

Translation

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March 29, 2022

To whom it may concern:

Company name: BASE, Inc.
Representative: Representative Director and CEO Yuta Tsuruoka
(Code: 4477, Tokyo Stock Exchange Mothers)
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BASE to Offer New “Growth Plan”
(5,980 JPY Monthly Service Fee + 2.9% Transaction Fee)
From Monday, April 18

Making “BASE”, which ranked first in four categories in a survey of online shop creation services, even easier to use as shops grow

BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka), which operates its BASE online shop creation service, is pleased to announce that from Monday, April 18 it plans to offer a “Growth Plan” (5,980 JPY monthly service fee + 2.9% transaction fee) to make it easy for member shops to continue using the service even when their sales volumes grow.

Additionally, BASE ranked first place in four categories, which included being the most popular online shop creation service for five years in a row, in the “Online Shop Creation Service Used When Setting Up an Online Shop in the Past Year” survey, conducted by Macromill in February 2022.



■ About the new “Growth Plan”

We will begin offering our new “Growth Plan” starting Monday, April 18* to boost the further growth of member shops. With it, they can continue to use all of BASE’s features for a 5,980 JPY monthly service fee plus a 2.9% transaction fee.

With the plan, member shops with monthly sales exceeding 170,000 JPY can significantly reduce the amount of fees they pay compared with existing pricing plans. Reinvesting the money they save on fees into such things as product development and promotion or buying more stock will enable them to expand further.

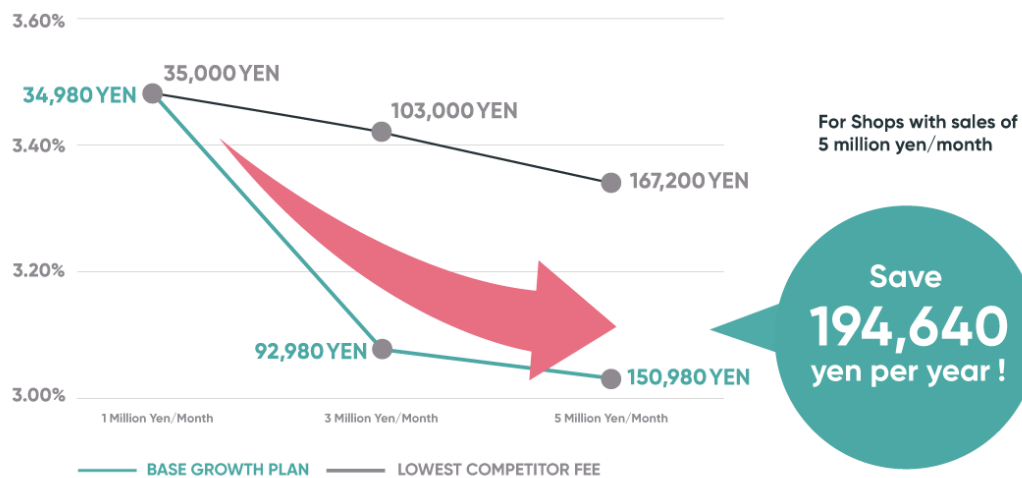
Our existing pricing plans let individuals and small teams open online shops risk-free by only charging them a fee when a product sells, without initial or monthly costs. We are offering this new “Growth Plan” to encourage the expansion of BASE member shops that have increased their sales volumes by charging a monthly service fee while significantly lowering the transaction fee charged in other plans. This makes it ideal for individuals who want to try their hand at running an online shop without risk and stores that have grown in terms of sales.

New and existing member shops will be able to choose the “Growth Plan” from among our existing plans according to their sales starting Monday, April 18.

* Release date subject to change depending on development status.

▼ “Growth Plan” Compared to Other Companies’ Plans

COMPARISON OF FEES PER SALES SEGMENT



■ “Growth Plan” Overview

Release date: Monday, April 18, 2022 (subject to change)

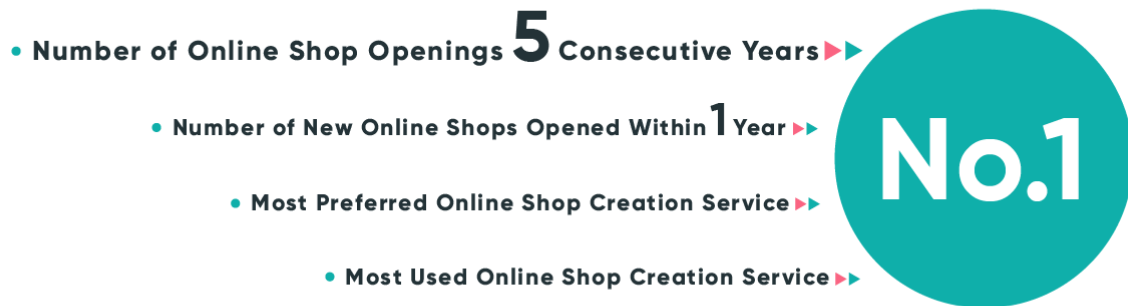
Who is eligible: All BASE member shops

Fees: 5,980 JPY service fee + 2.9% transaction fee

■ Results of the Online Shop Creation Services Survey

We placed first in the following categories in the “Online Shop Creation Service Used When Setting Up an Online Shop in the Past Year” survey conducted by marketing research company Macromill.

“BASE” Ranks **No.1** in **4** Categories in Survey of Online Shop Creation Services



Survey of online shop creation services used to create online shops in the last 1 year (February 2022 survey by Macromill)

Survey details: Online shop creation services used by participants when setting up an online shop in the past year

Survey period: February 25-26, 2022

Targets: 1,000 individuals who used an online shop creation service in the past year

Survey method: Online

Categories

- No. 1 in Number of Online Shop Openings
- No. 1 in Number of Online Shops Opened Within 1 Year
- No. 1 in Most Preferred Online Shop Creation Service
- No. 1 in Most Used Online Shop Creation Service

We will continue to contribute to creating opportunities for all BASE member shops to grow more by remaining a service that allows anyone, including individuals and small teams, to easily attempt to run an online shop, while also enhancing the support we offer to member shops that have grown significantly so they can continue to do business no matter how much they expand.

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