

Translation

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June 5, 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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Commencement of Initiative Under Which Shopping Using “Pay ID” Leads to Environmental Conservation from Monday, June 5 (World Environment Day)
BASE will Donate an Amount Based on the Number of Uses of “Post Pay (Pay ID)” to the Japan International Forestry Promotion and Cooperation Center

BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka) will commence an initiative for environmental conservation from Monday, June 5, 2023 (World Environment Day) through its “Pay ID” shopping service for purchasers. Under this initiative, Pay ID will give donations to the Japan International Forestry Promotion and Cooperation Center, which is involved in overseas forest conservation. The donations will be based on the number of payments made using “Post Pay (Pay ID).”

The graphic features the PayID logo on the left. The main text reads: 'Contribute to environmental conservation by using "Post Pay (Pay ID)"'. Below this is the title 'Initiative for Environmental Conservation'. A box labeled 'Start Date' contains the text 'Starting from World Environment Day on June 5, 2023 (Mon.)'. The background is a stylized illustration of a globe with a hand planting a seedling, symbolizing environmental care.

o **World Environment Day**

June 5 is World Environment Day. It was designated to commemorate the United Nations Conference on the Human Environment held in Stockholm from June 5, 1972. The United

Nations accepted a proposal by Japan and designated June 5 as “World Environment Day.” In Japan the Basic Act on the Environment (1993) designated as “Environment Day.” (Source: [Ministry of the Environment: What are Environment Day and Environment Month?](#))

■ “Pay ID” Initiative for Environmental Conservation

“Pay ID” is a purchaser-oriented shopping service for enhancing the purchasing experience in the online shops created using the “BASE” online shop creation service.

This initiative for environmental conservation using “Pay ID” is an action for reduction of the environmental load with respect to the CO₂ emissions of the server per one transaction (one payment) which are generated in the process of information processing when purchasing a product with “Post Pay (Pay ID).” The initiative will be implemented to ensure that the use of online shopping creates a cycle leading to environmental conservation, thereby assisting the realization of sustainable electronic commerce (EC) in which the environment and the economy can both thrive. It will achieve this by making donations to the Japan International Forestry Promotion and Cooperation Center, an organization implementing forest conservation and afforestation, etc., which contribute to the reduction of greenhouse gases. The amounts of the donations will be based on the number of payments made using “Post (Pay ID).” The donations will be made by “Pay ID,” so there is no burden on the shops or consumers.

[Overview]

Commencement date: Monday, June 5, 2023

Transactions eligible for donations: payments using “Post Pay (Pay ID)”

Recipient of the donations: Japan International Forestry Promotion and Cooperation Center

<The Japan International Forestry Promotion and Cooperation Center>

The Japan International Forestry Promotion and Cooperation Center (JIFPRO) is an organization which has been tackling overseas forest conservation and reforestation for many years as a public interest incorporated foundation under the jurisdiction of the Cabinet Office. It engages in its activities with the purpose of assisting the development of forest conservation on a global scale by contributing to the promotion of international greening through the securing of human resources for the promotion of international forest and forestry cooperation, encouragement of private-level cooperative efforts by NGOs and others, and implementation of public awareness activities, etc.

URL: <https://jifpro.or.jp/>

BASE, Inc. will continue to consider the implementation of a variety of initiatives, including environmental conservation, for the consumer-oriented “Pay ID” shopping service in order to build a sustainable shopping environment in which the environment and the economy can both thrive.

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