

Translation

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April 11, 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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“Post Pay (Pay ID)” launches on April 11th for “BASE” users
- First-of-its-kind BNPL payment framework in Japan that connects proprietary services for merchants and purchasers -

BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka), provider of the online shop creation service “BASE” and the purchaser-oriented shopping service “Pay ID,” announces that on Tuesday, April 11, 2023 it will enter the Buy Now, Pay Later (BNPL) business with the launch of its proprietary D2C (Direct to Consumer) BNPL payment service, “Post Pay (Pay ID).”

“Post Pay (Pay ID)” is the first e-commerce payment framework in Japan that offers one-stop, single-provider service covering login to payment within an e-commerce storefront creation service for D2C brands and other merchants. “Post Pay (Pay ID)” will first be rolled out for merchants using “BASE.”



BNPL (Buy Now, Pay Later)

あと払い  PayID

Launch of "Post Pay (Pay ID)"
for shops using "BASE"

○ About BNPL

BNPL is an acronym for Buy Now, Pay Later online payment. BNPL allows purchasers to purchase products without the need to make any immediate payment, and instead allows them to receive the products first and pay later by a pre-determined date. Purchasers can choose from a variety of payment options including single or installment payments, paying at a convenience store, or by direct bank account withdrawal, making it easy to choose both the timing and method of payment, and greatly expands purchasing options for purchasers without credit cards. BNPL represents a major step forward in convenience for purchasers around the world.

■ Behind the “Post Pay (Pay ID)” Service Launch – Expanding Purchasing Opportunities by Connecting Proprietary Services

BASE develops services on both the merchant and purchaser side, offering the “BASE” online shop creation service for the former and the purchaser-oriented “Pay ID” shopping service for the latter. By developing the new “Post Pay (Pay ID)” service in-house, BASE was able to leverage its expertise on both the merchant and purchaser sides to create a service that allows D2C merchants to offer BNPL services with a minimum of screen transitions, greatly improving the online purchasing experience and expanding purchasing opportunities for both merchants and purchasers.

■ “Post Pay (Pay ID)” Overview

“Post Pay (Pay ID)” is a payment option for purchasers with a registered “Pay ID” account using “BASE” online shops that allows them to pay their purchase amount the following month.

When a customer with “Pay ID” selects the “Post Pay (Pay ID)” option when ordering a product, they will receive a prompt to enter their mobile telephone number. An SMS message will then deliver a code to their phone, which can be entered into the online order screen to purchase the product but pay later. The customer can use their “Pay ID” app to display a payment barcode they can use to pay for their purchase at a convenience store at any time ahead of the final payment date.

“Post Pay (Pay ID)” is the first e-commerce payment framework in Japan that offers one-stop, single-provider service covering login to payment within a storefront e-commerce service such as “BASE.”

BASE, Inc. has partnered with GMO Payment Service Inc. for the “Post Pay (Pay ID)” service. GMO Payment Service Inc. issues invoices and collect payments upon transfer of receivables such as sales proceeds.

Service launch: Tuesday, April 11, 2023

URL: <https://payid.jp>

< Service notes for merchants >

Service availability: Merchants using the “BASE” online shop creation service

Service fees:

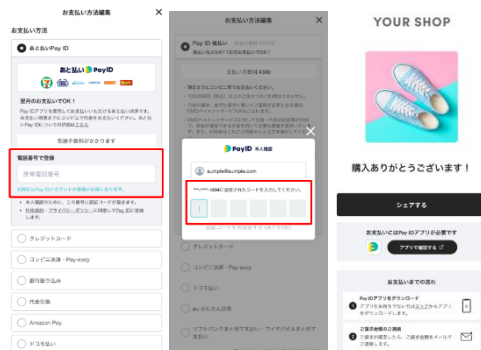
- Conventional plan: Payment processing fee of 3.6% + 40 JPY and service fee of 3%
- Monthly fee plan: Payment processing fee of 2.9% and monthly service fee of 5,980 JPY

< “Post Pay (Pay ID)” service notes for purchasers >

- Service availability: Individuals with a registered “Pay ID” account
- Payment schedule: Monthly lump sum payment (single consolidated payment)
- Payment date: By the 10th of the month following the purchase date
- Convenience store payment fee: 350 JPY

■ Using the “Post Pay (Pay ID)” Service

1. Select the “Post Pay (Pay ID)” payment option available on “BASE” shops.
2. Enter the confirmation code delivered by SMS to your mobile phone.
3. Press the “Confirm Purchase” button to complete your order.



< Service notes >

- You must have a registered “Pay ID” account to use the “Post Pay (Pay ID)” service.
- “Post Pay (Pay ID)” is currently only available via the web browser. There are plans to integrate the service into purchases on the app within 2023.
- “Post Pay (Pay ID)” is not available for products offered through the “Takeout App,” “Lottery Sale App,” “Recurring Purchase App,” “Community App,” “Smartphone Case Creator App” and “T-shirt Creator App.”
 - * “Post Pay (Pay ID)” is not available for orders or deliveries outside Japan.

A promotion campaign will be launched on Monday, April 17, 2023 to commemorate the release of “Post Pay (Pay ID)” and encourage its use.

BASE will continue to expand the economic scope of its service offerings through the online shop creation service “BASE” and the purchaser-oriented shopping service “Pay ID,” and focus on developing new payment features to connect purchasers to merchants and promote a vigorous economic environment through internet services.

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