Turning Agentic AI into ROI

FY2025 Earnings February 2026



Appier

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

FY25 Review & Achievement

Agentic AI Strength

FY26 Guidance

Q4 FY25 Review & Achievement

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

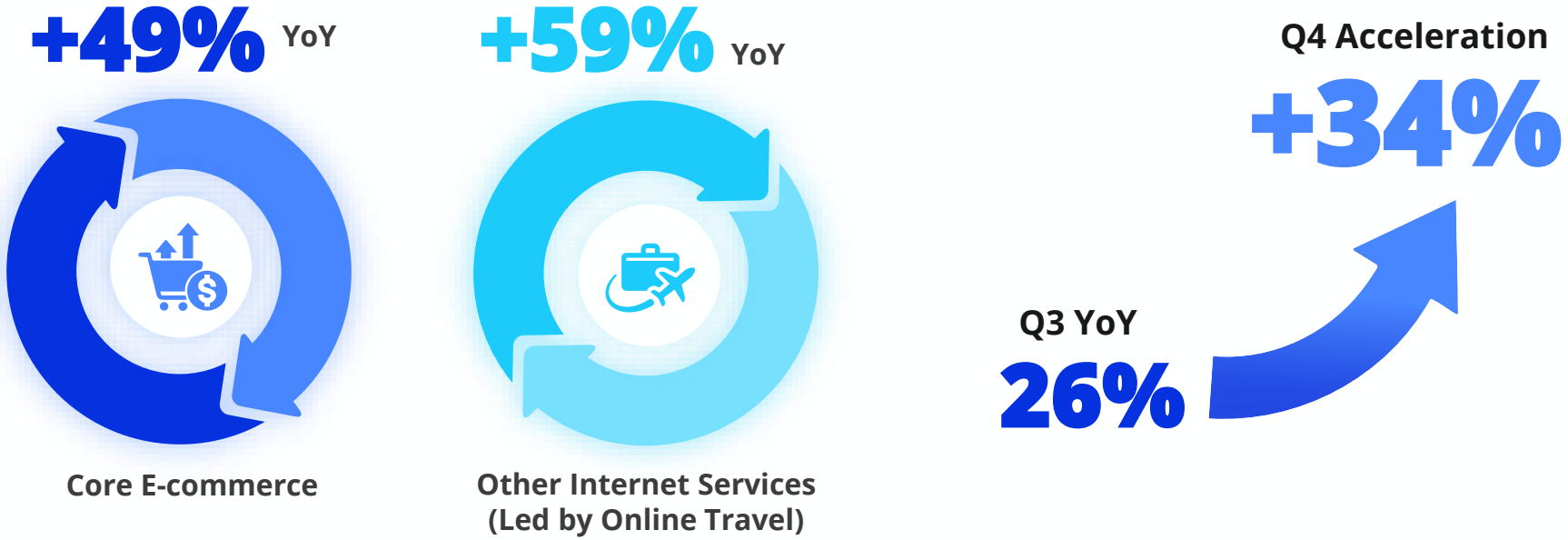
2025 Recap

Record Revenue Fueled by Dual Vertical Growth Engines

We delivered record revenue of JPY 43.7B (+28% YoY), reaching JPY 45.0B (+32% YoY) on an FX-neutral basis. This performance was propelled by our dual growth engines: Core E-commerce surged 49% YoY, while Other Internet Services—led by Online Travel—grew 59% YoY. Both verticals have shown consistent acceleration over the last three years.

This shifting vertical mix enhances both revenue quality and visibility. Furthermore, our Agentic AI products demonstrate clear differentiation and deliver outstanding ROI vs. incumbents in these verticals.

Q4 growth accelerated to 34% (up from 26% in Q3, highest in the last 9 quarters), fueled by a strong E-commerce peak season. This momentum serves as a powerful validation of our focused verticals and key account strategies.



©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

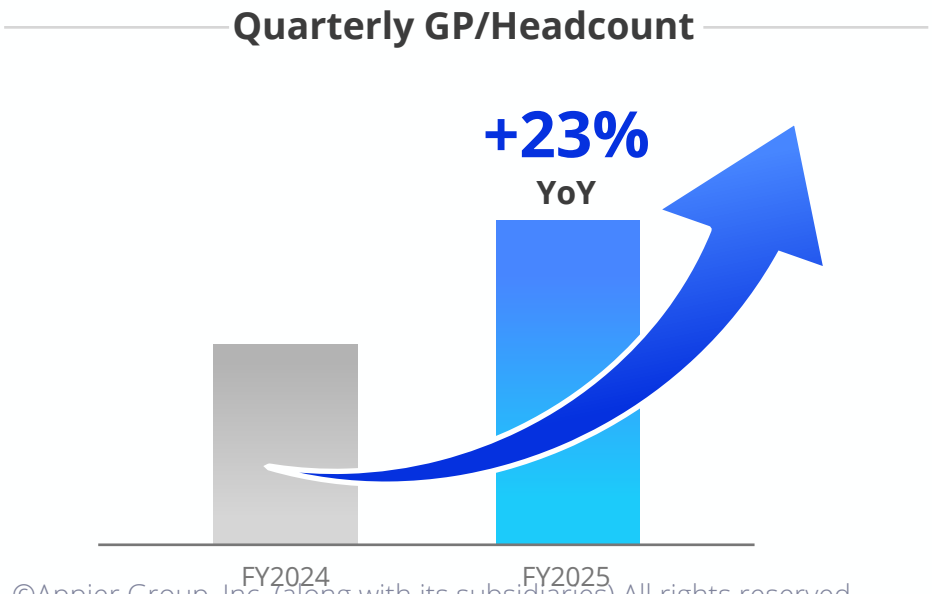
2025 Recap

Strong Operating Leverage Drives Record Profitability, Powered by Agentic AI

Record operating profit surged 50% YoY to JPY 3.0B, achieving a 6.8% margin while successfully absorbing acquisition-related OPEX. On an FX-neutral basis, operating profit reached JPY 3.8B with an 8.5% margin.

We delivered a robust increase in operational productivity, with quarterly gross profit per headcount rising 23% YoY. Our organic business continues to demonstrate powerful operating leverage, supported by a synchronized 13% YoY growth in both ARPC(1) and customer count, even as OPEX growth decelerated significantly.

This efficiency is underpinned by our leadership in Agentic AI, which is transforming our organization and our customers' workflows. By replacing legacy software and manual processes with an autonomous, AI-led execution engine, we are scaling a highly efficient foundation for long-term profitable growth.

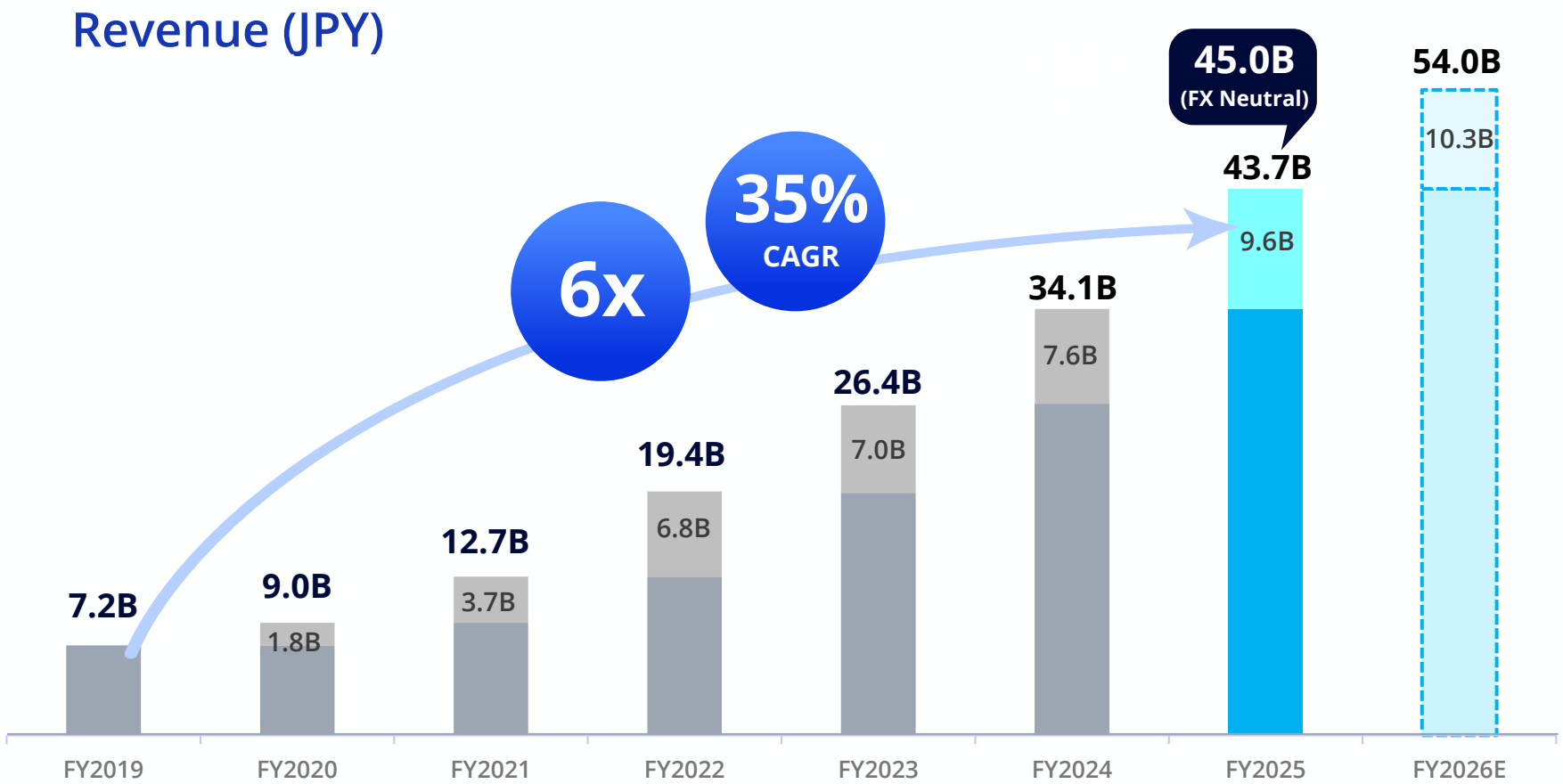


(1) FX Neutral Basis

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

6X Growth in 6 Years with Record Performance in FY25

- Achieved a 6X increase in total revenue from FY19 to FY25, driven by consistent 35% CAGR. FY25 revenue reached a record JPY 43.7B, 28% up YoY, and JPY 45.0B, up 32% YoY, on an FX-neutral basis.
- Incremental revenue was driven by a balanced split: 56% from existing customers (1) through ROI-led upsells in E-commerce, and 44% from new customers (2) led by Online Travel, with NEA and the US & EMEA as primary growth regions.



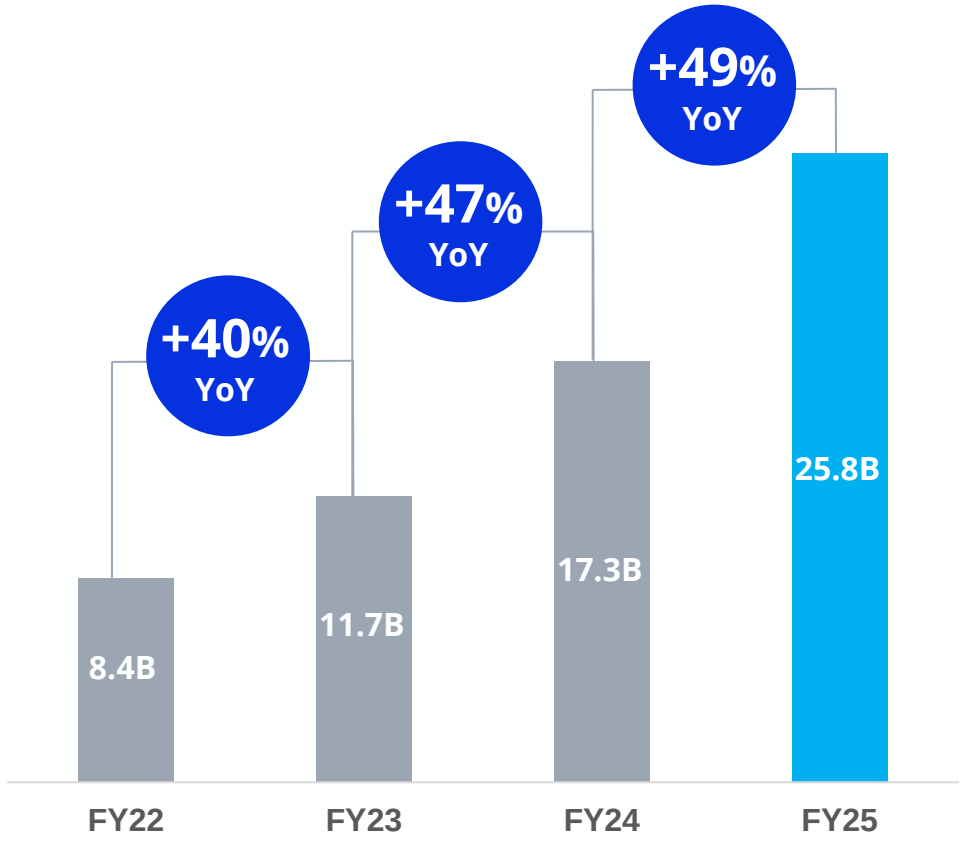
(1) "Existing Customers" refers to customers acquired before FY25.
(2) "New Customers" refers to customers acquired in FY25.

