Note: This document is an English translation of the original Japanese language document and has been prepared solely for reference purposes. No warranties or assurances are given regarding the accuracy or completeness of this English translation. In the event of any discrepancy between this English translation and the original Japanese language document, the original Japanese language document shall prevail in all respects.

December 15, 2022

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 Change of Listing Market Segment to the Tokyo Stock Exchange Prime Market

Appier Group, Inc. ("the Company") hereby announces that the Company has changed the market on which the Company's shares are listed from the Growth Market segment to the Prime Market segment as of today.

We have been listed on the TSE Mothers (currently known as "Growth") market since March 2021 and have been demonstrating strong growth and improved profitability. We express our sincere gratitude to our shareholders, customers, employees, partners, and other stakeholders for their support and kindness, which made achieving this important milestone possible.

Under our mission of "Turning AI into ROI by Making Software Intelligent," we aim for strong growth and profitability in the future, and strive to enhance our corporate value and governance. We appreciate your continuous support.

End