase screen, BASE will advance the payment amount and pay it to the online shop, and the purchaser can make repayments to BASE on a later date, allowing for a smooth shopping experience to buy what you want, when you want.

The Shopping Service “Pay ID” will continue to focus on developing functions that connect online shops and purchasers to enhance the value of the shopping experience.

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