



May 12, 2021

Company name: Appier Group, Inc.
 Representative: Chih-Han Yu, Representative Director and CEO
 (TSE Mothers Code: 4180)
 Contact: Koji Tachibana, Senior Vice President of Finance
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Announcement Regarding Share Acquisition of Bot Bonnie

Appier Group, Inc. (the “**Company**”) hereby announces that at the meeting of the Board of Directors dated as of May 12, 2021, the Company resolved that Appier, Inc., which is a subsidiary of the Company, will acquire shares of Bot Bonnie and make it a subsidiary as follows.

I Reason for the acquisition of shares

Our mission is “to empower businesses with predictive artificial intelligence to grow and succeed based on data-driven decisions.”

We envision a day when all enterprise software will be powered by AI, with decision making becoming more precise, automated, and proactive. We are a pioneer in providing highly advanced AI marketing SaaS solutions. Our solutions cover the “full funnel” of the marketing and sales process with distinctive capabilities in predicting consumer behavior with automated actions through artificial intelligence.

Chat and messaging services become more important for customer engagement and interactions.

Bot Bonnie provides a conversational engagement management platform as SaaS. By acquiring Bot Bonnie as a subsidiary, we will further expand our product portfolio by adding solutions for conversational interaction and commerce, enhance synergies with existing solutions and leverage our global distribution channel as well as our AI technologies.

II Overview of the subsidiary acquiring the stock

| | | |
|---|--------------------------------------|---|
| 1 | Name | Appier, Inc. |
| 2 | Address | 6F, No. 123, Songren Road, Taipei 110, Taiwan |
| 3 | Name and title of the representative | Chih-Han Yu, Representative Director |
| 4 | Business description | We provide AI platform which enables enterprises to unlock value from data across the entire marketing and sales funnel by leveraging our advanced AI and ML technologies |
| 5 | Share capital | TWD 44,386 thousand |
| 6 | Date of establishment | June 2012 |

Note: This document is an English translation of the original Japanese language document and has been prepared solely for reference purposes. No warranties or assurances are given regarding the accuracy or completeness of this English translation. In the event of any discrepancy between this English translation and the original Japanese language document, the original Japanese language document shall prevail in all respects.

III Overview of the subsidiary to be acquired

| | | | |
|---|--|--|-----------------|
| 1 | Name | Bot Bonnie | |
| 2 | Address | 17F.-2, No.189, Sec. 2, Keelung Rd., Xinyi Dist., Taipei City, Taiwan (R.O.C.) | |
| 3 | Business description | Conversational engagement management platform as SaaS (Software as a Service) | |
| 4 | Relationship between the Company and subsidiary to be acquired | Capital | Not applicable. |
| | | Personnel | Not applicable. |
| | | Business relationship | Not applicable. |

Note: Share capital, operating results and financial position are not stated herein at the request of the counterparty.

IV Shares held before and after the acquisition

| | | |
|---|--------------------|---|
| 1 | Before acquisition | 0% |
| 2 | After acquisition | 100% (including shares indirectly held: 100%) |

Note: Number of shares to be acquired and acquisition price are not stated herein at the request of the counterparty.

V Date of becoming a subsidiary

June 2021 (planned)

VI Future outlook

The effect of this acquisition on the operating results for the fiscal year ending December 31, 2021 is immaterial.

End