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December 5, 2025

To Whom it May Concern:

Company name: BASE, Inc.  
Representative: Representative Director and CEO Yuta Tsuruoka  
(Code: 4477, Tokyo Stock Exchange Growth Market)  
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**“BASE” Airs New Television Commercial from Friday, December 5**

BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka), operator of the "BASE" online shop creation service, has aired a new television commercial featuring actress and UNICEF Goodwill Ambassador Tetsuko Kuroyanagi. The two 15-second commercials — “Tetsuko and the Parrot: The Desiring Tetsuko” and “Tetsuko and the Parrot: The Desiring Parrot” — will begin airing on Friday, December 5, 2025.



■ **Commercial Design**

This time, we decided to air a new TV commercial to once again emphasize the phrase “If you’re opening an online shop, use BASE”, aiming to further strengthen brand recognition of BASE as

the go-to platform for launching online stores.

The commercial is structured to make this phrase stand out memorably, using simple and rhythmic dialogue that naturally brings the BASE brand to mind.

The TV commercial features Tetsuko Kuroyanagi, who has been active as Japan's first exclusive TV actress for NHK, and later as the country's first female newscaster and a long-running talk show host. Her attitude of "living true to herself" resonates with the spirit of the shop owners who use BASE, making her a powerful symbol for conveying the brand's message.

#### ■ Overview of the TV Commercials

Broadcast Start Date: December 5, 2025 (Friday)

Broadcast Area: Kanto region (Tokyo, Kanagawa, Saitama, Chiba, Ibaraki, Tochigi, Gunma)

Titles:

"Tetsuko and the Parrot: The Desiring Tetsuko" (15 seconds)

Official Video URL: <https://youtu.be/M9cL52k4dDI>

"Tetsuko and the Parrot: The Desiring Parrot" (15 seconds)

Official Video URL: <https://youtu.be/B2EWzcVxAD0>

The costs related to this matter were included in the formulation of our initial earnings forecast, and thus have no effect on our consolidated performance forecast.

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