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

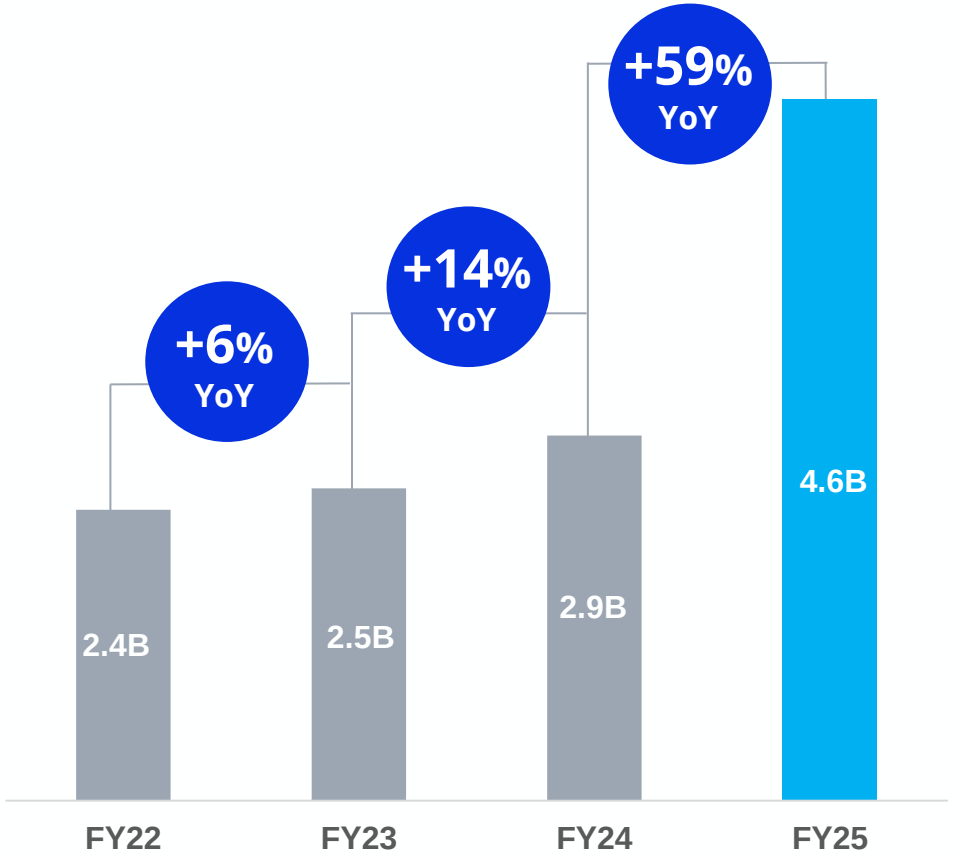
Dual-Vertical Growth Acceleration Validated by Agentic AI Differentiation

- The consistent acceleration in Core E-commerce growth and the surge in Other Internet Services, led by Online Travel, directly reflect the superior ROI driven by our marketing Agentic AI.

E-Commerce Revenue YoY Growth (JPY)



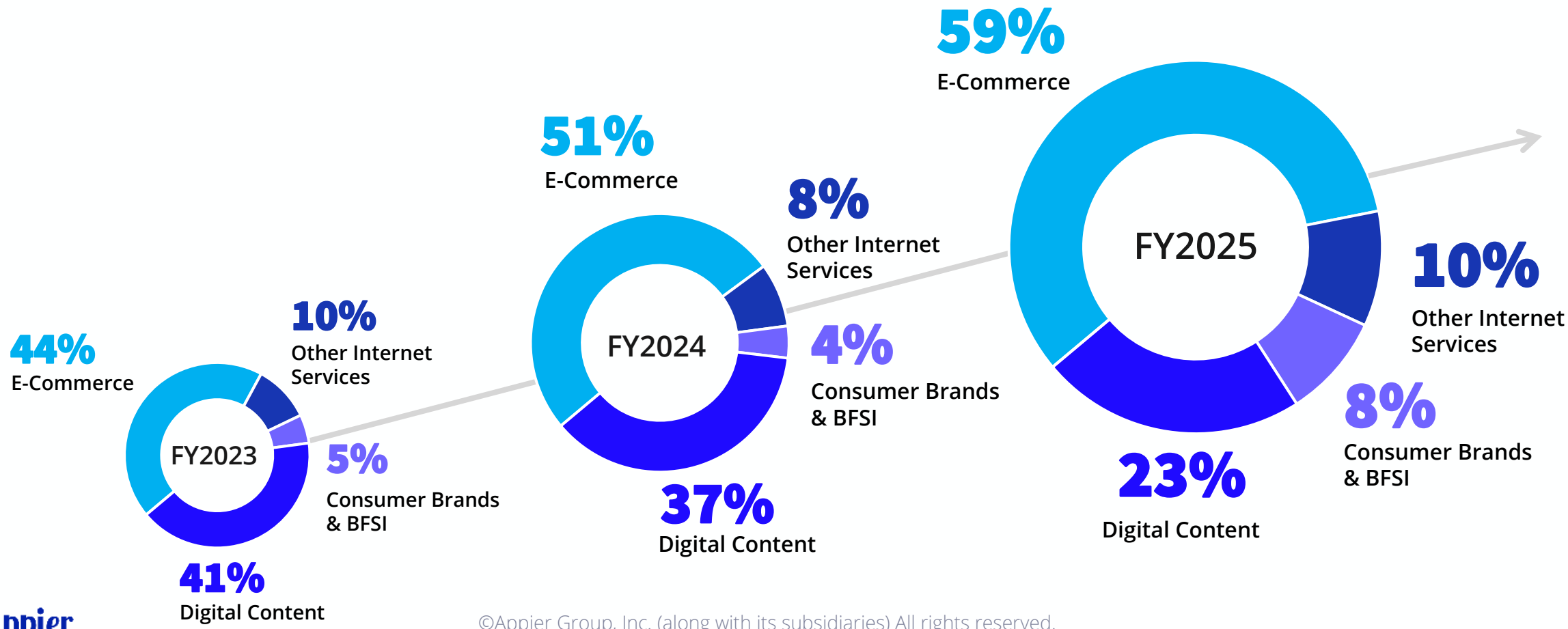
Other Internet Service Revenue YoY Growth (JPY)



©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Vertical Expansion Mix Leads to Higher Revenue Quality

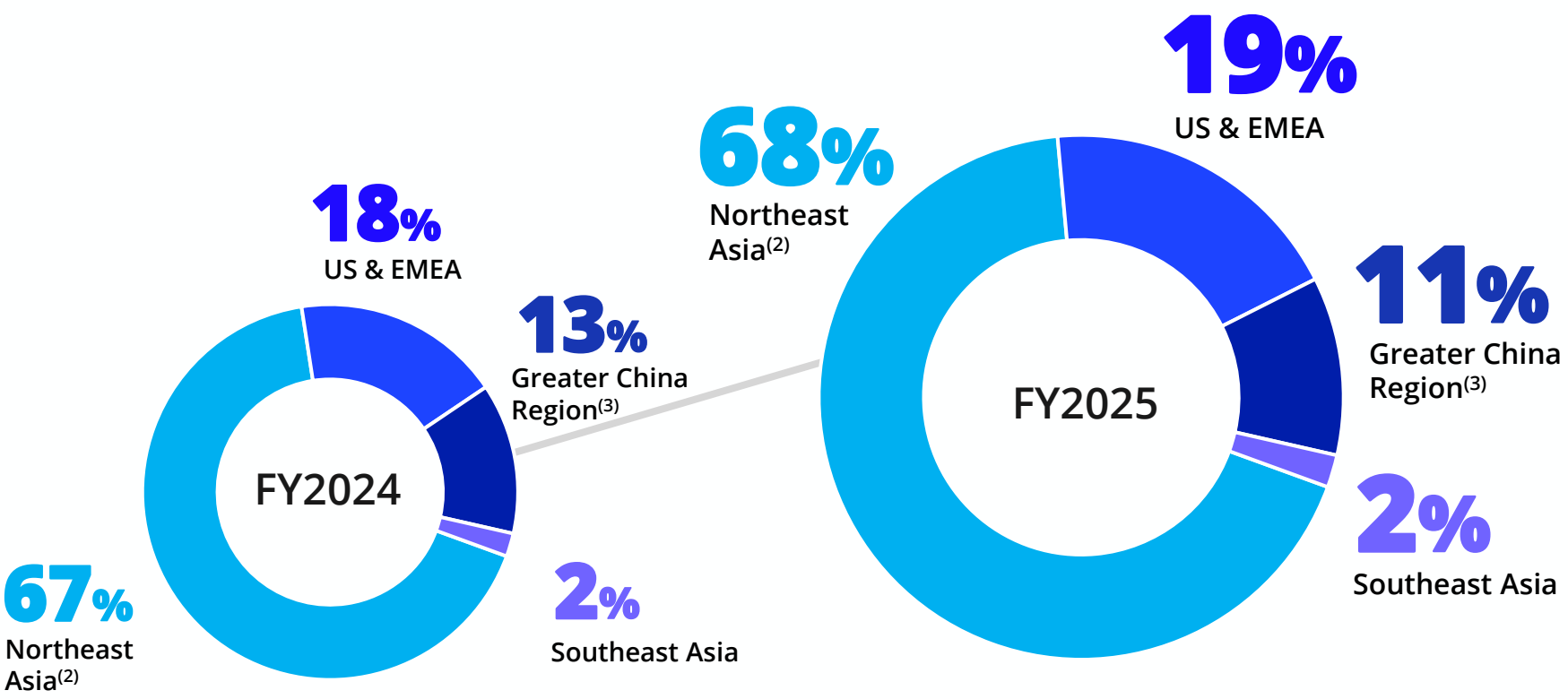
- We have prioritized E-commerce and Online Travel for their high revenue quality and large addressable markets. This focus expanded E-commerce to 59% of revenue and Other Internet Services/ Online Travel to 10%, effectively offsetting the Digital Content transition through vertical diversification.
- Additionally, we stabilized Digital Content by targeting high-value customer subsegments with higher revenue quality. This agile reallocation of resources reinforces our revenue resilience and secures a foundation for sustainable growth.



©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

All Key Regions Show Strong Growth

FY24 & FY25 Revenue % by Region[1]



(1) Percentages may not total 100 due to rounding
(2) Northeast Asia includes Japan & South Korea
(3) Greater China Region includes Taiwan, Hong Kong & China

NEA

36% YoY revenue growth (FX-Neutral), supported by balanced expansion in Japan and Korea through sustained penetration of existing E-commerce customers and vertical diversification

US & EMEA

36% YoY revenue growth (FX-Neutral), driven by robust momentum in E-commerce and Other Internet Services.

GCR

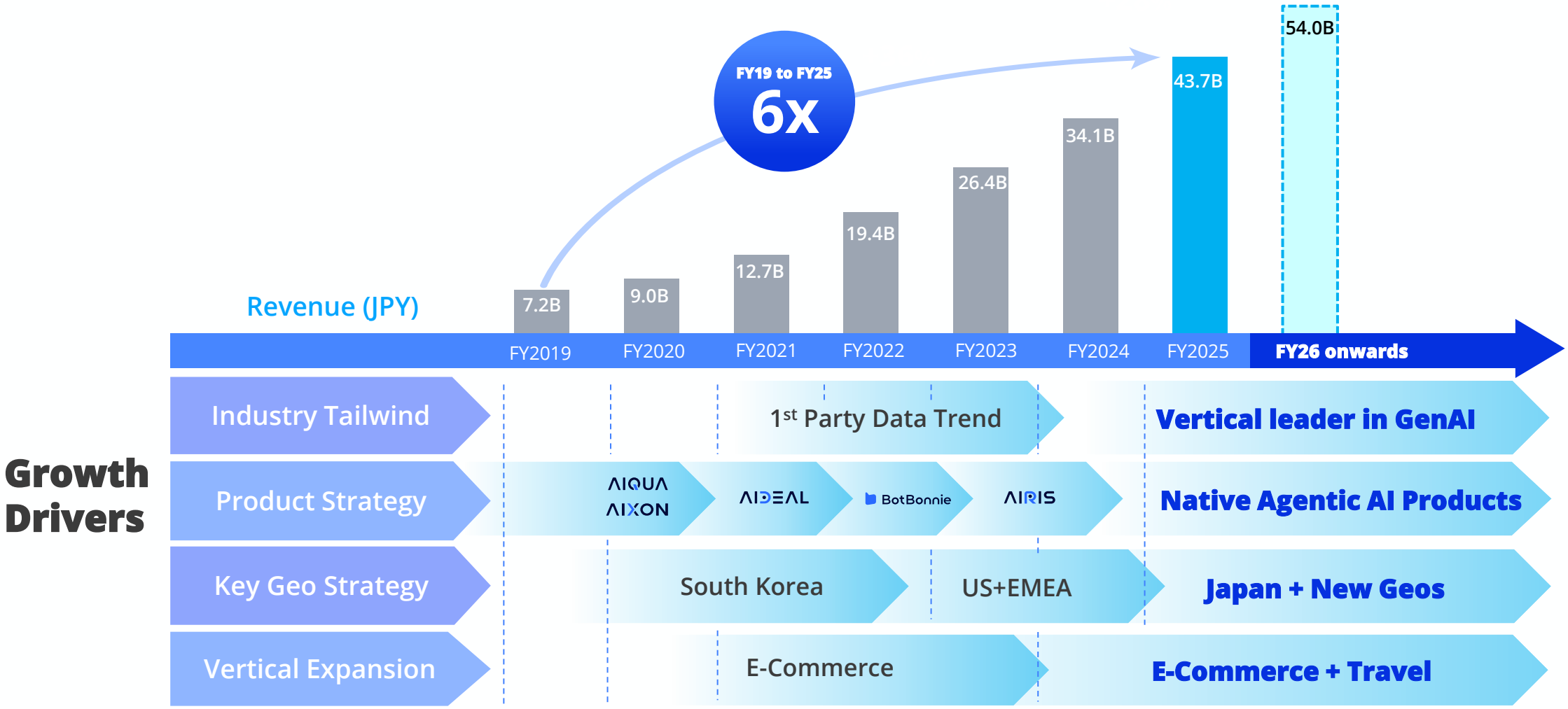
Steady YoY revenue growth, supported by a solidified business foundation and expanding CN outbound business

