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July 12, 2022

To Whom it May Concern:

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Representative: Representative Director and CEO Yuta Tsuruoka
(Code: 4477, Tokyo Stock Exchange Growth Market)
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“BASE” releases its new anonymous shipping feature!
Individuals and small teams can now ship their products anonymously
through the “Easy Shipping App (in partnership with Yamato Transit)”

We are pleased to announce that the “BASE” online shop-creation service, operated by BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka) has released its brand new anonymous shipping feature. Through an update to the “Easy Shipping App (in partnership with Yamato Transit),” individuals and small teams using “BASE” can now have their products shipped without revealing their names, street addresses, and telephone numbers to recipients.

In conjunction with the January 2022 release offering merchants the option to hide their street addresses and phone numbers in relation to the Specified Commercial Transactions Act, this new feature is another crucial step in BASE’s efforts to realize a safe and secure environment for individuals and small teams who operate online shops.

The Easy Shipping App (in partnership with Yamato Transport) has been updated

Products can now be shipped anonymously!

BASE Note: The "Easy Shipping App (in partnership with Yamato Transport)" must be installed

三 かんたん発送(ヤマト運輸連携) ▾

送り主情報

山田 太郎
〒106-6237
東京都港区六本木3-2-1
住友不動産六本木グランドタワー 37F
☎ 09001234567

送り状に印字しない (手数料 ¥50)

Return address can be hidden by ticking the checkbox

配達希望日時

■ Background

Since January 2022, “BASE” has given individual shop owners the option to hide their street addresses and phone numbers from prospective purchasers. Until then, all businesses operating online (including individuals and small teams) were required by law to publicly display said information. “BASE” became the first online shop-creation service to offer this option following the Consumer Affairs Agency’s updated guidelines set forth in its “Notation based on the Specified Commercial Transactions Act.” (Note 1)

“BASE” has released its new anonymous shipping feature, which allows merchants to ship products without writing their return addresses on outgoing packages, in order for individuals and small teams to operate their online shops in an even safer and more secure manner. The feature - long requested by many individuals and small teams using “BASE” - will be available as an update to the “Easy Shipping App (in partnership with Yamato Transit)” starting Tuesday, July 12, 2022.

Note 1: Please refer to the following press release dated January 12, 2022 for more details on the Consumer Affairs Agency’s updated guidelines regarding the Specified Commercial Transactions Act (available in Japanese only): https://binc.jp/press-room/news/press-release/pr_20220112

■ About the “Easy Shipping App (in partnership with Yamato Transit)”

The “Easy Shipping App (in partnership with Yamato Transit)” is an extension available to merchants using the “BASE” online shop-creation service.

The extension allows shop owners to easily ship products from their nearest convenience store or Yamato Transit branch with the use of a QR code and eliminates the need to manually fill out the delivery address portion of a delivery slip.

Additionally, items can be shipped to all regions within Japan (including remote islands) with flat rate shipping.

With the new update to the “Easy Shipping App (in partnership with Yamato Transit),” individuals and small teams can ship their products to purchasers without disclosing their return addresses at an additional fee of 50 yen per item (tax included).

■ “Easy Shipping App (in partnership with Yamato Transit)” Anonymous Shipping: Update Information

Date of Update	: Tuesday, July 12, 2022
URL	: https://apps.thebase.in/detail/73
Scope of Service	: Online shops using “BASE”
Additional Fee	: 50 yen per item (tax included)

<Characteristics of the “Easy Shipping App (in partnership with Yamato Transit)”>

1. Make shipments more secure through anonymous shipping

Through the new update, individuals and small teams can send out packages in a safe and secure manner by hiding their return addresses from recipients.

For shops that have chosen not to disclose their addresses through the aforementioned Specified Commercial Transactions Act, shipments made through the “Easy Shipping App (in partnership with Yamato Transit)” will have the anonymous shipping feature enabled by default.

2. Make shipments less of a hassle

By preparing an order through the “Easy Shipping App (in partnership with Yamato Transit)” available on the “BASE” admin page, a shipment QR code will be issued to the shop owner. The packaged item and QR code can be brought into any convenience store or Yamato Transport branch, products can be easily shipped without the hassle of filling out hand-written delivery slips.

For an additional price of 70 yen (tax included), packaged items can be picked up at any specified address, giving merchants an even wider range of shipping options that tailor to their needs.

3. Make long-distance shipments cheaper

Shop owners can ship their products to any destination within Japan at a flat shipping rate depending on the size of the product, making shipments to remote locations cheaper. Furthermore, shipping fees can be directly deducted from the shops’ sales, eliminating any hassles associated with payment.

Additionally, shop owners selling fragile items can ship their items to purchasers safely and securely by utilizing tracking and insurance options.

“BASE” will continue its efforts to lower the barrier of entry for merchants hoping to open and operate online shops, and will support all customers who strive to expand their sales channels through the power of the internet.

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