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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

### Launch of New Feature “Easy International Sales” in January 2026

BASE, Inc. (Location: Minato-ku, Tokyo; Representative Director and CEO: Yuta Tsuruoka), is pleased to announce that its e-commerce platform “BASE”, which enables anyone to easily create an online store, will launch a new feature titled “Easy International Sales” on Wednesday, January 14, 2026. This new feature will allow merchants to seamlessly sell their products to customers overseas, making cross-border sales easier than ever before.



#### ■About “Easy International Sales”

“Easy International Sales” is a new feature that enables any merchant to easily sell products overseas simply by completing an entry registration.

Leveraging two unique capabilities made possible only by “BASE”, this feature supports individuals and small teams in taking on the challenge of cross-border e-commerce while maintaining their brand identity, thereby contributing to the expansion of their sales channels into global markets.

### **Feature 1: Zero Operational Burden for Cross-Border E-Commerce**

Through operational integration with “want.jp”, a cross-border e-commerce agency operated by want.jp Inc., a subsidiary of BASE, “Easy International Sales” eliminates the need for merchants to build or manage their own systems for international sales.

There are no initial setup fees or fixed costs required to start selling overseas.

When a customer outside Japan purchases a product through the overseas-only shopping cart provided by Easy International Sales, “want.jp” will act as a purchasing agent in Japan and buy the product at the same price (including domestic shipping) as set for domestic sales.

The shop simply ships the product to the domestic warehouse of “want.jp” in the same way as for domestic delivery. Once the product arrives, the cross-border e-commerce specialists at “want.jp” will repackage and arrange international shipping.

Accordingly, the shop will not be required to handle complex or specialized tasks usually associated with overseas sales, such as creating international shipping labels or customs documents, responding to multilingual inquiries regarding delivery, managing returns and refunds, researching country-specific international shipping rates, or dealing with frequently changing export regulations.

### **Feature 2: Preventing Cart Abandonment — A New Checkout System That Drives Overseas Sales**

“Easy International Sales” automatically detects access from overseas and displays a dedicated international checkout interface.

Powered by AI, the system determines product availability based on the destination country or region, automatically calculates international shipping costs, and supports payment methods available to overseas customers.

In conventional cross-border e-commerce, customers are often redirected to external shopping malls at the time of purchase, or shipping fees remain undetermined until after checkout. These factors interrupt the purchase flow and create uncertainty, which frequently results in abandoned carts and lost sales opportunities for merchants.

“Easy International Sales” resolves these challenges by offering a seamless purchasing experience that eliminates interruptions and unclear pricing, significantly reducing cart abandonment and supporting merchants in expanding their customer base and increasing sales. Furthermore, BASE is the first online store creation service in Japan (based on the company’s internal research) to offer a cross-border e-commerce feature that enables the entire purchase process to be completed within a single integrated checkout system.

## ■Background of “Easy International Sales”

The global cross-border e-commerce market continues to expand. According to estimates by Japan’s Ministry of Economy, Trade and Industry (METI), the market size is expected to grow from USD 1.01 trillion in 2024 to USD 6.72 trillion in 2034, representing a compound annual growth rate (CAGR) of approximately 23.1% between 2025 and 2034 (\*1).

Within BASE as well, the total value of overseas orders placed through shops using the platform has increased approximately fifteenfold over the five-year period from 2019 to 2024 (\*2), indicating a significant rise in cross-border sales activity among merchants.

## Challenges and Needs of Shops Using “BASE” for Overseas Sales

Despite the growing global demand for cross-border e-commerce, a survey conducted by “BASE” in October 2025 among shops using the platform revealed that over 70% of respondents felt that “selling online to overseas customers seems difficult” or “is actually difficult.” This result highlights that many merchants still perceive significant barriers to expanding their sales internationally.

Respondents cited challenges such as:

- selecting international shipping methods and managing shipment procedures,
- handling returns and refunds in the event of issues,
- managing customs and tax processes, and
- setting and adjusting shipping costs for each country.

These responses indicate that operational complexity and administrative burden remain major concerns for many merchants.

On the other hand, when asked whether they would like to sell overseas if there were an easy-to-use feature that allows them to do so directly from their online store, 90% of respondents answered positively, expressing interest in using such a function (\*3).

Based on these findings, BASE developed “Easy International Sales” to lower the barriers to cross-border e-commerce.

The feature is designed to reduce the operational workload for busy merchants, enabling them to take on new sales opportunities without additional burden and to deliver their products to overseas customers with greater confidence and ease.

(\*1) Source: Ministry of Economy, Trade and Industry (METI), *FY2024 Digital Transaction Environment Development Project (E-Commerce Market Survey)*.

<https://www.meti.go.jp/press/2025/08/20250826005/20250826005-a.pdf>

(\*2) Calculated based on the total order value of all shops using “BASE” where the purchaser or shipping address is located outside Japan.

(\*3) Source: “BASE Owners Survey 2025 – On Overseas Sales”

## ■Overview of “Easy International Sales”

Launch Date: Wednesday, January 14, 2026

Special Website: <https://easy-overseas-sales-lp.thebase.com>

Eligible Users: Online shops using “BASE”

Usage Fee: 5% of the transaction amount only when a product is sold overseas (\*4)

(\*4) The transaction amount includes domestic shipping costs to the warehouse in Japan.

Additional service fees based on each shop’s “BASE” usage plan will apply.

## ■A Cross-Border E-Commerce Feature Made Possible by the Collaboration Between “BASE” and “want.jp”

“Easy International Sales” was developed and is being offered through a collaboration between BASE, Inc. and its subsidiary want.jp Inc., which operates the cross-border e-commerce business “want.jp.”

By having want.jp serve as the domestic fulfillment agent and manage all necessary cross-border operations, merchants can sell their products to overseas customers without additional operational burdens.

The dedicated international checkout system of “Easy International Sales” was made possible by combining want.jp’s accumulated data and expertise in cross-border transactions with product and sales data registered on “BASE”, integrated and optimized through AI.

“BASE” will continue to enhance its cross-border e-commerce capabilities, enabling shop owners to expand their reach globally and deliver their products to more customers around the world—easily and with minimal operational effort.

The launch of the new feature is scheduled for January 2026, and the impact of this matter on our consolidated financial results for the fiscal year ending December 2025 is expected to be immaterial.

We are currently examining the potential impact on our business performance for the next fiscal year and beyond.

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