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September 27, 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 of Share Transfer from Sequoia to the Management**

Appier Group, Inc. (the “**Company**”) hereby announces that SEQUOIA CAPITAL INDIA INVESTMENTS IV, (hereinafter “Sequoia”) transferred 813,750 shares of the Company to Plaxie Inc., pursuant to the agreement dated March 16, 2020.

This agreement reflects the commercial understanding between Sequoia and Chih-Han Yu, Wan-Ling Lee, Chia-Yung Su and Plaxie Inc. (hereinafter “the Transferees”) that Sequoia will transfer 813,750 shares of the Company to the Transferees if the sum of (i) the gross proceeds from the sale of any such shares as of such date; and (ii) the “deemed liquidation value” of the remaining shares held by Sequoia multiplied by 0.86 is equal to or more than US\$106,000,000.

The Transferees have the option to receive this incentive with either cash or stock. Appier founders have decided to receive it with all stock. Sequoia accordingly transferred 813,750 shares of the Company to Plaxie Inc. as of September 27, 2021.

The shareholders of Plaxie Inc. are Chih-Han Yu and Wan-Ling Lee, who serve as our Chief Executive Officer and Chief Operating Officer, respectively, and as our directors.

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