SEA

Remain focused on key accounts for paving a long-term growth runway

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

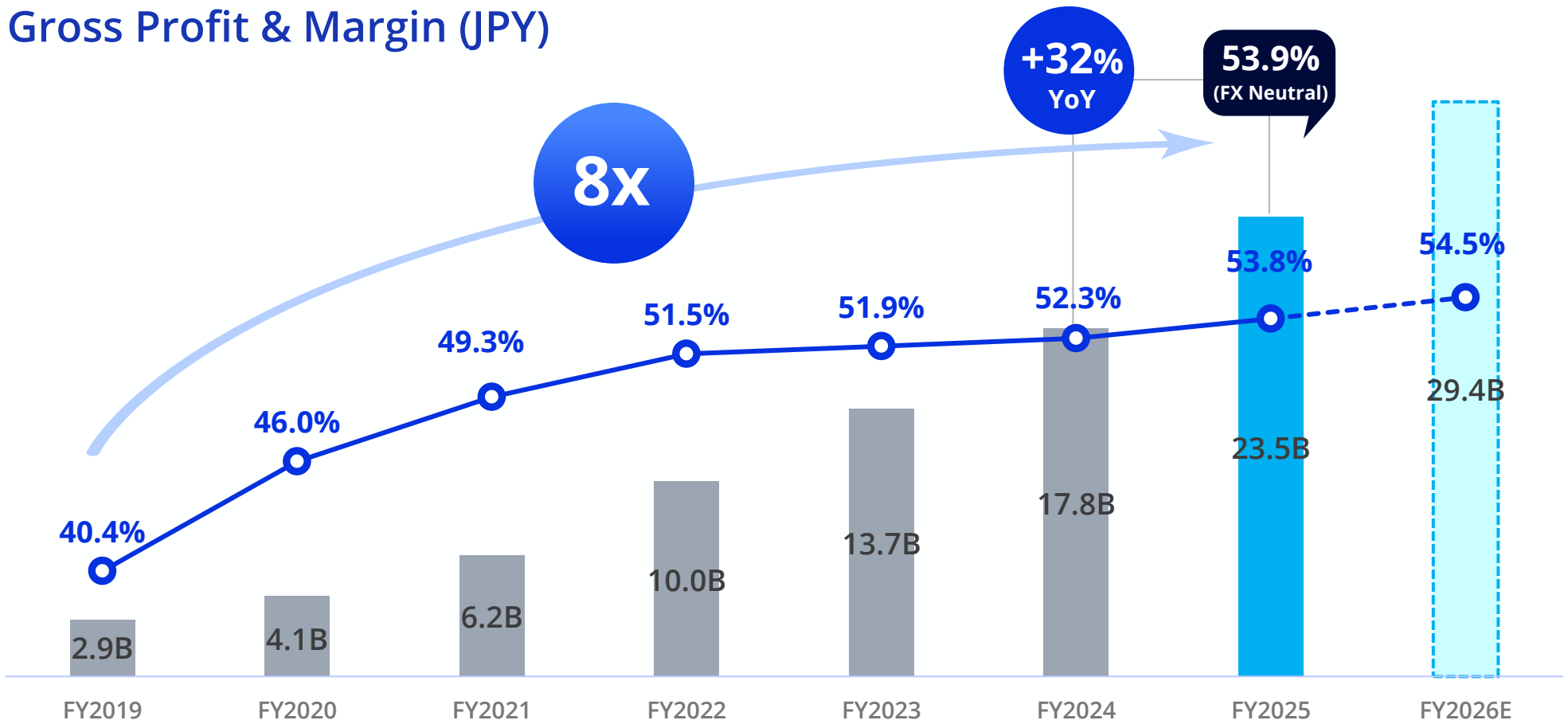
Multiple Growth Drivers Power Stronger Growth Flywheels



©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

8X Gross Profit Growth in 6 Years

- Achieved 8x gross profit growth from FY19 to FY25, including a 32% YoY increase in FY25 driven by (1) revenue scale, (2) tech differentiations, and (3) a high-margin product mix.
- Looking ahead, we expect gross profit to outpace revenue growth in FY26, consistent with the trend of FY25, as our technological edge further expands margins.

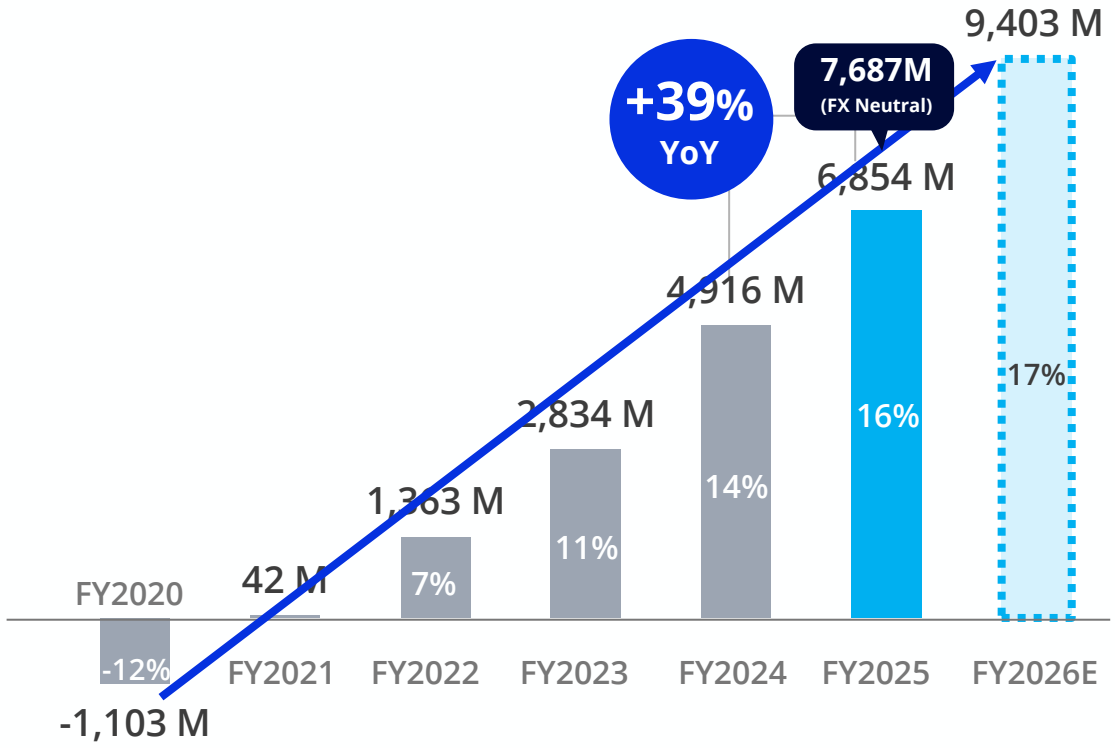


©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

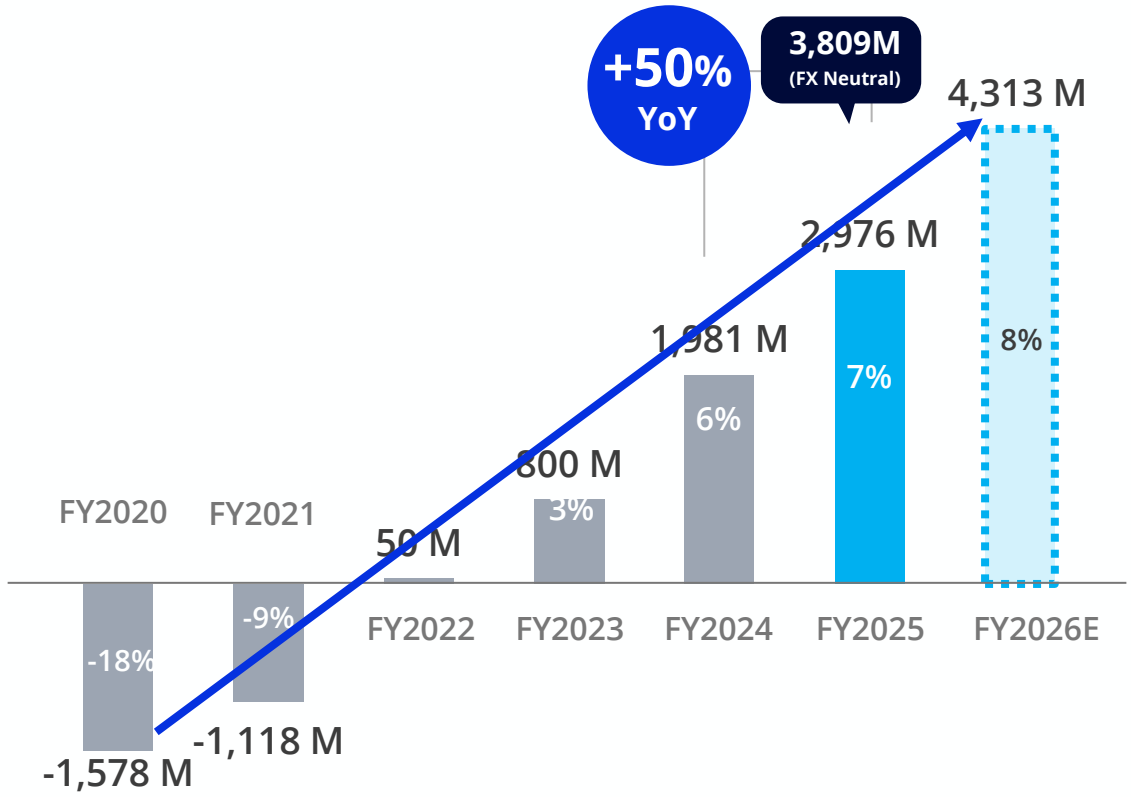
Robust Profit Growth Coupled with Margin Expansion

- Delivered consistent profit growth and substantial margin expansion. In FY25, the operating income grew 50% to JPY 3.0B and EBITDA rose 39% to JPY 6.9B. On an FX-neutral basis, these reached JPY 3.8B and JPY 7.7B respectively.
- This solid profit expansion was driven by strong revenue growth, sustained gross margin gains and operating leverage, effectively offsetting higher OPEX from the AdCreative.ai acquisition.

EBITDA(1) & Margin (JPY)



Operating Income & Margin (JPY)



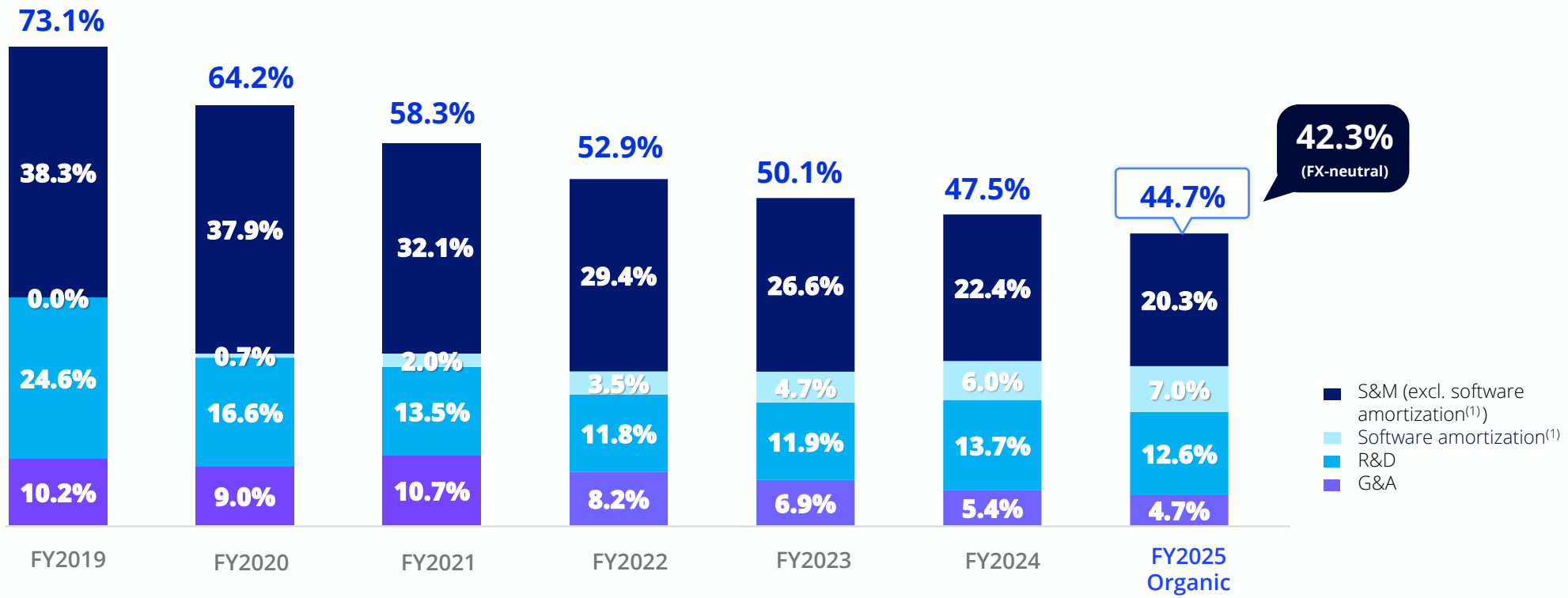
(1) EBITDA = operating income + depreciation and amortization + tax expenses included in operating expenses + IPO-related expenses

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Continuous Operating Leverage Drives Durable Efficiency

- Organic OPEX-to-revenue ratio improved to 44.7% (42.3% on an FX-neutral basis). This efficiency was driven by disciplined cost management and Agentic AI-powered automation across product development and operations.
- The downtrend of OPEX-to-revenue ratio driven by two structural advantages: a lean, application-layer R&D model focused on marketing Agentic AI, and stronger S&M efficiency from prioritizing key enterprise accounts.

