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August 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 Determination of Matters for Acquisition of Treasury Shares

(Acquisition of treasury shares in accordance with the provisions of the Articles of Incorporation pursuant to Article 165, Paragraph 2 of the Companies Act)

Appier Group, Inc. (the "Company") hereby announces that the Company resolved the following matters regarding the acquisition of treasury shares, in accordance with Article 156 of the Companies Act as applied pursuant to Article 165, Paragraph 3 of the same act at the meeting of the Board of Directors dated August 14, 2024, as follows:

1. Reason for the acquisition of treasury shares

We have focused on sustainable profitable growth to enhance our corporate value, and executed R&D including AI technology development and strategic M&A transactions, as investments in growth for this purpose.

As a result of comprehensive consideration of our share price, financial position and capacity for future investments, we decided to acquire treasury shares for improving capital efficiency and expanding shareholder returns to further enhance our corporate value in addition to continuous investments in growth.

As of June 30, 2024, we had JPY 19.3 billion in cash on hand (Note), which was sufficient for working capital and future investments in growth.

(Note) Cash and cash equivalents, time deposits and other financial assets held for cash management purposes

2. Details of the acquisition

(1)	Type of shares to be acquired	Common share
(2)	Total number of shares to be acquired	1,000,000 shares (maximum) (0.98% of total outstanding shares (excluding treasury shares))
(3)	Total amount of shares to be acquired	JPY 1.0 billion (maximum)
(4)	Term of acquisition	From September 1, 2024 to December 31, 2024
(5)	Method of acquisition	Market purchase on the Tokyo Stock Exchange

(Reference) Treasury shares as of June 30, 2024

Total outstanding shares (excluding treasury shares)	102,086,229 shares
Treasury shares	257 shares

End