

Translation

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May 8, 2025

To Whom it May Concern:

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

**Notice Regarding the Introduction of Sales Commission on the Pay ID App**

BASE, Inc. (Head Office: Minato-ku, Tokyo; CEO: Yuta Tsuruoka; hereinafter “BASE”) hereby announces that its shopping service for buyers, Pay ID, will introduce a new sales commission for purchases made via the Pay ID App, effective Tuesday, July 1, 2025. This change will apply to shops that display their information on the Pay ID App.

Currently, the Pay ID App serves as a customer acquisition and promotional tool for online shops created through BASE’s shop-building service, and shop information is displayed on the app upon request. When a product is purchased via the app, the sales commission is applied based on the shop’s selected BASE pricing plan (either the “Standard Plan” or the “Growth Plan”).

With the introduction of the new Pay ID App sales commission, starting July 1 (Tue), purchases made via the Pay ID App will be subject to the newly established commission, rather than the fee set under the existing BASE pricing plan.

Please note that for purchases made through web shops (i.e., outside of the Pay ID App), the current commissions based on the applicable BASE pricing plan will continue to apply. No changes will be made in that regard.

■ **Overview of the New Sales Commission on the Pay ID App**

- Effective Date and Time: Tuesday, July 1, 2025, at 12:00 PM (JST)
- Sales Commission: Payment processing fee: 3.6% + ¥40 + Service fee: 5.9%

< Sales Commissions by Sales Channel from July 1 (Tue) Onward >

The applicable commission will be either the BASE pricing plan or the newly introduced Pay ID App commission, depending on the sales channel used at the time of purchase. No duplicate charges will occur.

For more information on BASE pricing plans, please visit our official website:

BASE Pricing Plans: <https://thebase.com/price/#price-section>

[About Shop Listings on the Pay ID App]

Shops will appear on the Pay ID App only if they have enabled “Display shop on Pay ID app” under “Shop Settings” in their BASE admin dashboard.

Listing on the Pay ID App is free of charge. The Pay ID App commission is applied only when a product is purchased via the app.

There are no initial or monthly fees.

## ■ Future Outlook

The impact of this new sales commission on our consolidated financial results for the fiscal year ending December 31, 2025, has already been factored into the earnings forecast disclosed on February 14, 2025. Accordingly, there is no change to the forecast.

The transaction fee is expected to contribute approximately JPY 300 million to both Net Sales and Gross Profit, which will be recorded under the BASE Business segment.

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