Full Year OPEX Structure (% Revenue)



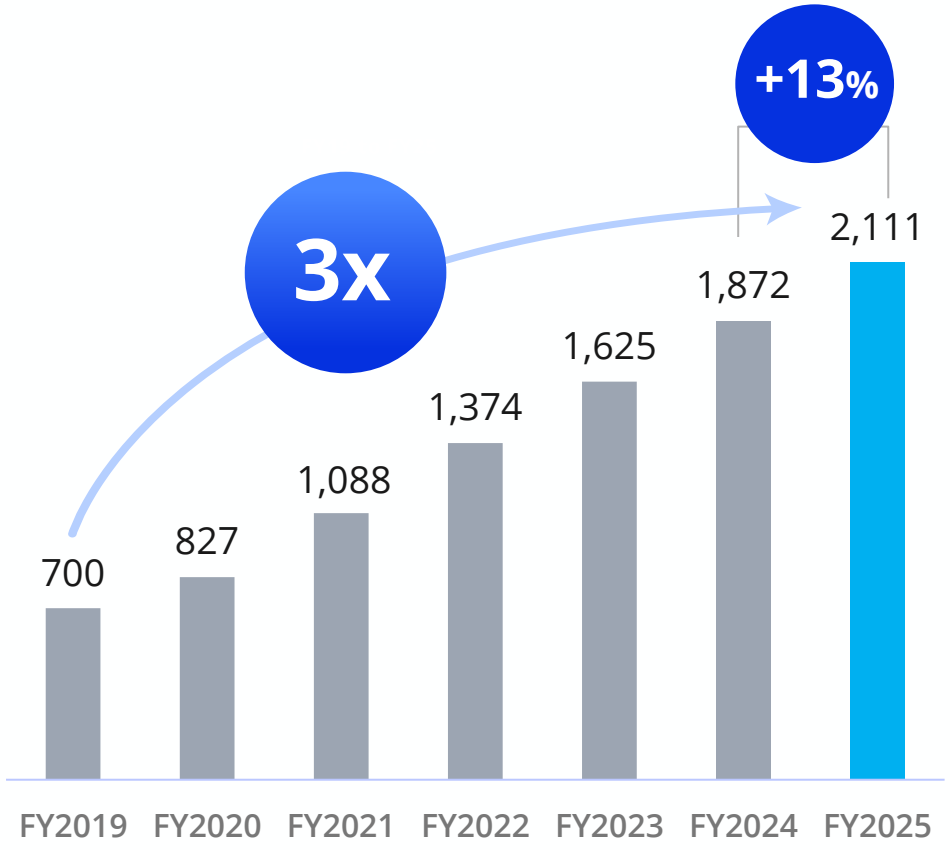
(1) Our Sales and Marketing Expenses included amortization of software.We started software capitalization in FY2020. Please refer to Appendix for details.
(2) Percentages may not equal to the sum due to rounding

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

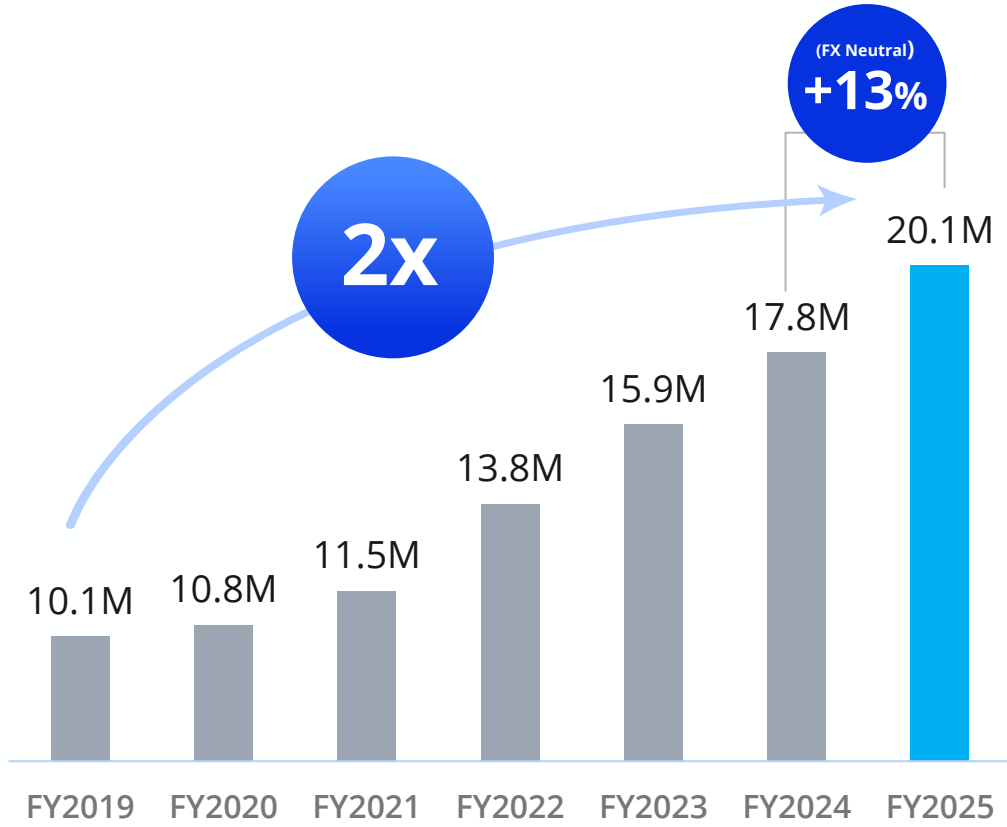
3X Customer Base and 2X ARPC in 6 Years through Enterprise Focus

- Leveraging scalable Agentic AI solutions to effectively target and prioritize large enterprises as our primary growth catalysts.

of Customers(1)



Average Revenue Per Customer(1) (JPY)



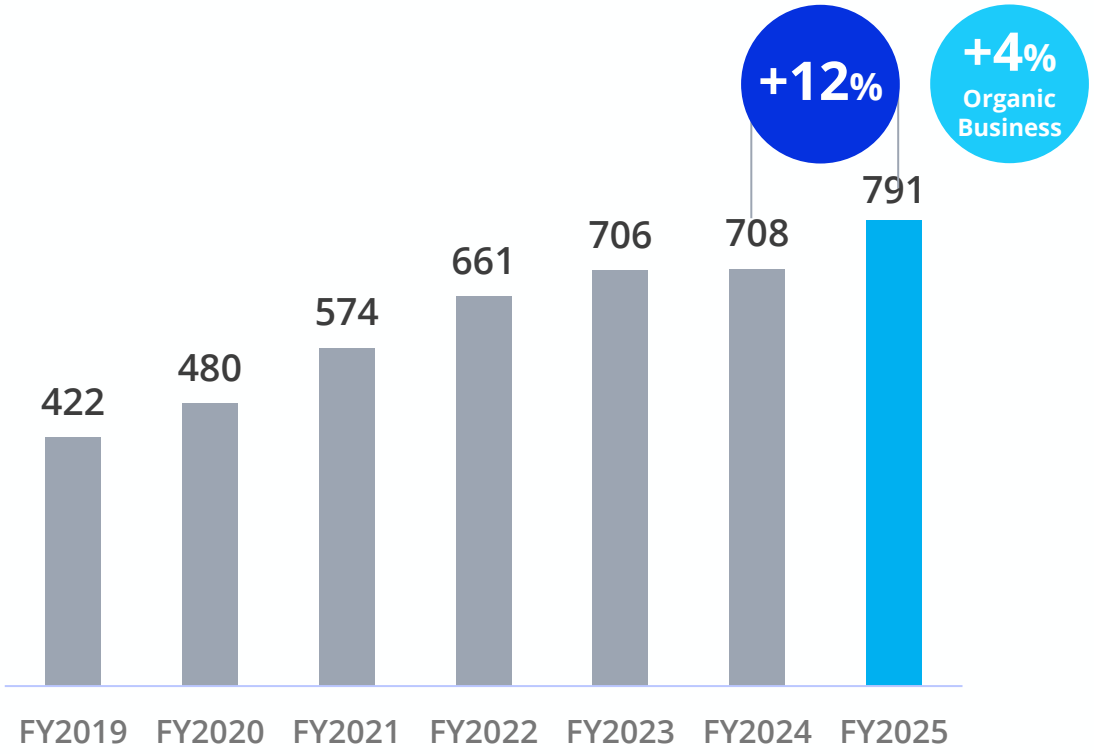
(1) "Customer" refers to a corporate group that has one or more active contracts for our solutions, excluding paid or unpaid trial, demo use and customers acquired through business acquisitions. Such corporate group is counted as a separate "customer" with respect to each solution it uses.

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

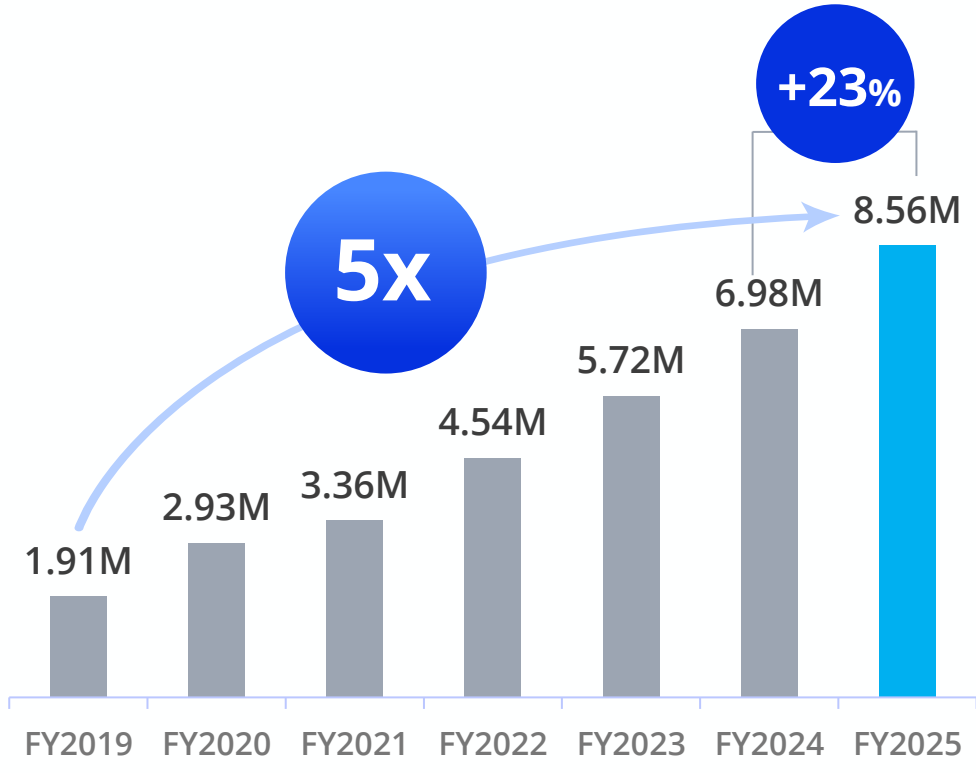
5X Productivity Gains in 6 Years from AI-Powered Automation

- Concurrently, Agentic AI and automation enabled us to limit organic headcount growth to 4%, supporting strong business growth while enhancing productivity and operational efficiency.
- Gross profit per headcount surged 23% YoY in FY25, a 5x increase since FY19. This trajectory validates our strategy for sustained profitable growth through enhanced operational efficiency.

Total Headcount



Quarterly Gross Profit / Headcount (JPY)



©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

FY25 Review & Achievement

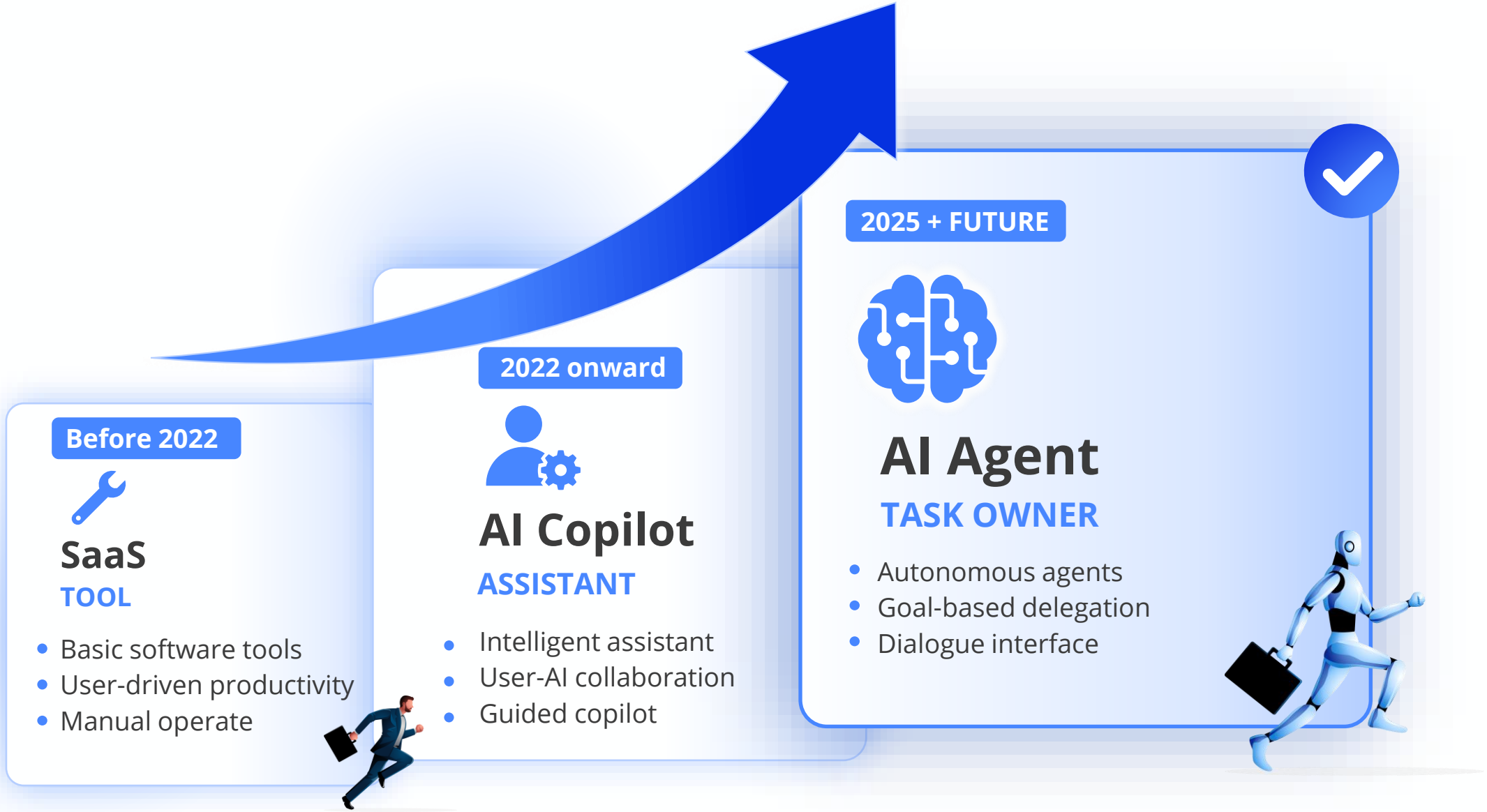
Agentic AI Strength

FY26 Guidance

Q4 FY25 Review & Achievement

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

How Agentic AI Is evolving from SaaS and Copilot



©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Proven Track Record in Agentic AI and Workflow Transformation

- As an AI-native company at the forefront of Agentic AI shift, our competitive edge stems from a unique combination of proprietary data, vertical-specific and customer-centric AI models.
- This foundation empowers us to develop domain-specific agents that help leading organizations transition from traditional software to autonomous, ROI-driven workflows.



