April 6, 2023

To Whom it May Concern:

Company name:	BASE, Inc.
Representative:	Representative Director and CEO Yuta Tsuruoka
	(Code number: 4477, Tokyo Stock Exchange Growth Market)
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"BASE" launches "BASE AI Assistant," an AI (ChatGPT) function aimed at improving operational efficiency for shop owners
- Phase 1 introduces support for creating product descriptions, reducing workload for shop owners and improving their efficiency -
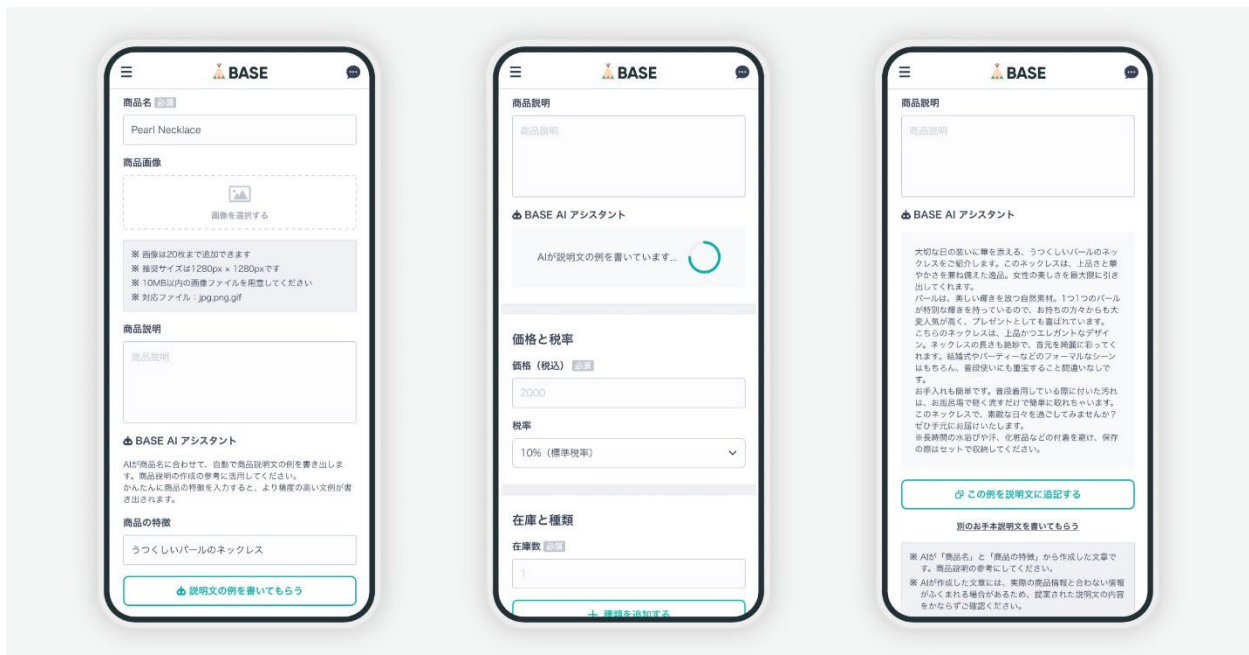
We are pleased to announce that the "BASE" online shop creation service, operated by BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka) has released a new AI function "BASE AI Assistant" on Thursday, April 6, 2023. The function utilizes "ChatGPT," the interactive AI chatbot provided by OpenAI.

Making use of ChatGPT's text generation functionality, "BASE AI Assistant" will help shop owners create text including product descriptions, email newsletters for purchasers, and SNS

posts. ChatGPT is an AI (artificial intelligence) chatbot that uses natural language processing technology to generate dialogue similar to that of humans. The integration of ChatGPT with "BASE" will mainly reduce "BASE" shop owners' workload associated with creating text, allowing them to allocate more time to core operations such as producing products, marketing, and customer service.

Phase 1 of "BASE AI Support" will introduce the feature of helping shop owners create product descriptions (Note). Through the "BASE" product registration screen, the tool will automatically generate a product description of approximately 400 characters, including features and appeal, based on the entered product name. "BASE" shop owners will be able to create product descriptions by either writing their own descriptions while referencing the text generated by AI in approximately 30 seconds, or by simply correcting the typographical errors of the generated text. In addition, by entering the characteristics of the product or a few keywords rather than just the product name, shop owners can generate descriptions that are more in line with their intentions.
(Note) Use of the function may be temporarily restricted in the case of concentrated access over a certain period of time.

In the future, we plan to support the marketing and sales promotion activities of shop owners by releasing functions that will help them create email newsletters for purchasers as well as SNS posts.

We expect the impact of this release on our financial results to be negligible.

"BASE" will continue to proactively incorporate new technologies into its products to improve the convenience of online shops using "BASE" and contribute to their business growth. We will also focus our efforts on the development of new functions, providing an environment that allows the seamless operation of online shops for everyone.

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