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July 4, 2024

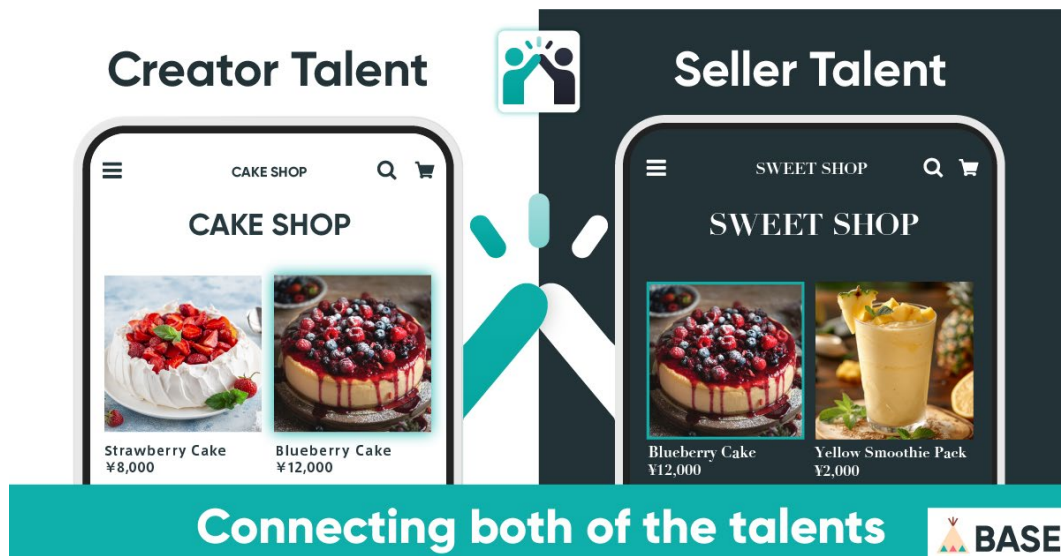
To Whom it May Concern:

Company name: BASE, Inc.
Representative: Representative Director and CEO Yuta Tsuruoka
(Code number: 4477, Tokyo Stock Exchange Growth Market)
Inquiries: Director and CFO Ken Harada
TEL 03-6441-2075

“BASE” launches drop-shipping function for the first time in Japan
Providing some functions of "Sales Partner App" preliminarily

BASE, Inc. (Location: Minato-ku, Tokyo; CEO: Yuta Tsuruoka) will launch this summer the “Sales Partner App” the first drop-shipping function for online shop creation services in Japan. This function enables shops that use “BASE” to collaborate on consignment sales. By connecting "supplier’s shops" that excel in goods production with "seller’s shops" that excel in sales, each shop can concentrate on goods production and sales promotions respectively.

Prior to the release of the App this summer, we launched preliminary functions on July 4, 2024 (Thursday), which enable “supplier’s shops” to register their goods to be sold on consignment, and “seller’s shop” to apply for consignment sales.



■ What is the “Sales Partner App”?

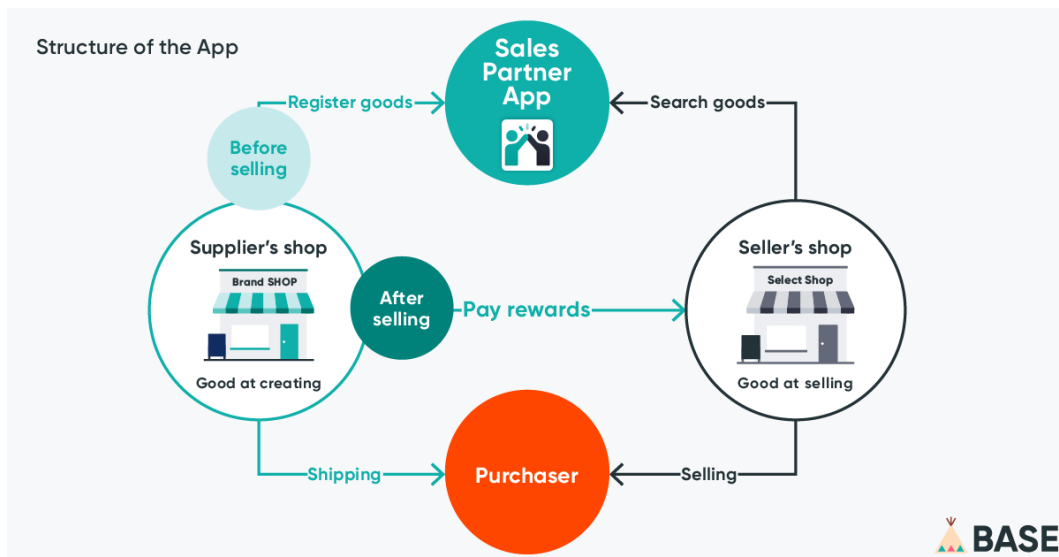
The “Sales Partner App” is one of the “BASE Apps” (<https://apps.thebase.com>), extended functions provided to online shops using “BASE,” that enables drop-shipping between shops using “BASE”. Drop-shipping allows online shops to operate without carrying inventory.