©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Marketing Agents Drive High Customer Stickiness

- Our AI capabilities enable us to rapidly build Agentic AI models that adapt to customer workflows at enterprise level.
- Our agents also learn from customer and autonomously tailor execution to each client's needs.
- As we deepen our presence across key verticals and key accounts, our proven success models drove broader penetration and strengthen customer stickiness.



©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Accelerating Enterprise Adoption through Trustworthy AI and LLM calibration

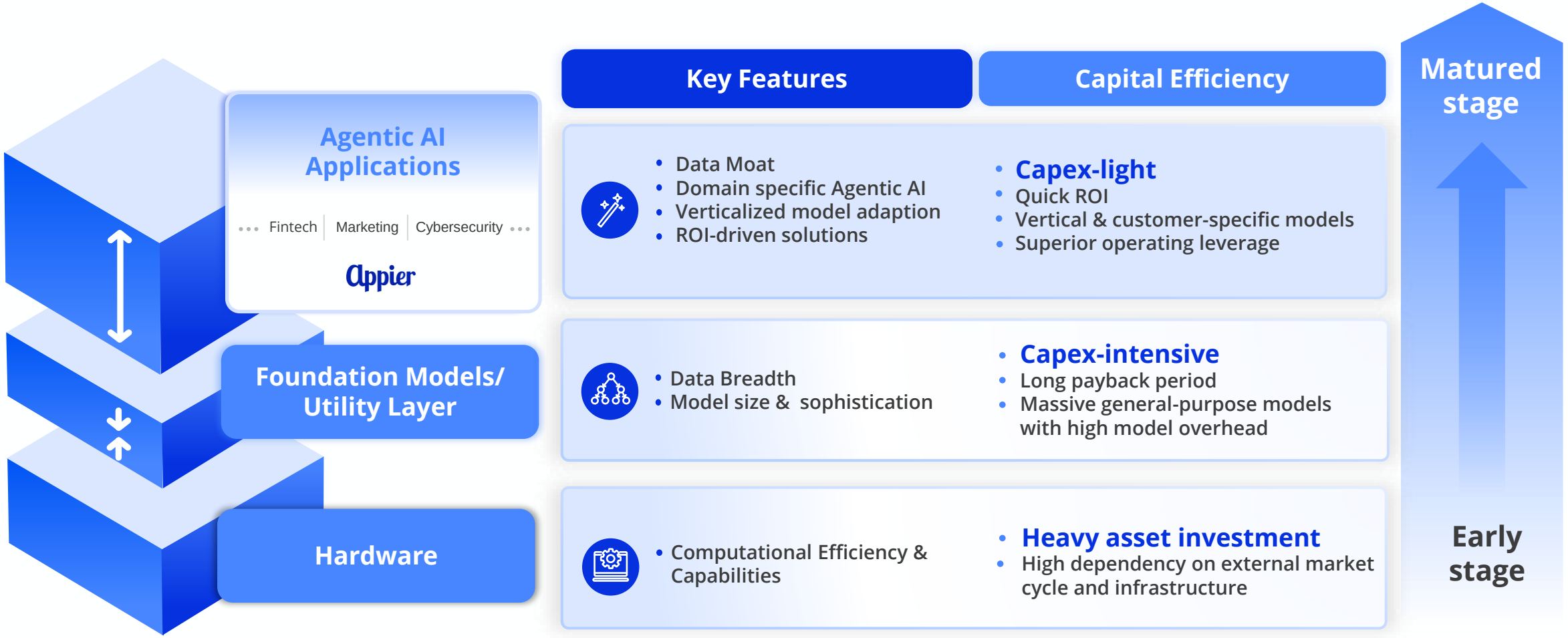


- Backed by a world class GenAI research team, our platform leverages proprietary LLM calibration to deliver enterprise-grade reliability.
- Built on a trustworthy foundation with self-aware capabilities, our framework enable faster, more efficient, and more reliable delivery—driving application-level cost efficiency and scalable enterprise deployment.

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Riding the Agentic AI Tailwind at the Application Layer

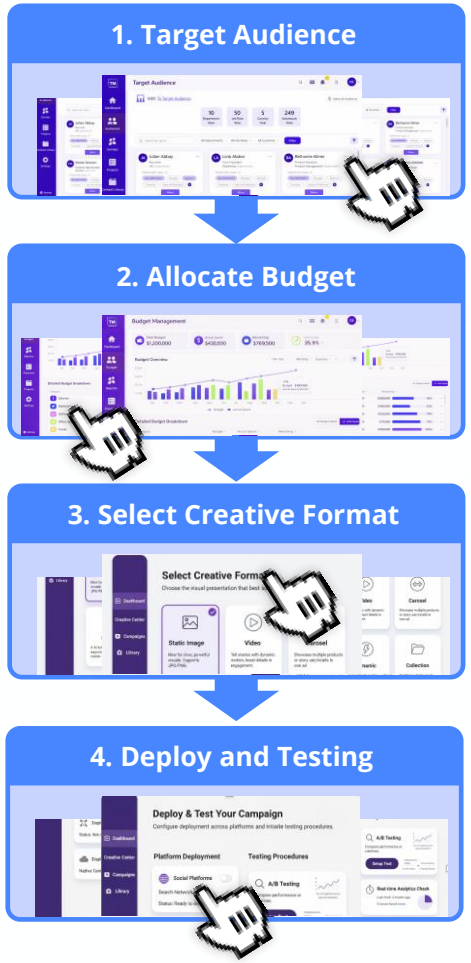
- Appier is a leader in marketing-focused Agentic AI at the application layer—where targeted investment, faster deployment, and domain intelligence translate into sustained profitable growth anchored by visible ROI and scalable operating leverage. This positions Appier to capture consistent and durable enterprise value with a reduced risk.



©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

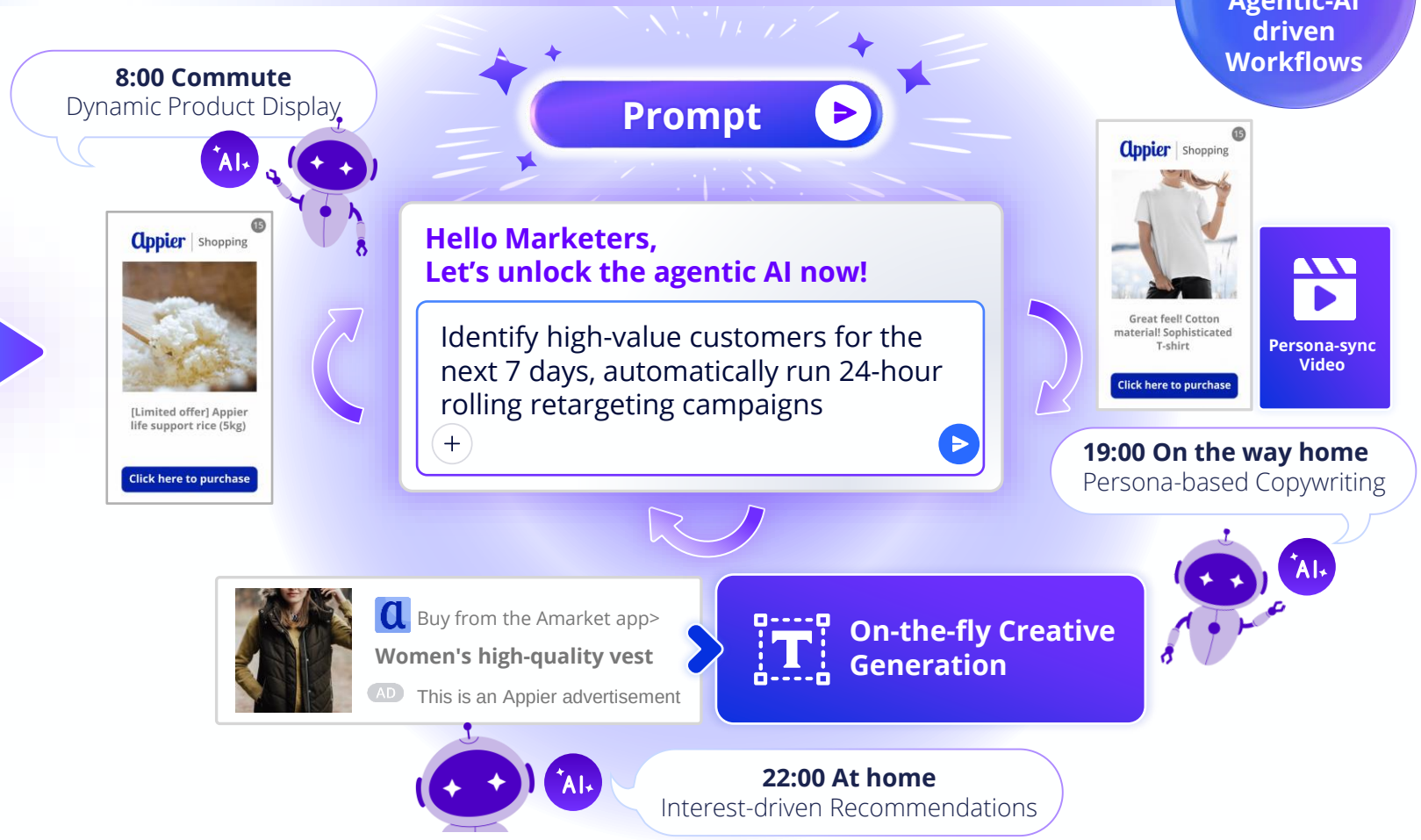
How Our Ad Agents Replace Traditional Ad Software Workflows

Step-by-step manual operation



Now it's Ad Agent talking to people

Agentic-AI driven Workflows



©Appier Group, Inc. (along with its subsidiaries)

How Our Personalization Agents Replace CRM Software Flow

Multi-step CRM Workflows in Traditional Software

1. Identify TA



2. Select template & Create Content



3. Test & Optimize Layout



4. Manual Execution & Tracking



Customized eDMs in minutes with Personalization Agents

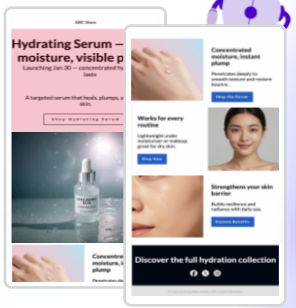
Agentic-AI driven Workflows

Prompt

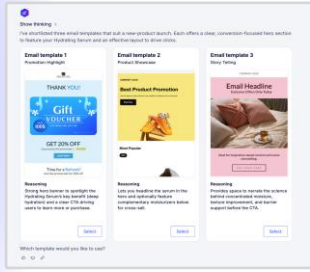
Hello Marketers,
Let's unlock the agentic AI now!

Identify VIP customers and generate a personalized eDM to enable an exclusive pre-orders for a newly launched hydrating serum.

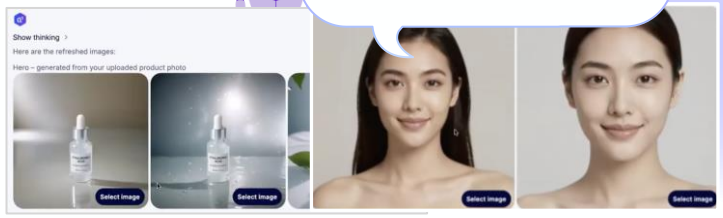
Final Assembly



Campaign Planning
Confirm segment & schedule



Visual Generation



Copywriting



©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

How Our Data Agents Replace Database Software Workflow

Inefficient data mapping and analysis

1. Break down the questions



2. Get insight from data mapping



3. Summarize and compare data



4. Get the results



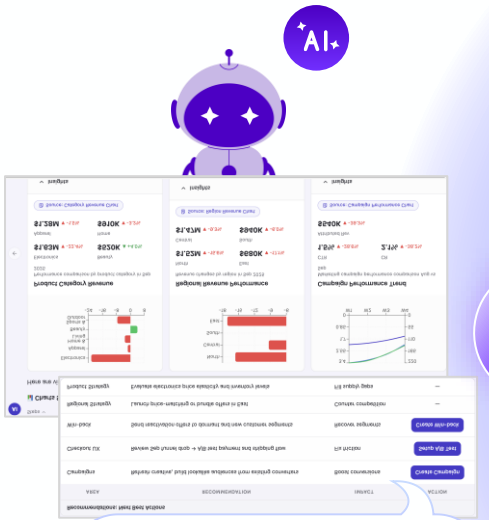
Now, with Data Agents

Agentic-AI driven Workflows

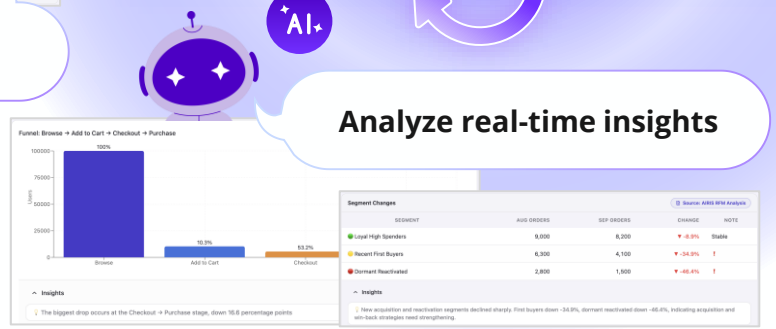
Prompt

Hello Marketers,
Let's unlock the agentic AI now!

Identify the top 10 buyers for hydrating serum by revenue contribution and repeat purchases and to create insight reports and next actions.



Next Best Actions
Insight Summary



Analyze real-time insights



Data Source Discovery & Mapping

Data Quality Check

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

FY25 Review & Achievement

Agentic AI Strength

FY26 Guidance

Q4 FY25 Review & Achievement

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

2025 Guidance vs Actual

- The variance of revenue was mainly attributable to FX headwinds and a vertical mix shift toward E-Commerce and Other Internet Services, which required longer sales cycles in FY25 but secured future growth momentum.
- Better-than-expected operating leverage—driven by operational efficiency—absorbed strategic product investments aimed at long-term expansion.

