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February 14, 2024

Company name: Appier Group, Inc.
 Representative: Chih-Han Yu, Representative Director and CEO
 (TSE Prime Code: 4180)
 Contact: Koji Tachibana, Senior Vice President of Finance
 (TEL. + 81 – 3 – 6435 – 6617)

Notice Regarding Differences Between Consolidated Full-Year Guidance and Actual Results for the Previous Fiscal Year

Appier Group, Inc. (the “**Company**”) hereby announces that there have been differences between its consolidated full-year guidance for the year ending December 31, 2023 (from January 1, 2023 to December 31, 2023) announced on November 13, 2023, and the actual results announced today.

I Differences Between Consolidated Full-Year Guidance for the Year Ending December 31, 2023 (from January 1, 2023 to December 31, 2023) and Actual Results

| | 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 26,195 | Millions of yen 2,623 | Millions of yen 704 | Millions of yen 840 | Millions of yen 771 | Millions of yen 771 | Yen 7.57 |
| Actual Results (B) | 26,418 | 2,834 | 801 | 1,063 | 1,002 | 1,002 | 9.85 |
| Difference (B – A) | 223 | 211 | 97 | 223 | 231 | 231 | 2.28 |
| % Change | 0.9 | 8.0 | 13.8 | 26.5 | 30.0 | 30.0 | 30.1 |
| (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 Difference

During the fourth quarter of the fiscal year ending December 31, 2023, the revenue increased more than expected due to increased usage of our products by customers in the e-commerce and digital content industries, mainly in US & EMEA and Northeast Asia regions, in addition to increased revenue from new customers in the Northeast Asia and Greater China regions.

Operating income exceeded expectations due to robust gross profit growth and strong operating leverage, and EBITDA increased due to higher-than-expected amortization expenses, in addition to higher operating income. Additionally, the increase in income before income taxes and net income was larger than the increase in operating income, mainly due to the lower-than-expected foreign exchange loss for the full year ending December 31, 2023, which was caused by fluctuations in the foreign exchange market.

Accordingly, our actual financial results for the year ending December 31, 2023, outperformed our guidance announced on November 13, 2023.

End