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August 5, 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 on Revision of the Consolidated Full-year Guidance

Considering recent business trends, Appier Group, Inc. (the "**Company**") hereby announces that at the meeting of the Board of Directors dated as of August 5, 2021, the Company resolved to revise its consolidated guidance for the year ending December 31, 2021 (from January 1, 2021 to December 31, 2021), which was initially disclosed on March 30, 2021, as follows:

I Revision of the Consolidated Full-year Guidance (from January 1, 2021 to December 31, 2021)

	Revenue	Operating Income (loss)	Income (loss) before income taxes	Net income (loss)	Net income (loss) attributable to owners of the parent company	Basic earnings per share
Previous Guidance (A)	Millions of yen 10,943	Millions of yen (1,551)	Millions of yen (1,589)	Millions of yen (1,674)	Millions of yen (1,674)	Yen (17.15)
Revised Guidance (B)	11,661	(1,302)	(1,340)	(1,425)	(1,425)	(14.48)
Difference (B – A)	718	249	249	249	249	2.67
% Change	6.6	-	-	-	-	-
(For reference) FY2020 result	8,970	(1,578)	(1,557)	(1,454)	(1,454)	(16.02)

*1 On January 29, 2021, the Company allotted common shares by 90,761,489 shares to the sole shareholder of the Company. Accordingly, basic earnings per share and diluted earnings per share are calculated as if the allotment of shares was executed at the beginning of the year ended December 31, 2020.
*2 The expected exchange rate used for the revised guidance has not been changed from the rate used for the previous guidance.

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II Reasons for the Revision

For the six months ended June 30, 2021, we have done better than expected for new customer acquisition, expansion on existing customers, and outperformed our original guidance. Accordingly, we made the first upward revision on our consolidated full-year guidance.

End