The “Sales Partner App” connects "supplier’s shops" that produce goods with "seller’s shops", enabling "seller’s shops" to sell the goods of "supplier’s shops" without carrying inventory. Since a "supplier’s shop" handles the production, inventory management, and shipping of goods, we recommend those who are good at attracting customers and sales promotions to open a shop as a “seller’s shop”.

First, we will provide partial functionality up to the listing and linkage functions, but we plan to provide full functionality+ by the end of this summer.

The “Sales Partner App” will be updated with new functions to solve the problems of both "supplier’s shops" and "seller’s shops".

<How the “Sales Partner App” works >

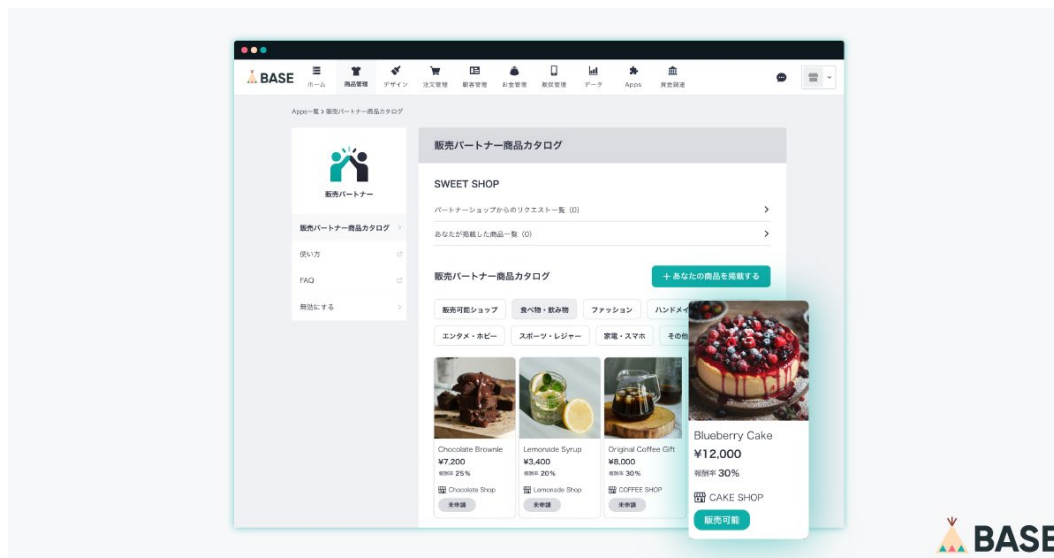


■ Outline of "Sales Partner App

Preliminary launch date: July 4, 2024

Full function available date: by the end of summer

Available for: Online shops using BASE



<Commissions>

- “BASE” service fees and settlement fees will be paid by the seller’s shop when goods are sold through the App.
- If goods are sold through the seller’s shop, the supplier’s shop will be charged a 5% fee for the use of the App.

<Rewards from "supplier’s shop" to "seller’s shop”>

- When goods are sold at the seller’s shop through the App, the supplier’s shop will pay the seller’s shop a pre-determined reward. The amount of the reward can be set between 10% and 70% of the price of each good.

<Features of the Sales Partner App>

- 1, “BASE” has the No. 1 track record (*1) in opening online shops, so you can build a network with a wide variety of shops.
2. App usage fees charged to "supplier’s shops" are only when goods are sold. They can leave customer attraction and sales promotion to "seller’s shop" with no fixed costs.
3. Since the role of a "seller’s shop" is to sell, there is no need to purchase goods, manage inventory, or ship goods. It is possible to earn rewards when goods are sold, making it smooth for influencers to open seller’s shops.

*1 Survey of cart-type online shop opening services used to open online shops within the past year (February 2024, survey commissioned by Macromill).

■ Future Development

In the future, the “Sales Partner App” will be linked to other Apps and collaborated with external partners to strengthen the system that makes it easier for goods to spread.

- To develop functionality to enable "seller's shops" to promote goods sold on consignment using the "YouTube Shopping" linkage function, etc.
- To collaborate with celebrities and influencers to make it easier for the shop's own goods to be picked up by celebrities and influencers, expand external networks, and create a system that benefits both the shop and influencers.
- To Establish a mechanism for overseas influencers to promote domestic products to the entire world in collaboration with cross-border EC functions.
- Offline sales promotions are also strengthened by linking with some functions such as the "Takeout App".

“BASE” will continue to support the creation of “Creative Time,” a time for shop owners to create value that only they can create, by improving functions for attracting customers and sales promotion.

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