

Translation

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June 29, 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” Debuts Five New Web Commercials on Monday, July 3rd
- Based on Core Message of "The Key to Living Freely" and Express "Living in a Way That's True to Oneself" - through an Online Shop Creation Service that Delivers Maximum Results with Minimal Effort

BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka) is excited to launch five new web commercials beginning Monday, July 3. Centered around a new core concept of "The Key to Living Freely" and expressing "Living in a Way That's True to Oneself," the commercials are titled "Charismatic Owner," "Influencer Owner," "Idea Owner," "Generation Z Owner," and "I am Creator."

Furthermore, to align with the core message, the “BASE” website design has undergone a complete transformation, incorporating the newly established brand color GROWTH GREEN. This vibrant color represents success and growth, bridging the gap between shop owners' challenges and their businesses.



**The Key to
Living Freely**



**Online shop creation service
that delivers maximum results
with minimal effort**

The Concept Behind "The Key to Living Freely"

Over the past decade, “BASE” has evolved alongside more than 2 million shop owners who have taken ownership of their lives and pursued their dreams.

Utilizing “BASE” enables users to create their own distinctive brands and market their passions effectively. The brand's concept, "Living in a Way That's True to Oneself," embodies its desire to support everyone in achieving outstanding results with minimal effort and embracing a distinct and liberated lifestyle through a new core message, "The Key to Living Freely."

■ About the New Web Commercials:

These innovative web commercials reflect the brand's new core message of "The Key to Living Freely" and express the company's desire to support people navigating today's world. They showcase the lives of successful shop owners who use “BASE” and highlight the service's features, functions, and competitive pricing, expressing that users can live in ways that are true to themselves.

Overview of New Commercials

Launch Date : July 3, 2023 (Monday)
Broadcast Media : YouTube Ads

Starting from July 3rd, the videos can also be viewed on BASE's official YouTube channel.

Official YouTube channel: <https://www.youtube.com/@base7525>

■ “BASE” Website Renewal

The design of the “BASE” website has been entirely revamped to align with the core message "The Key to Living Freely."

Online Shop Creation Service “BASE”: <https://thebase.com>



<New Brand Color>

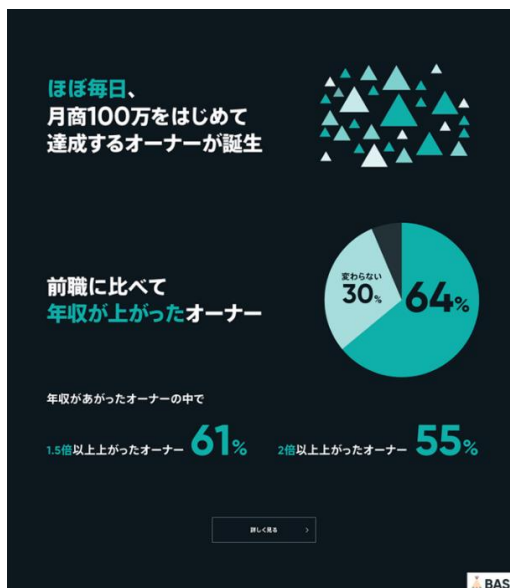
GROWTH GREEN has been newly established as the brand's color, symbolizing the entrepreneurial spirit and business success of shop owners.

<“BASE” Website Highlights>

- Introduction of three core features on the homepage: "Minimal," "Maximum," and "Shortest."



- Survey results highlighting the characteristics of top-performing owners in numbers



“BASE” has been recognized as No. 1 in the following categories based on a survey conducted by Macromill on cart-type online shop creation services used within the past year:

<Categories>

No.1 in online shop creation for six consecutive years

No.1 among intuitive and user-friendly online shop creation services

No.1 for online shop creation service that users want to continue using

No.1 for online shop creation service that provides easy sales growth

<Survey Overview>

Content : Cart-type online shop creation services used within the past year

Period : February 24 to 27, 2023

Respondents : 1,000 individuals who opened online shops within the past year

Method : Internet survey

“BASE” will continue to serve as a partner to expand the potential of shop owners who have taken ownership of their lives. As a foundation (BASE) for economic activities on the internet, it will support and accompany the activities of everyone who creates new value.

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