	FY25 Guidance	FY25 Actual FX Neutral	FY25 Actual	Variance
Revenue	**45.5B**	**45.0B**	**43.7B**	✓ Strong momentum in E-commerce and Other internet services, driven by a strategic reallocation of resources to offset the softening in Digital Content. ✓ FX headwinds: Primarily driven by the depreciation of the KRW against the JPY
Gross Profit	**25.2B** **55.3%**	**24.3B** **53.9%**	**23.5B** **53.8%**	✓ Strategic investment in product experimentation to secure long-term, sustainable margin expansion.
OPEX (1)	**21.1B** **46.4%**	**20.5B** **45.4%**	**20.5B** **47.0%**	✓ Operating leverage exceeded expectations, driven by disciplined cost management and AI-powered automation.
Operating Income	**4.1B** **8.9%**	**3.8B** **8.5%**	**3.0B** **6.8%**	

(1) Includes other income primarily derived from fund management

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

2026 Guidance

Expending key market with key acco

- We expect organic revenue growth to outpace total growth, fueled by our dual-vertical engine.

	2025	2026	YoY
Revenue	43.7B	54.0B	+24%
Gross Profit	23.5B 53.8%	29.4B 54.5%	+25% +0.7 p.p.
Operating Income	3.0B 6.8%	4.3B 8.0%	+45% 1.2p.p.
EBITDA	6.9B 15.7%	9.4B 17.4%	+37% +1.7 p.p.
Dividend	JPY 2.30 per share forecasted as year-end dividend payment		

Highlights

- **Agentic AI as a Strategic Catalyst:** Solidifying our AI as a Service (AaaS) pioneer leadership by leveraging Agentic AI to fuel organic business expansion.
- **Dual-Engine Market Acceleration**: Expanding key markets by winning and deepening penetration of strategic key accounts, while driving new acquisitions across core E-commerce and Online Travel sectors.
- **Organic revenue growth:** Expecting to outpace total growth, as our dual-vertical engines drive further acceleration in sales momentum from FY25 into FY26.
- FX Assumption to JPY: USD 149.04, KRW 0.1052, TWD 4.7837

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

2026 Guidance

- With Agentic AI acting as a catalyst, we are positioned to drive further acceleration and achieve scalable, profitable operational leverage.

	2025	2026	YoY
Revenue	43.7B	54.0B	+24%
Gross Profit	23.5B 53.8%	29.4B 54.5%	+25% +0.7 p.p.
Operating Income	3.0B 6.8%	4.3B 8.0%	+45% 1.2p.p.
EBITDA	6.9B 15.7%	9.4B 17.4%	+37% +1.7 p.p.
Dividend	JPY 2.30 per share forecasted as year-end dividend payment		

Highlights

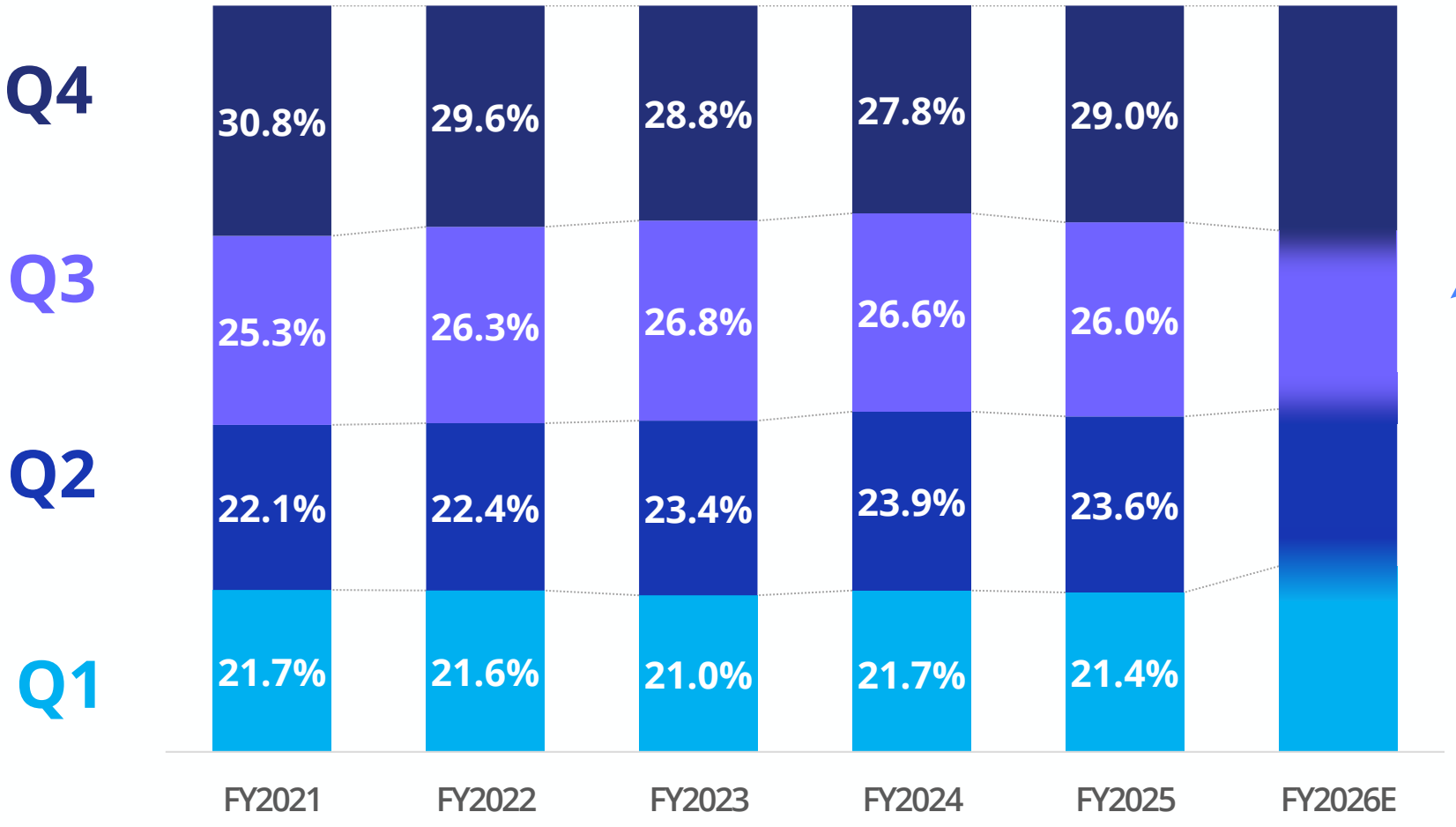
- Strategic investment in sales hiring and Agentic AI model development: long-term growth foundations to solidify technological leadership while deepening within core verticals and key customer accounts.
- Operating Margin for Organic Business: Expected to deliver sustained improvements, as further operating leverage effectively absorbs increased investments.
- Maximizing shareholder value: Forecasting a dividend increase to JPY 2.30 per share, reflecting the expected improvement in Core Free Cash Flow for FY26 and disciplined financial oversight.

Appier

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

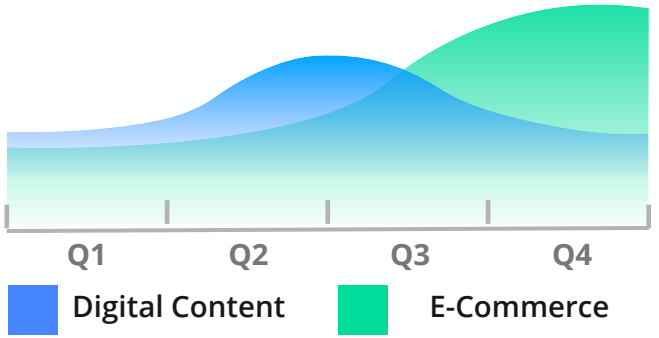
Quarterly Seasonality

Quarterly Revenue Breakdown



We expect a seasonal pattern consistent with previous years, aside from a slight uptick in Q1 revenue weighting due to the YoY consolidation impact of AdCreative.ai.

Q1 revenue guidance
JPY 11.9-12.1B



©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Turning Agentic AI into ROI

Our enhanced product synergies mean data synergies for our customers. Our advanced Agentic AI brings extra ROI to our customers. With these principles, we continue delivering value to our customers in all kinds of environments.













© All rights reserved by Appier.

Appendix

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

FY25 Review & Achievement

Agentic AI Strength



FY26 Guidance



Q4 FY25 Review & Achievement

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

2025 Q4 Highlights

Revenue

JPY 12.7B

Revenue YoY Growth(1)

+33.9%

Profitability

Operating Income JPY 1.07B

Net Income JPY 897M

Gross Profit YoY Growth(2)

+37.1%

ARR(3)

JPY 48.3B

LTM NRR(4)

120.4%

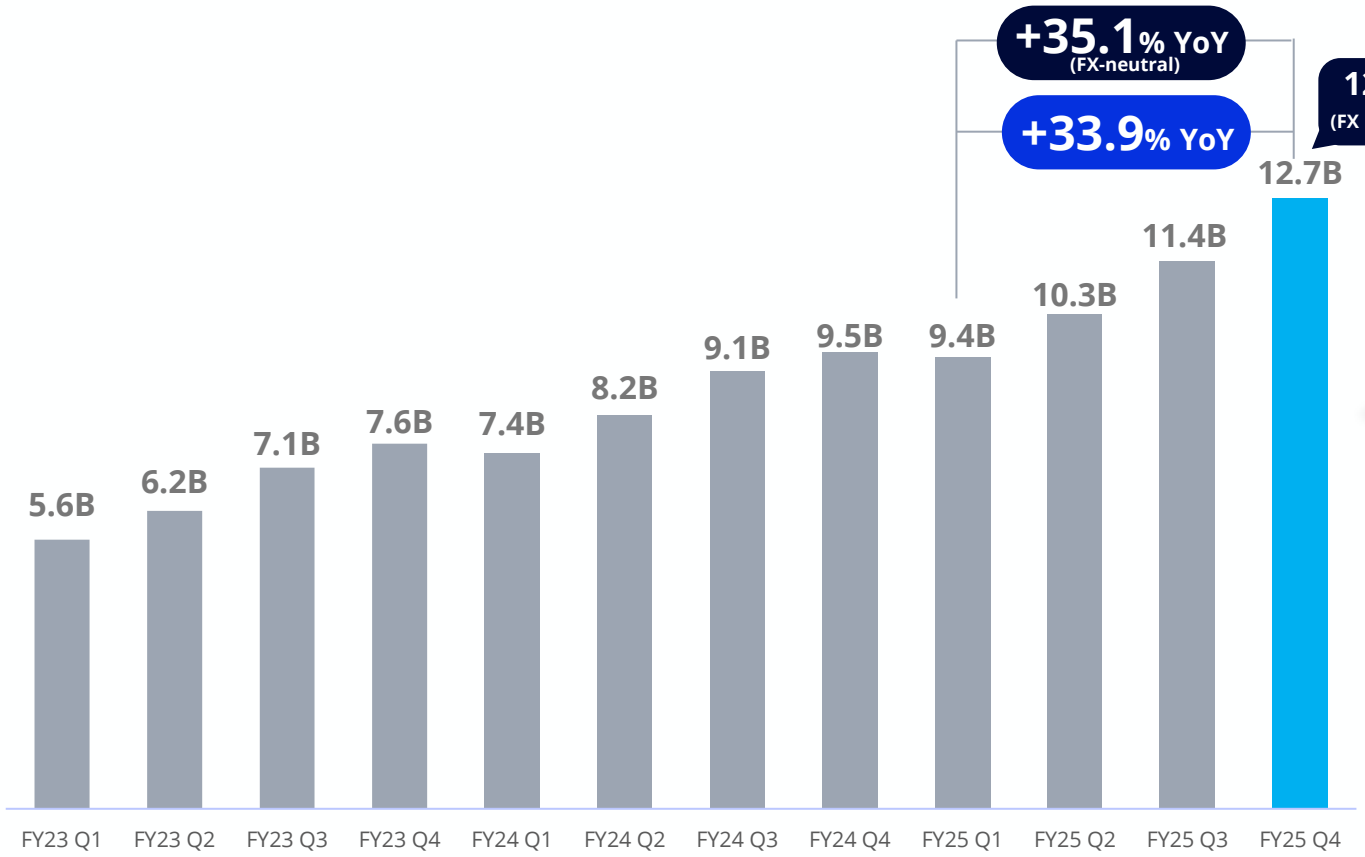
(1) Revenue Growth from FY24 Q4 to FY25 Q4.
(2) Gross Profit Growth from FY24 Q4 to FY25 Q4.
(3) ARR is conducted as the sum of the per-solution ARR. (i) For AIQUA, AiDeal, AIXON, BotBonnie, Woopra and AIRIS, which are offered on a subscription basis, we calculate ARR as of a certain date as the monthly recurring revenue converted in JPY during the one-month period ending on such date, multiplied by 12. (ii) For Ad Cloud and AdCreative.ai, we calculate ARR as of a certain date as the average of monthly recurring revenue converted in JPY during the six-month period ending on such date, multiplied by 12.
(4) We calculate NRR by dividing (i) total revenue calculated in U.S. dollars from the last 12 months from customers that used one of our solutions during the same period in the prior year, by (ii) total revenue calculated in U.S. dollars from such customers during the same period of the prior year.

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Revenue Trends

- FY25 Q4 revenue reached a record JPY 12.7 billion, up 33.9% YoY (+35.1% on an FX-neutral basis).
- The organic business maintains strong momentum, driven by balanced growth from existing customers (1) and new acquisitions (2).

