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November 13, 2023

Company name: Appier Group, Inc.  
 Representative: Chih-Han Yu, Representative Director and CEO  
 (TSE Prime Code: 4180)  
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## **Announcement on Revision of the Consolidated Full-year Guidance**

Appier Group, Inc. (the “Company”) hereby announces that the Company, based on the latest business performance trends, resolved to revise its consolidated guidance for the year ending December 31, 2023 (from January 1, 2023 to December 31, 2023), which was disclosed on February 13, 2023, at the meeting of the Board of Directors dated as of November 13, 2023 as follows:

### **I Revision of the Consolidated Full-year Guidance (from January 1, 2023 to December 31, 2023)**

	Revenue	EBITDA	Operating income	Income before income taxes	Net income	Net income attributable to owners of the parent company	Basic earnings per share
Previous Guidance (A)	Millions of yen 25,454	Millions of yen 2,342	Millions of yen 535	Millions of yen 815	Millions of yen 718	Millions of yen 718	Yen 7.07
Revised Guidance (B)	26,195	2,623	704	840	771	771	7.57
Difference (B – A)	741	281	169	25	53	53	0.50
% Change	2.9	12.0	31.6	3.1	7.4	7.4	7.1
(For reference) FY2022 result	19,427	1,363	50	111	21	21	0.21

\*1 EBITDA = Operating income + Depreciation and amortization + Tax expenses included in operating expenses

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## II Reasons for the Revision

We outperformed our guidance announced on February 13, 2023, in both revenue and profit for the first nine months of the year, ending September 30, 2023.

The outperformance of revenue was mainly driven by our continuous business expansion in NEA and US & EMEA regions, increasing spending from existing customers and persistent penetration in new verticals. The increase in profit was supported by better-than-expected business growth and continuous and disciplined investment in S&M and R&D, along with consistent productive execution in achieving profitable growth.

Accordingly, we have made an upward revision to our consolidated full-year guidance.

End