

Translation

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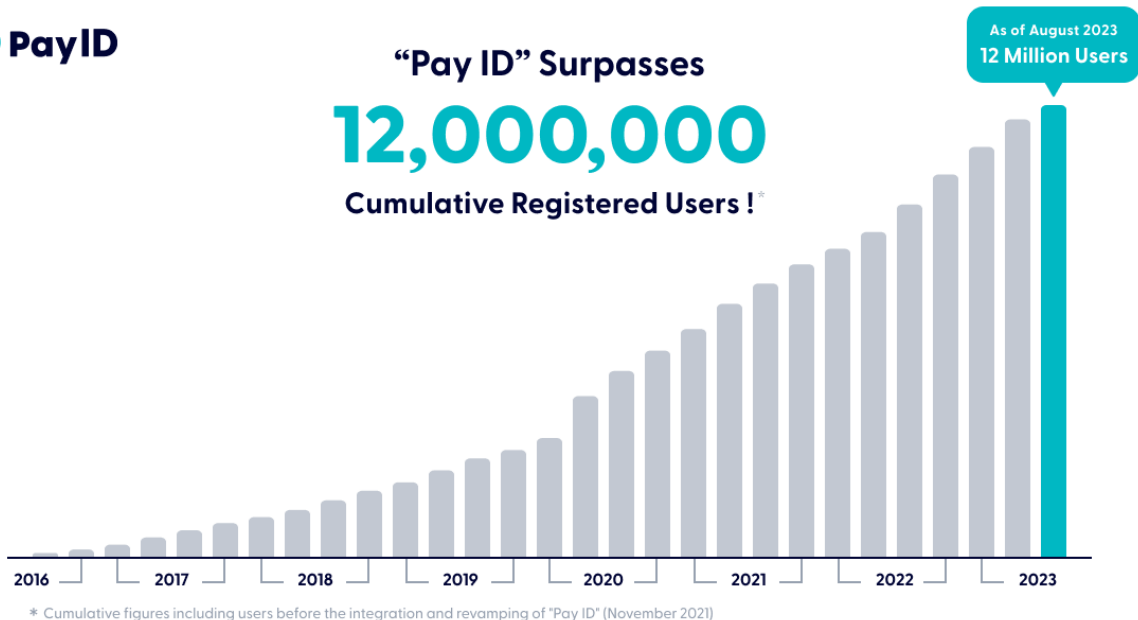
August 21, 2023

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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**The “Pay ID” shopping service for purchasers surpasses
12 million cumulative registered users**

BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka) announces that on Saturday, August 19, 2023, its “Pay ID” shopping service for purchasers surpassed 12 million cumulative registered users.



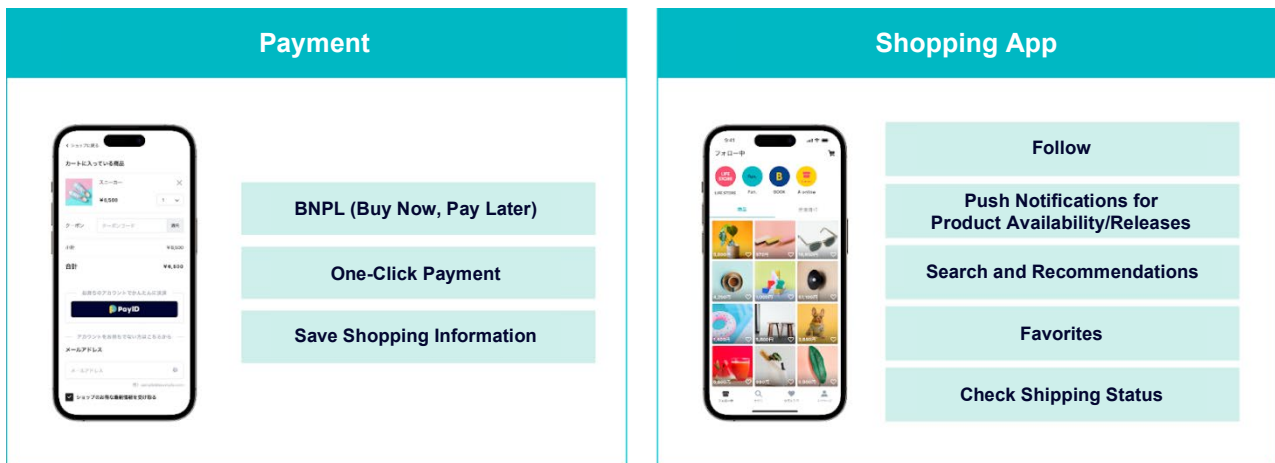
< About the “Pay ID” shopping service for purchasers >

“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 two million shops (as of June 2023) 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 12 million cumulative registered users and overview of recent initiatives

“Pay ID” surpassed 12 million cumulative registered users on Saturday, August 19, 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.

<Recent initiatives>

- Two campaigns to promote the use the payment feature and app

“Pay ID” occasionally runs coupon campaigns to promote the use of its payment feature that connects merchants and purchasers. To promote the use of “Post Pay (Pay ID),” the Buy Now, Pay Later service launched in April 2023, 10% off coupons that can be used for discounts of up to 1,000 yen were distributed to purchasers using the service. Furthermore, to promote the use of the “Pay ID” app, 20% off coupons were distributed to purchasers using the app to make purchases at a shop for the first time. Through these campaigns, “Pay ID” aims to create opportunities that lead to usage by new users.

- “Pay ID” sustainability initiatives

Starting from June 5th, to create a sustainable shopping ecosystem in which environment and economy can coexist, “Pay ID” began 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).” BASE, Inc. continues its efforts to establish a sustainable e-commerce ecosystem in which shopping through “Pay ID” contributes to environmental conservation.

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

■ Upcoming features

The following updates are planned for “Pay ID” during 2023:

- Buy Now, Pay Later through the “Pay ID App”

Although “Post Pay (Pay ID)” is currently only available for purchases made through the web

browser, we plan on releasing the feature through the “Pay ID App” in the future.

- Bank transfer (automatic withdrawal)

Through integration with bank accounts, we plan to allow automatic withdrawals for payment.

Through functional updates and campaigns, the “Pay ID” shopping service for purchasers will continue to enhance shopping experiences by strengthening the use of diverse and seamless payment features that help connect merchants and purchasers.

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