Revenue (JPY)



Incremental Revenue of FY25 Q4

59% from Existing Customers(1)

- Drove expansion and deeper penetration across NEA e-commerce
- Built on positive momentum in the US & EMEA, with opportunities for further acceleration

41% from New Customers(2)

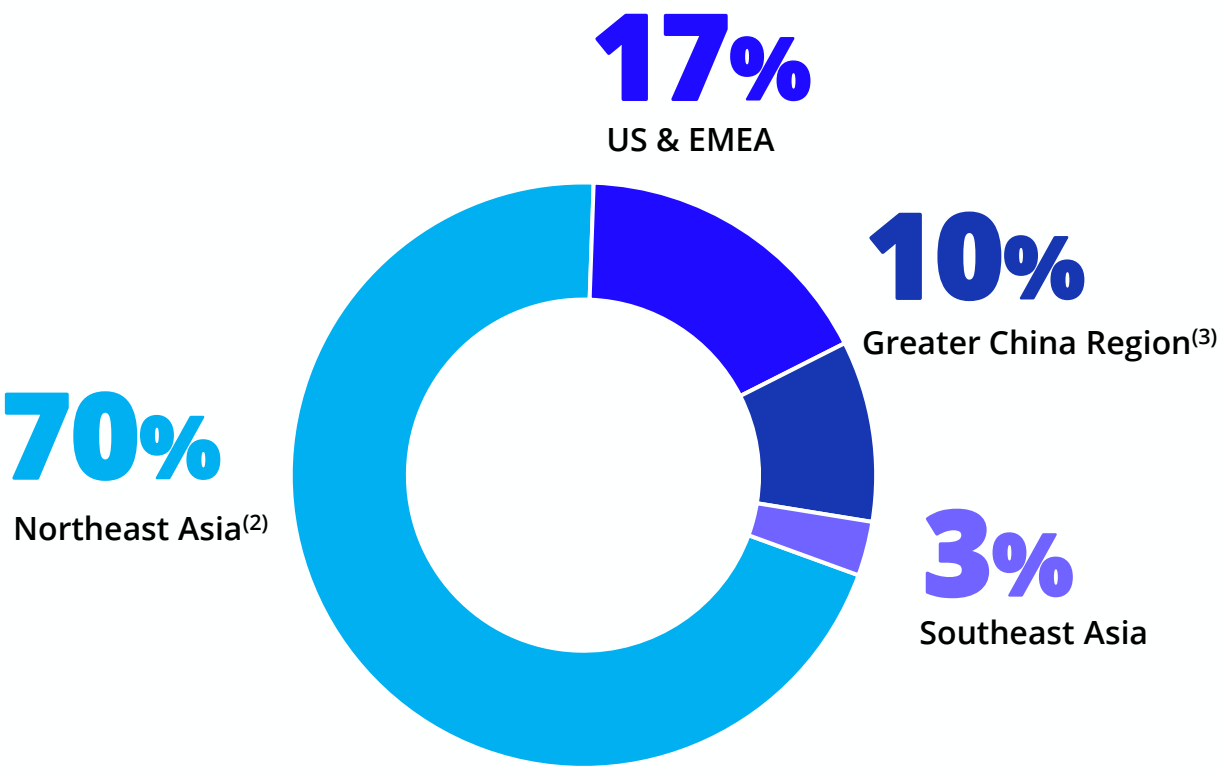
- Accelerated new customer acquisition in NEA through strategic vertical diversification
- Strong customer traction in the US & EMEA, driven by vertical and product diversification

(1) "Existing Customers" refers to customers acquired before FY24 Q4.
(2) "New Customers" refers to customers acquired in FY25 Q1 to FY25 Q4.

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Multi-Regional Drivers Diversifying Revenue Base

FY25 Q4 Revenue % by Region(1)



(1) Percentages may not total 100 due to rounding
(2) Northeast Asia includes Japan & South Korea
(3) Greater China Region includes Taiwan, Hong Kong & China

NEA

37% YoY revenue growth, driven by robust existing customer expansion and accelerated new customer acquisition with balanced growth across JP and KR

US & EMEA

30% YoY revenue growth, fueled by capturing vertical expansion and new demand from E-commerce and Other Internet Services.

GCR

8% YoY revenue growth, driven by strong momentum in the CN outbound business

SEA

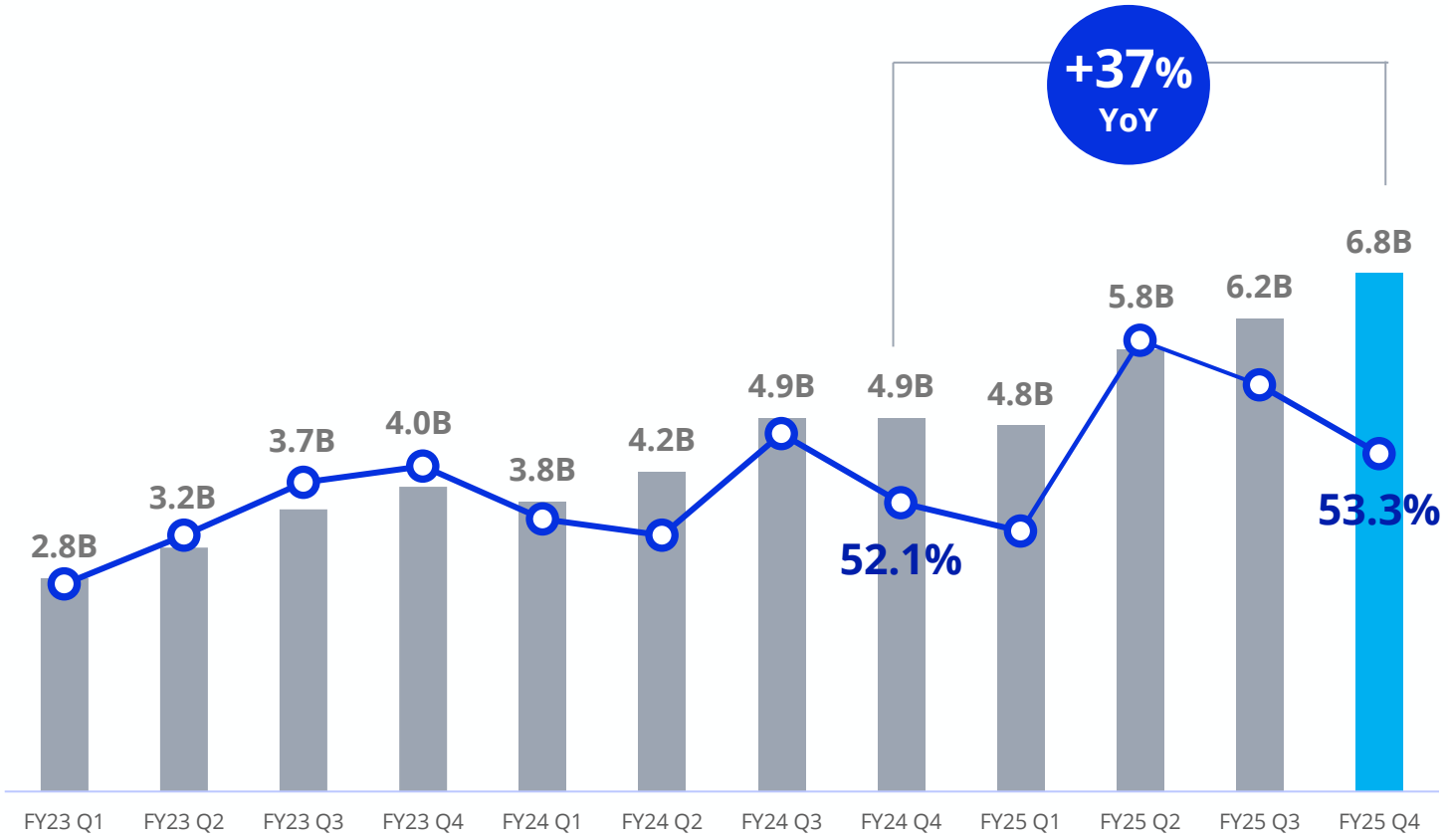
178% YoY revenue growth, sustained by a strategic focus on key accounts to secure a long-term growth runway.

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Gross Profit

- Gross profit increased 37% YoY to a record JPY 6.8 billion, with margin improvements driven by a higher-margin product mix and continuous technological advancements.
- Strategic product experiments are expected to drive sustainable, long-term margin expansion.

Gross Profit (JPY) & Margin



Major Factors of FY25 Q4 Gross Margin Changes

Positive factors

- High-margin product mix
- Positive effects of technological advancements, including algorithm improvements

Negative factors

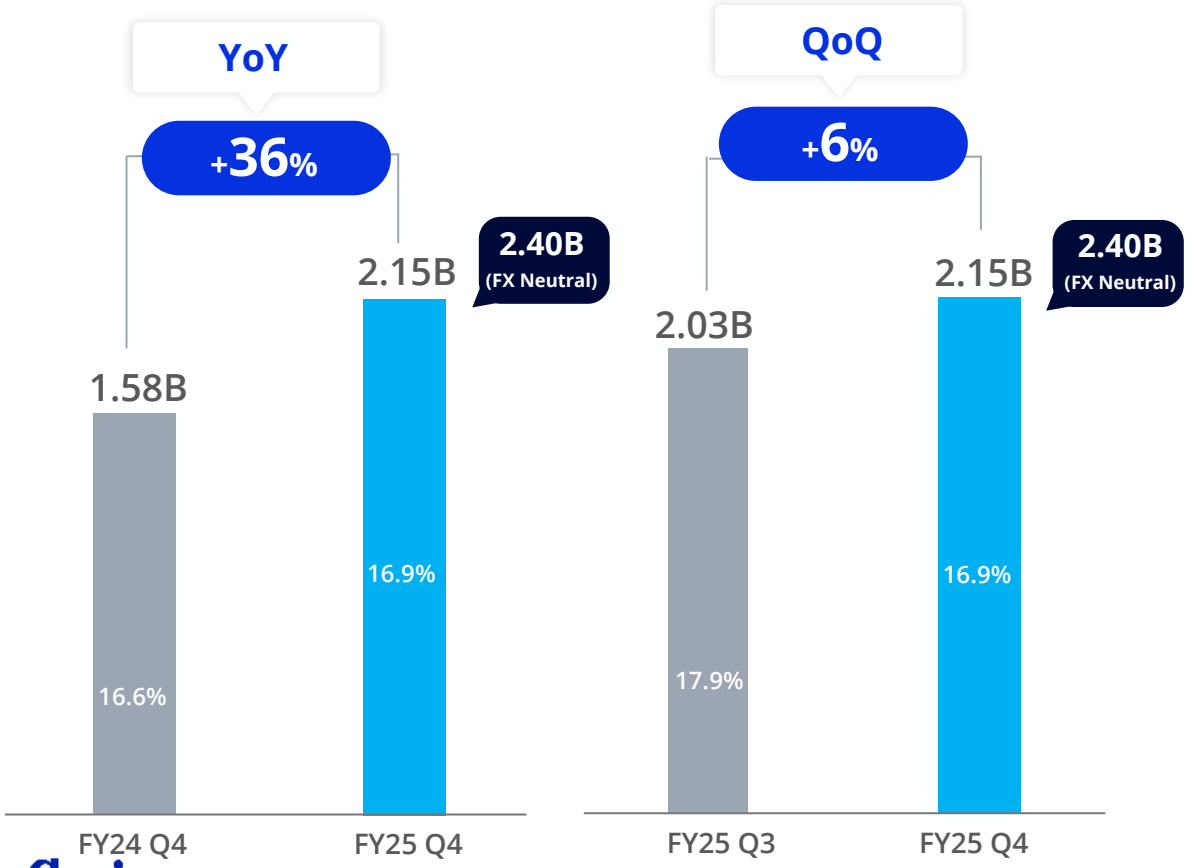
- Costs from strategic product experiments, aiming to drive sustainable margin expansion in the long-term.

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

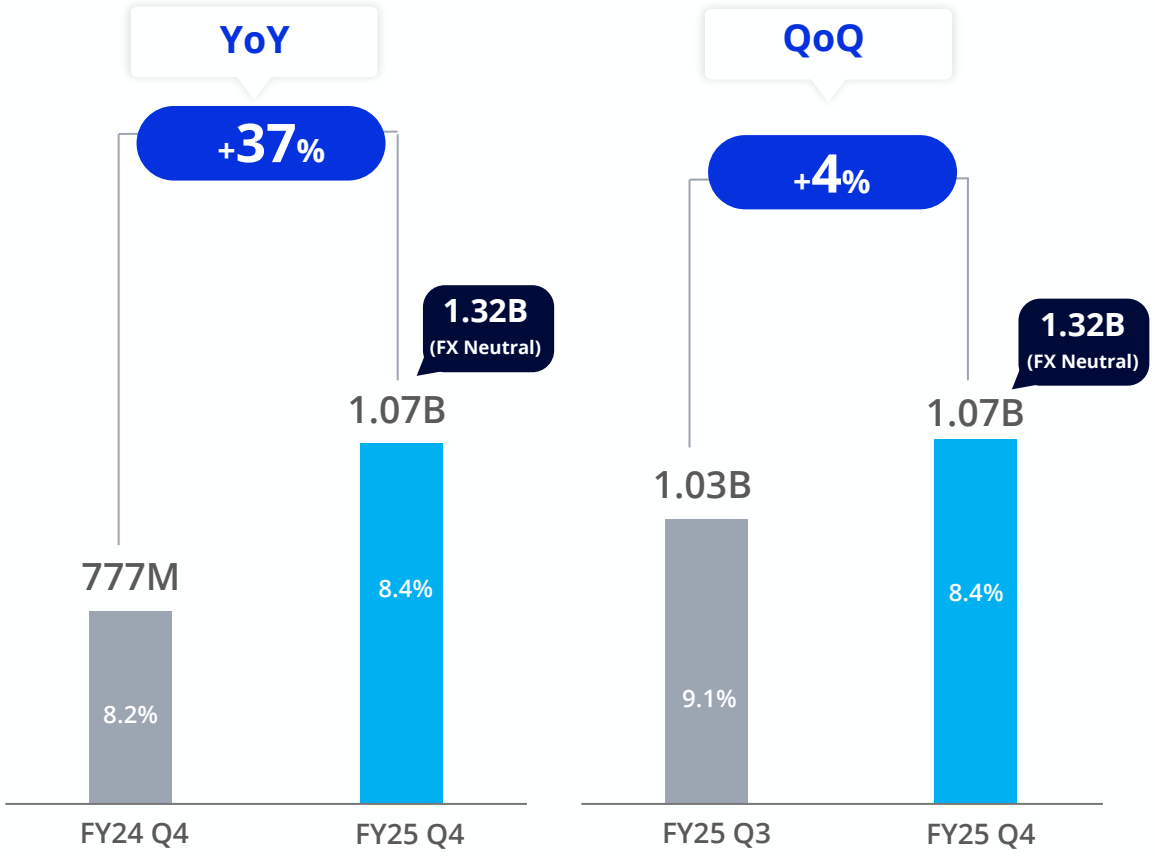
EBITDA & Operating Income

- EBITDA and operating income expanded YoY as robust revenue growth and improved gross margins effectively offset increased OPEX from M&A and FX headwinds.
- Continued improvements in operating leverage across the organic business are expected to drive sustained profit expansion moving forward.

