

Translation

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August 19, 2022

To Whom it May Concern:

Company name: BASE, Inc.
Representative: Representative Director and CEO Yuta Tsuruoka
(Code: 4477, Tokyo Stock Exchange Growth Market)
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The “Pay ID” Shopping Service for Purchasers
Surpasses 9 million Cumulative Registered Users

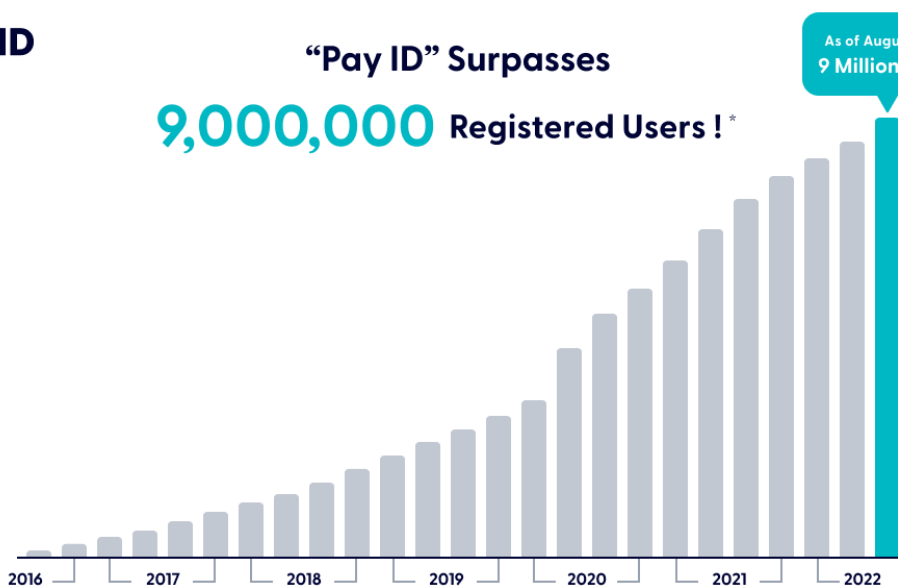
- Increased usage through the launch of the “Mobile Phone Login” feature that allows users to register and log in easily with SMS authentication!

We are pleased to announce that “Pay ID,” the shopping service for purchasers operated by BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka) has surpassed 9 million cumulative registered users as of Thursday, August 18, 2022.



“Pay ID” Surpasses
9,000,000 Registered Users ! *

As of August 2022
9 Million Users



* Accumulated figures including users before the integration and revamping of “Pay ID”

< About the “Pay ID” shopping service for purchasers >

With the use of a single payment ID, the “Pay ID” shopping service allows purchasers to easily shop on any of the shops created through the online shop creation service “BASE” (1.8 million shop creations as of June 2022).

We also offer a “Pay ID” shopping app which allows users to search for products and follow their favorite shops to receive the latest information on product availability along with other timely updates.

For more information on the “Pay ID” shopping service for purchasers: <https://id.pay.jp>

■ On “Pay ID” surpassing 9 million cumulative registered users

Purchasers shopping on “BASE”-enabled shops often register new IDs upon checkout, which results in “Pay ID” registrations increasing proportionately with the number of “BASE” shop openings.

On August 3, 2022, we released the new “Mobile Phone Login” feature as an upgrade to the original password-based login method, allowing purchasers to log in easily by entering a six-digit authentication code sent directly to their mobile phones via SMS. As a result of this release, the number of “Pay ID” registrations increased, surpassing 9 million cumulative registered users on Thursday, August 18, 2022.

< On the new “Mobile Phone Login” feature for “Pay ID” >

The “Mobile Phone Login” feature updates the original password-based login method in favor of one that allows users to log in using a six-digit authentication code sent directly to their mobile phones via SMS.

The authentication code is virtually a unique password that is issued per login attempt. “Pay ID” users must have access to their own mobile phone number to receive this single-use code that expires after a certain period.

Through this feature, users can avoid any hassles associated with reissuing forgotten passwords. Additionally, the new method improves the accuracy of user verification, preventing risks of third-party logins through password guessing or leaks.

■ On the new payment method currently in development

The following payment method is currently in development with the aim of allowing smoother shopping experiences for purchasers using “Pay ID.”

- BNPL (Planned release: March 2023)

BNPL (Buy Now Pay Later), which will be enabled through credit management using our proprietary algorithm, is a new payment method that allows purchasers to pay at a future date. There will be no need for purchasers to make complicated entries at the time of purchase, and the ability to select the number of installments at the time of each purchase allows flexible payment planning.

The “Pay ID” shopping service for purchasers will continue to focus on developing diverse payment functions that seamlessly connect online shops and purchasers, enhancing shopping experiences for all.

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