

Translation

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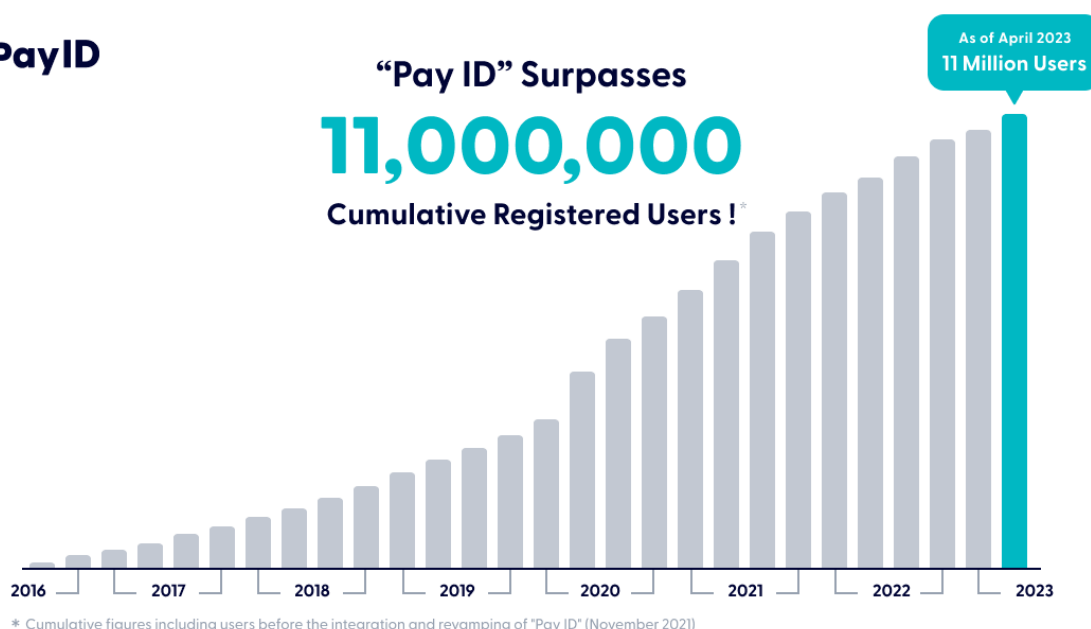
April 17, 2023

To Whom it May Concern:

Company name: BASE, Inc.
Representative: Representative Director and CEO Yuta Tsuruoka
(Code number: 4477, Tokyo Stock Exchange Growth Market)
Inquiries: Director and CFO Ken Harada
TEL 03-6441-2075

**The “Pay ID” shopping service for purchasers surpasses
11 million cumulative registered users
- Creating more purchasing opportunities with the release of in-house BNPL service
“Post Pay (Pay ID)” -**

BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka) announces that on Friday, April 14, 2023, its “Pay ID” shopping service for purchasers surpassed 11 million cumulative registered users.

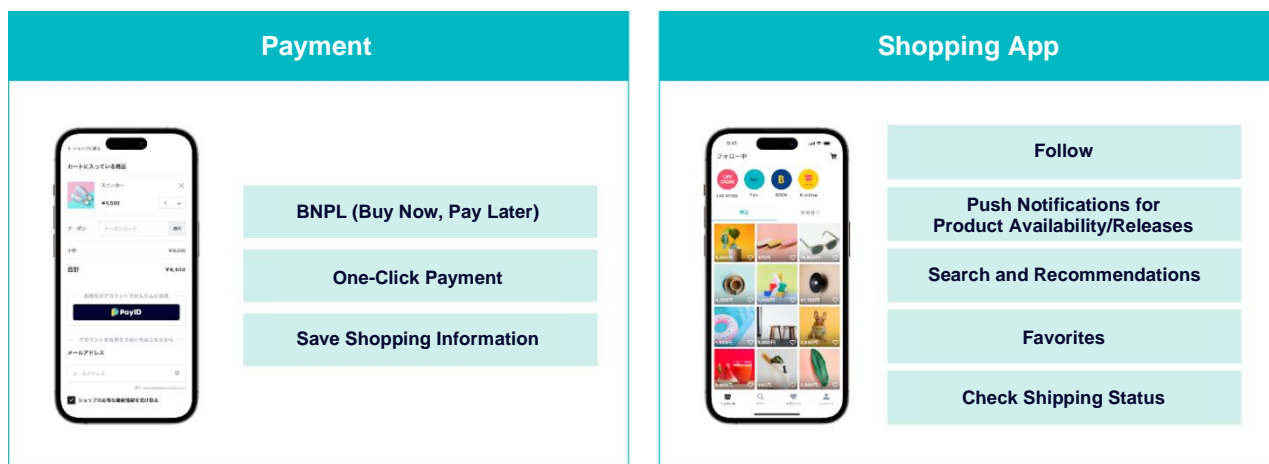


< About the “Pay ID” shopping service for purchasers >

“Pay ID” is a shopping service for purchasers that supports easy payment experiences, discovery of new products, and repeated purchases at users’ favorite shops. The service can be used at any of the 1.9 million shops (as of December 2022) created using the “BASE” online shop creation service.

“Pay ID” is also available as an app that allows purchasers to “buy what they love.” Using the app, users can search for products, follow the shops they love, and receive push notifications on updates such as product availability and releases.

“Pay ID” shopping service for purchasers: <https://payid.jp>



■ On “Pay ID” surpassing 11 million cumulative registered users and the recent release of “Post Pay (Pay ID)”

“Pay ID” surpassed 11 million cumulative registered users on Friday, April 14, 2023. Many purchasers sign up for the service when buying products at shops created using the “BASE” online shop creation service, and the rapid growth in “BASE” online shops has elicited a synergistic growth in the number of registered “Pay ID” users.

“Pay ID” is regularly updated to further facilitate communication between merchants and purchasers. On Tuesday, April 11, 2023, “Post Pay (Pay ID),” a BNPL service that allows registered “Pay ID” users to pay for their current month’s purchases as a lump-sum payment the following month, was released to further improve the payment experiences of users.

“Post Pay (Pay ID)” is developed in-house and provides an easier payment experience through purchases that can be completed with only a few taps. By improving purchasers’ payment experiences, “Pay ID” aims to further expand purchasing opportunities for its users.

“Post Pay (Pay ID)”: <https://payid.jp/atobarai>

■ Upcoming features

The following update is planned for “Pay ID” in the future:

Update for “Post Pay (Pay ID)”: Integration with the “Pay ID App” (Planned 2023 release)

Although “Post Pay (Pay ID)” can only be used for purchases made through the web browser as of now, an update is planned in 2023 that will allow the service to be used for purchases made through the “Pay ID App.”

The “Pay ID” shopping service for purchasers will continue to develop seamless payment features that connect merchants and purchasers to further improve the “buy what you love” payment experience.

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