

Translation

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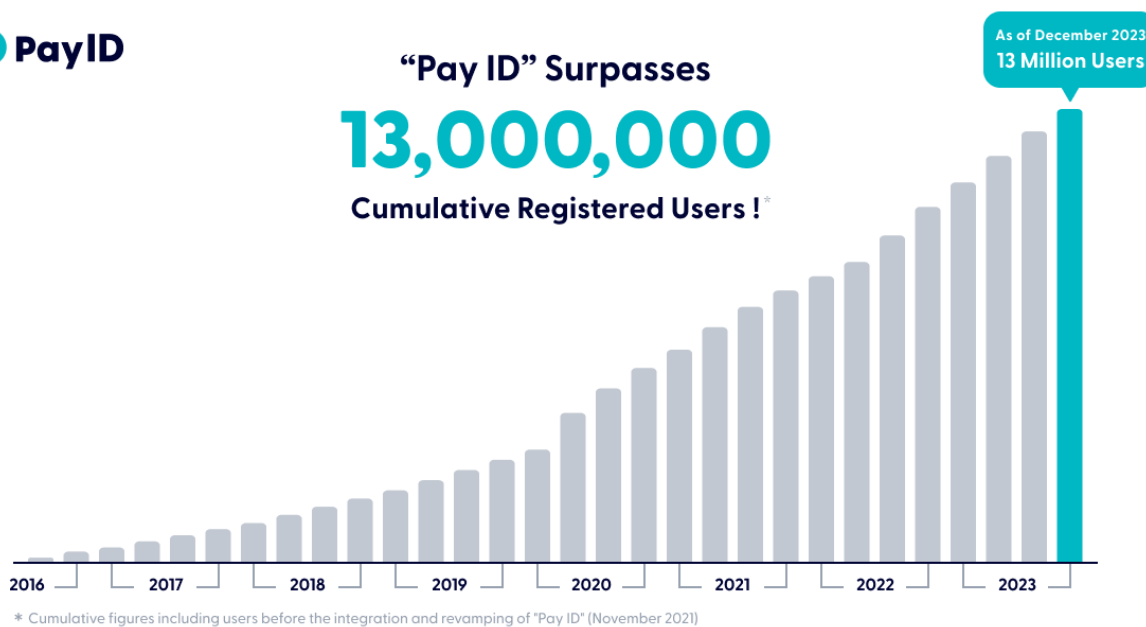
December 27, 2023

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
13 million cumulative registered users**

BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka) announces that on Tuesday, December 26, 2023, its “Pay ID” shopping service for purchasers surpassed 13 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 2.1 million shops (as of December 2023) created using the “BASE” online shop creation service.

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

■ **On “Pay ID” surpassing 13 million cumulative registered users and overview of recent initiatives**

“Pay ID” surpassed 13 million cumulative registered users on Tuesday, December 26, 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.

Additionally, with the start of the e-commerce sales rush from Autumn this year, “Pay ID” has implemented a series of coupon campaigns aligned with the major sale events such as Black Friday and Christmas, creating opportunities for shops to further increase their customer traffic and sales.

< Recent “Pay ID” features >

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

Although “Post Pay (Pay ID)” was previously only available for purchases made through the web browser, on Wednesday, November 1, 2023 an update was released to enable the “Post Pay (Pay ID)” feature when purchasing using the “Pay ID App.”

- New bank transfer (automatic withdrawal) payment method for “Post Pay (Pay ID)”

Previously, convenience store payment was the only supported payment method for “Post Pay (Pay ID),” but as part of the update on Monday, November 6, 2023, payment by automatic withdrawal from the user’s bank account was added as a new payment option.

- Payment method: Bank transfer (Transfer fee: free)
- Payment period: Automatic withdrawal on the 27th of the next month following purchase

Through new payment methods, functional updates and campaigns, the “Pay ID” shopping service for purchasers will continue to enhance shopping experiences, creating a synergistic environment that increases online shop customer traffic and sales for merchants.

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