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September 29, 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  
 (TEL. + 81 – 3 – 6435 – 6617)

### **Announcement of Determination of Offering Price and Other Matters**

Appier Group, Inc. (the “Company”) hereby announces that, concerning the secondary offering of shares of common stock of the Company in an international market announced on September 27, 2021 and today, the selling price and other matters have been determined as follows.

|     |  |  |
|-----|--|--|
| (1) | Class and number of shares to be offered   | 11,795,900 shares of common stock of the Company   |
| (2) | Sellers and number of shares to be offered | SEQUOIA CAPITAL INDIA INVESTMENTS IV: 3,800,000 shares<br>TA STRATEGIC PTE. LTD.: 1,987,400 shares<br>HIPPO TECHNOLOGY INVESTMENT COMPANY LIMITED: 734,800 shares<br>ALIBABA TAIWAN ENTREPRENEURS FUND II LP: 724,900 shares<br>ASEAN CHINA INVESTMENT FUND III L.P.: 704,500 shares<br>HIPPO II TECHNOLOGY INVESTMENT COMPANY LIMITED: 673,500 shares<br>JAFCO ASIA TECHNOLOGY FUND VI: 634,900 shares<br>CLOUD RANGER LIMITED: 517,800 shares<br>TRANSLINK CAPITAL PARTNERS III L.P.: 517,800 shares<br>LINE Corporation: 396,600 shares<br>FONTAINE CAPITAL FUND, L.P.: 388,400 shares<br>UMC CAPITAL CORPORATION: 320,100 shares<br>WI HARPER FUND VIII LP: 181,200 shares<br>ASEAN CHINA INVESTMENT FUND (US) III L.P.: 124,500 shares<br>APPIER SP1 LIMITED: 89,500 shares |
| (3) | Selling price (*)                          | ¥1,469 per share   |
| (4) | Total selling price                        | ¥17,328,177,100  |
| (5) | Subscription price (*)                     | ¥1,423.55 per share  |
| (6) | Total subscription price                   | ¥16,792,053,445  |
| (7) | Share delivery date                        | October 4, 2021  |

(\*) The underwriters will purchase the shares of common stock at the subscription price and conduct a secondary offering at the selling price.

*Note: This press release is not an offer to sell or a solicitation of any offer to buy the securities of Appier Group, Inc. in the United States or elsewhere. The securities referenced in this press release have not been, and will not be, registered under the United States Securities Act of 1933, as amended (the “Securities Act”). The securities may not be offered or sold in the United States absent registration or an exemption from registration under the Securities Act. The securities will not be publicly offered or sold in the United States.*

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Reference

Basis of calculation of the selling price

|     |   |                                 |
|-----|---|---------------------------------|
| (1) | Calculation base date and price generated | ¥1,515 as of September 29, 2021 |
| (2) | Discount rate                             | 3.04%                           |

End

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