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Announcement of Reaching 1,000 Customers

Appier Group, Inc. (hereafter, the “**Company**”) hereby announces that, as of today, the Company’s number of customers⁽¹⁾ has reached 1,000.

After achieving the important milestone of reaching JPY 10 billion in ARR in March 2021, we have achieved another important milestone of reaching 1,000 customers. We would like to express our sincere gratitude to our customers, our employees, and other stakeholders for this achievement.

Towards the achievement of our mission of “Empower businesses with artificial intelligence to grow and succeed based on data-driven decisions”, we will continue to strive for greater innovation and support in our solutions to serve our customers.

Note:

1. “Customer” refers to a corporate group that has one or more active contracts for our solutions, excluding trial, demo use and inorganic customers. Such corporate group is counted as a separate “customer” with respect to each solution it uses.

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