

Translation

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To Whom it May Concern:

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Pricing Update for the Monthly-Fee Plan and Expanded New Features

BASE, Inc. announces pricing update of the Monthly-Fee Plan of “BASE” from January 16, 2024 (Tuesday). We also give a notification here regarding the expanded new features we will implement from this winter onwards.

Pricing Update of Monthly-Fee Plan & Significantly Expanded New Features ►►



■ About the Pricing Plan of “BASE”, an Online Shop Opening Service

“BASE” is providing two pricing plans, the No Monthly Cost Plan and the Monthly-Fee Plan. Customers can select an appropriate plan based on the scale of the sales of their shop. Customers can use all of the functions with either of the plans.

○ No Monthly Cost Plan

This is a plan under which no fixed costs such as the initial cost and monthly cost, etc. are charged and fees are incurred only when the products are sold. It can be used for settlement fees of 3.6% + 40 yen (*1) and a service usage fee of 3%.

○ Monthly-Fee Plan

This is a plan to further boost the growth of shops whose sales have already grown. It can be used for settlement fees of 2.9% (*1), the cheapest level in the industry.

■ Overview of the Monthly-Fee Plan pricing update

Provision commencement date: January 16, 2024 (Tuesday)

Target: “BASE” Shops using the Monthly-Fee Plan

Current pricing: settlement fees of 2.9% (*1) + [annual payment] of 59,760 yen/year (4,980 yen/month) or [monthly payment] of 5,980 yen/month

New pricing: settlement fees of 2.9% (*1) + [annual payment] of 198,960 yen/year (16,580 yen/month) or [monthly payment] of 19,980 yen/month

URL: <https://product.thebase.com/price>

<Shops for which the Monthly-Fee Plan is most suitable>

When “BASE” shops select their pricing plan, the Monthly-Fee Plan can be used for cheaper fees than the No Monthly Cost Plan if the monthly sales of the shop exceed approximately 500,000 yen (*2).

<Shops which can use the Monthly-Fee Plan of “BASE” at the cheapest level in the industry>

In the case of shops considering transferring from a service offered by another company, if the scale of the sales of the shop is monthly sales of 3,000,000 yen or more (*3), the BASE Monthly-Fee Plan can be used for a total amount combined with the fixed costs which is the cheapest level in the industry. (*4)

*1 In the case that the settlement method is “Amazon Pay” or “PayPal,” an amount equivalent to system fees of 1% is added to the settlement fees.

*2 This is calculated using the Monthly-Fee Plan (in the case of annual payment equivalent to 16,580 yen/month) and settlement fees of 2.9%. The No Monthly Cost Plan offers settlement fees of 3.6% + 40 yen, so the fees vary depending on the number of orders.

*3 This is calculated using the Monthly-Fee Plan (in the case of annual payment equivalent to 16,580 yen/month) and settlement fees of 2.9%.

*4 In the case of comparisons with the plans in other companies providing an online shop opening service with a provision target and content like the Monthly-Fee Plan provided by “BASE” and with the minimum settlement fees announced by other companies. As of November 1, 2023.

■ About the Expanded New Features of “BASE” from this Winter Onwards

In order to support the growth of shop owners even more, “BASE” plans to sequentially provide new functions and update existing functions, including new functions to promote the streamlining of operations through automation using AI from early December, the update of CRM functions with the objective of enhancing customer loyalty, and others.

<Introduction to functions that we plan to expand soon>

New Functions

- We plan to provide functions concerning AI in early December

Following on from the function to support the generation of written product explanations with AI which we commenced providing in April 2023, we will provide a further three functions which alleviate the operational burden of operations.

- We plan to provide the Overseas Sales Agency App in late December

We will provide functions to support the acceptance of orders from overseas, deliveries, and responses to inquiries in order to enable shop owners who want to take on the challenge of cross-border e-commerce to sell their products overseas without increasing their operational burden.

- We plan to provide the Sales Partner App next spring

This is a function which can match product sales partners among the shops using “BASE.” It can match shop owners who are good at creating products with shop owners who are good at selling products, and provides a mechanism which leads to expanded sales by enabling shops who have become partners to sell the products as well.

Update of Existing Functions

- We plan to update the Shipping Cost Detailed Settings App in early December

In addition to the function which can set the shipping cost based on the delivery region and the purchased products, we plan to add a function which enables compilation of the shipping cost for each temperature zone, namely room temperature, refrigerated, and frozen, and a function which enables the setting of the shipping cost based on the number and weight of the products.

- We plan to update the Membership App next spring

Through the function which enables the shops to make their own membership programs, we plan

to introduce a function which enables the rewards offered by the shops and the points collected by the customers to be exchanged at the time an order is placed.

We plan to sequentially announce the other functions we plan to develop.

■ **Impact on earnings**

Since this pricing update is effective on or after January 16, 2024, we do not expect it to have a material impact on our consolidated financial results for the fiscal year ending December 31, 2023. Although this update is expected to have a certain degree of impact on our business performance for the fiscal year ending December 31, 2024 and beyond, it is difficult to quantify the degree of impact at this time, and we plan to explain the impact in our earnings disclosure for the fiscal year ending December 31, 2024 and beyond.

“BASE” will continue to be a service enabling anyone, particularly individuals and small teams, to easily take on the challenge of opening an online shop, and we will continue to accelerate the added value we provide to all of our shop owners in order to sustainably provide new value.

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