

Translation

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May 17, 2022

To Whom it May Concern:

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Representative: Representative Director and CEO Yuta Tsuruoka
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BASE Begins Offering TikTok Shopping Ads App an Extended Feature Enabling Advertising on TikTok

—Will contribute to drawing customers from TikTok by allowing easy automatic generation of video ads—

BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka), which operates the BASE online shop creation service, announces that from Tuesday, May 17, 2022, it began offering the TikTok Shopping Ads App, an extended feature that allows advertising on the short-form video platform TikTok utilizing data for products sold through online stores that use BASE.



■ About the TikTok Shopping Ads App

The TikTok Shopping Ads App is extended feature offered to online shops that use the BASE online shop creation service. The app can be used to link products sold by these shops to TikTok's Creative Tools¹ and automatically create video ads for TikTok using their own product images.

To place an ad creative (video ad), member shop owners follow the ad set up process and select the product they want to advertise. Multiple creatives are automatically generated, and the member shop owner then selects the desired video ad to be run in TikTok ad slots. With this, owners can expect to grow awareness of their brand and capture new customers.

Additionally, the TikTok Pixel², which makes it easy to measure ad effectiveness, usually needs to be installed manually after setting up an ad, but with the new app it can be configured with a single click.

Normally, to place an ad on TikTok a user needs to set up an advertising account and register their product information. However, with the TikTok Product Link/Ad App data about a shop registered with BASE, together with its products, is automatically linked with TikTok's tools, enabling member shop owners to set up ads with fewer steps.

1: Tiktok Creative Tools: Tools that enable advertisers to make their own ad creatives

2: Tiktok Pixel: A tool that tracks ad effectiveness

■ Background to BASE's decision to offer the TikTok Shopping Ads App

There are a growing number of cases where individuals and small teams are using social media platforms to increase brand awareness and capture customers. TikTok in particular has seen this over the last few years, and that momentum continues to grow. In addition, the number of TikTok users is on an upward trend, while its userbase is expanding to encompass not just young people, but other age groups as well.

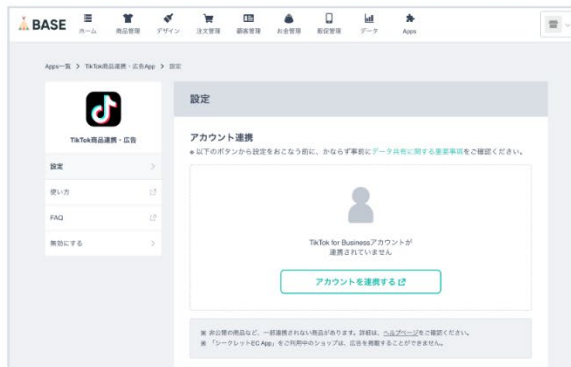
Furthermore, BASE's Owners Survey 2021³ targeting member shop owners found that nearly 90% of respondents were using social media and other platforms in their PR and promotional activities. Additionally, TikTok followed YouTube among platform that respondents are not actively using at present, but want to give priority to in the future, revealing their high level of interest in it. BASE decided to offer this extended feature in view of those results and in expectation of growing demand to use TikTok for attracting customers and promotional activities. By driving seamless platform integration with TikTok, BASE will contribute to the use of the short-form video platform to attract customers and promote sales by individuals and small teams using its online shop creation service.

3: Owners Survey 2021 press release

https://binc.jp/press-room/news/press-release/pr_20211124

- Ad Set Up Process

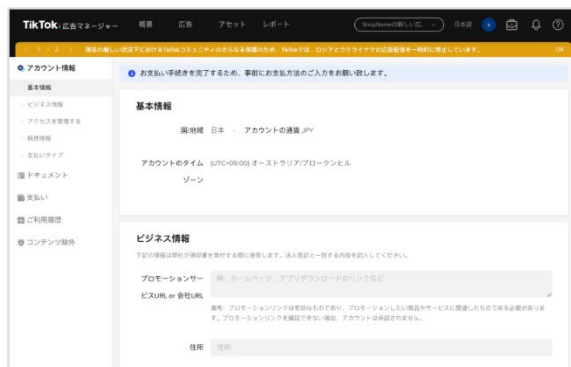
1 TikTok商品連携・広告Appをインストール



2 BASEとTikTokアカウントを連携する



3 必要情報を入力する



4 広告を作成する



- TikTok Shopping Ads App Overview

Target: Online shops using BASE
 Minimum ad budget: 2,000 yen per day
 URL: <https://apps.thebase.in/detail/125>

BASE will further expand the sales channels available to member shops and work to provide an environment that enables domestic and overseas customers to enjoy a convenient and engaging online shopping experience.

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