EBITDA & Margin (JPY)



Operating Income & Margin (JPY)



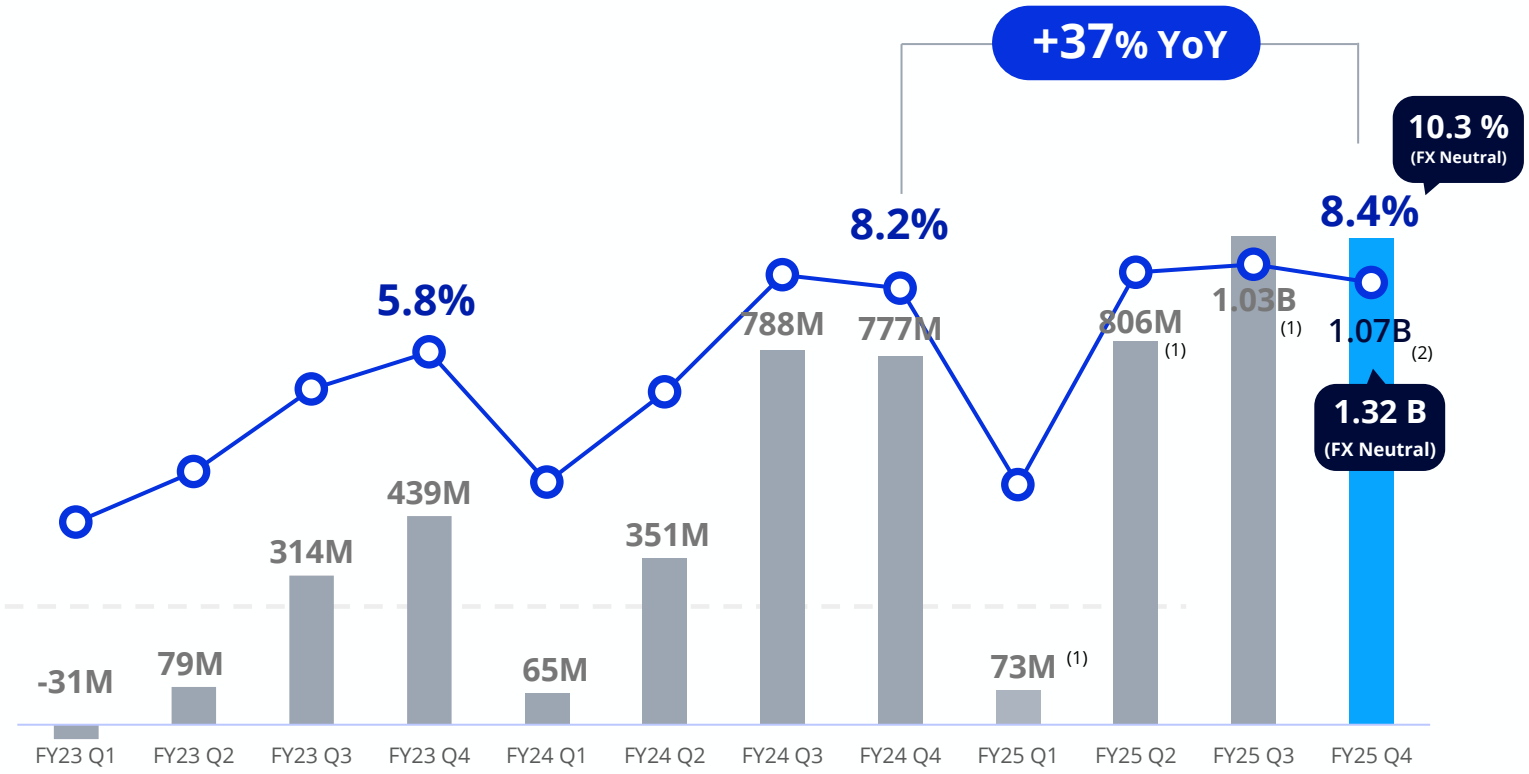
(1) EBITDA = operating income + depreciation and amortization + tax expenses included in operating expenses

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Operating Income

- Operating income reached a record JPY 1.07 billion (JPY 1.32 billion on an FX-neutral basis), with the margin improving to 8.4% (10.3% on an FX-neutral basis).
- Enhanced operating leverage, driven by productivity gains in the organic business, effectively offset FX headwinds and increased OPEX from the AdCreative.ai consolidation.

Operating Income (JPY) & Margin



Major Factors of FY25 Q4 Operating Margin Changes

YoY basis

- Gross margin improvement
- Enhanced operating leverage in the organic business driven by productivity gains
- Increased OPEX due to full consolidation of AdCreative.ai
- FX headwinds

QoQ basis

- Improved operation efficiency
- Lower gross margin

(1) FY25 Q1, Q2, and Q3 operating income were JPY 195M, JPY868M, and JPY 1,069M respectively, excluding transaction costs related to the acquisition of AdCreative.ai.

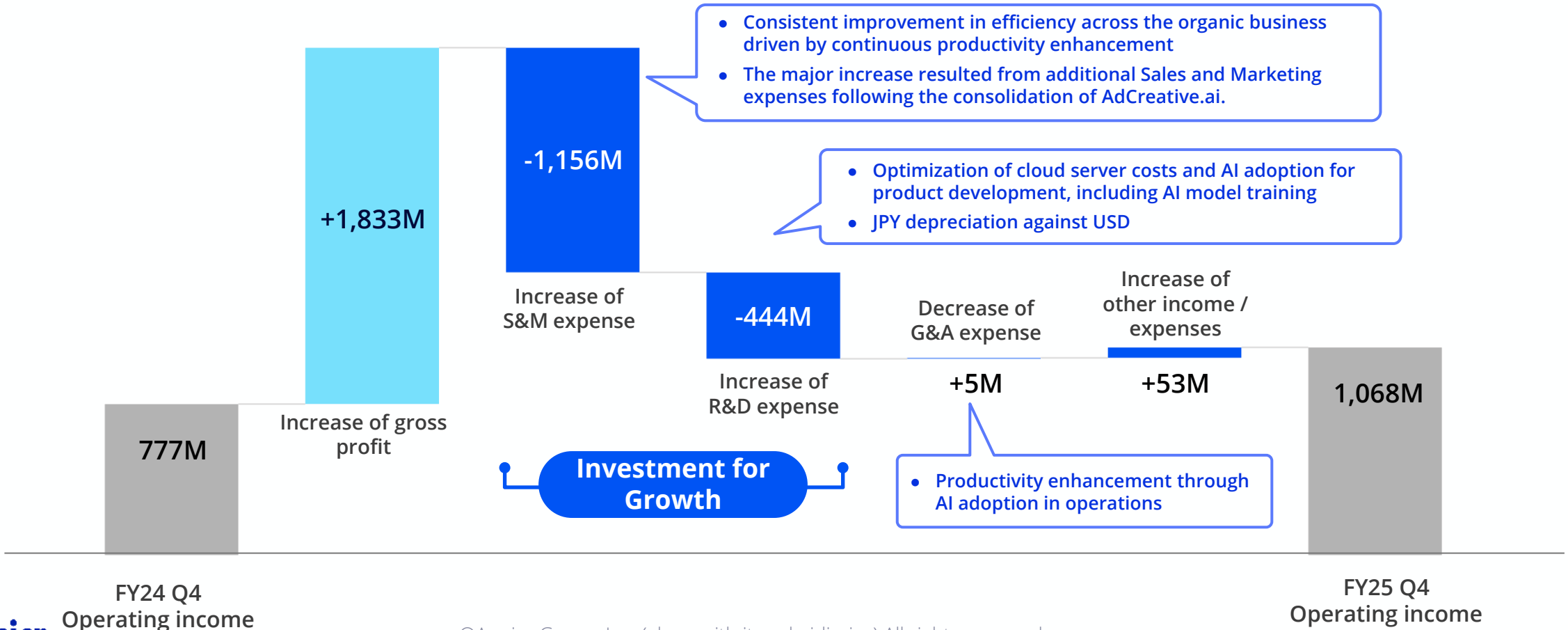
(2) FY25 Q4 operating income includes JPY 22M in transaction costs related to the acquisition of AdCreative.ai. FY25 Q4 operating income was JPY 1,090M, excluding these costs.

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

2025 Q4 Operating Income Expansion

- Operating income growth was driven by business expansion and enhanced productivity, effectively offsetting the S&M investment for the AdCreative.ai integration.
- Robust profit growth was achieved through cost-effective strategic investments paired with sustained revenue momentum.

Operating Income Waterfall (JPY)

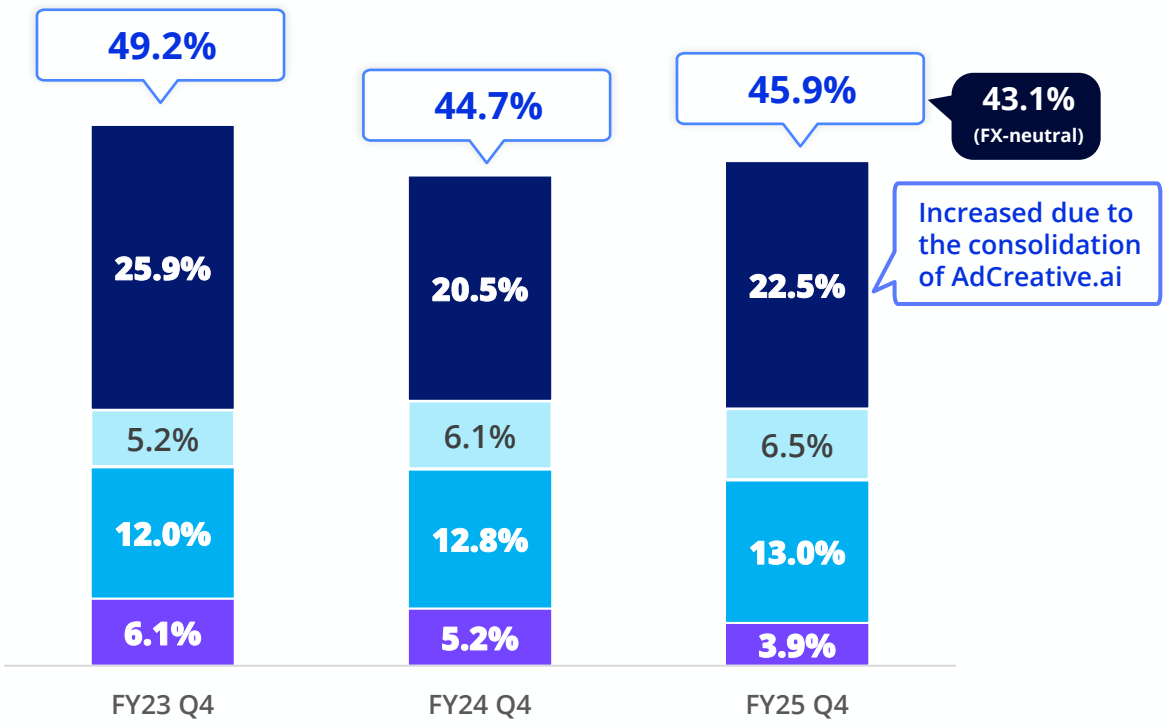


©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

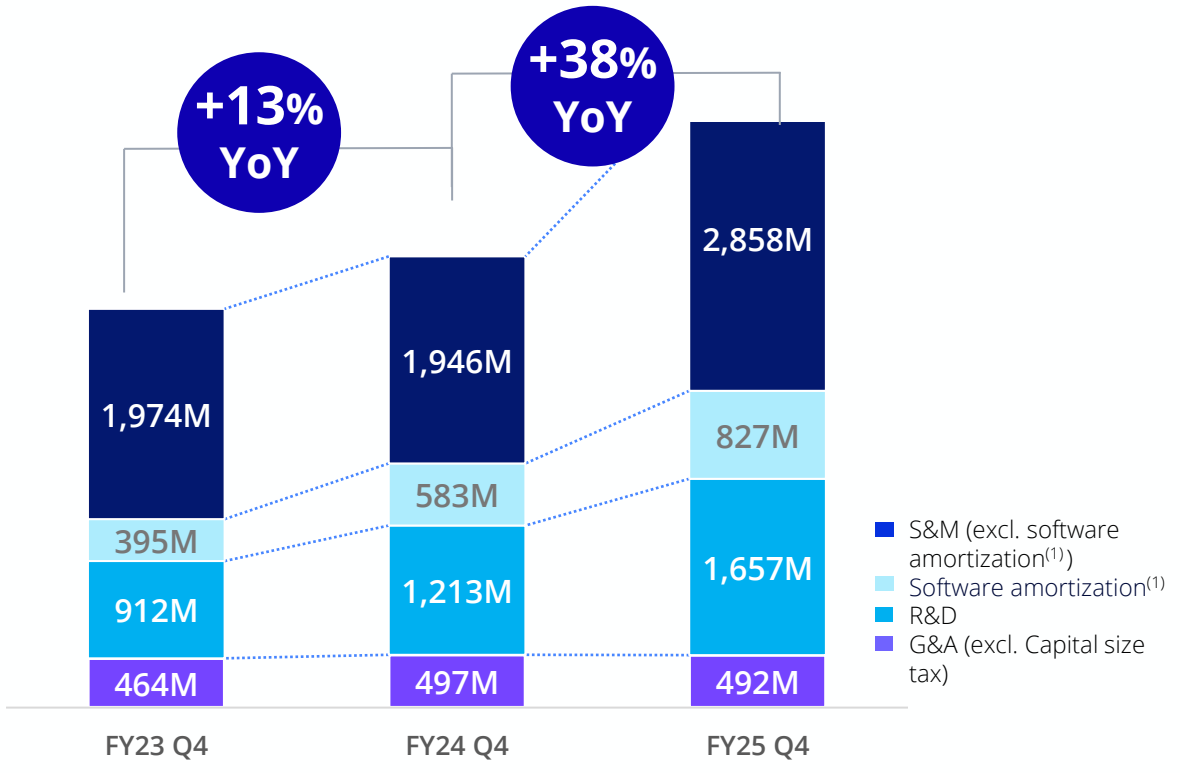
Disciplined OPEX

- The OPEX-to-revenue ratio and YoY growth increased slightly, primarily due to higher S&M expenses from the AdCreative.ai consolidation and FX headwinds.
- Operating leverage for the organic business continues to improve, supported by disciplined cost management and AI-powered productivity gains.

Q4 OPEX Structure (% Revenue)



Q4 OPEX (JPY)

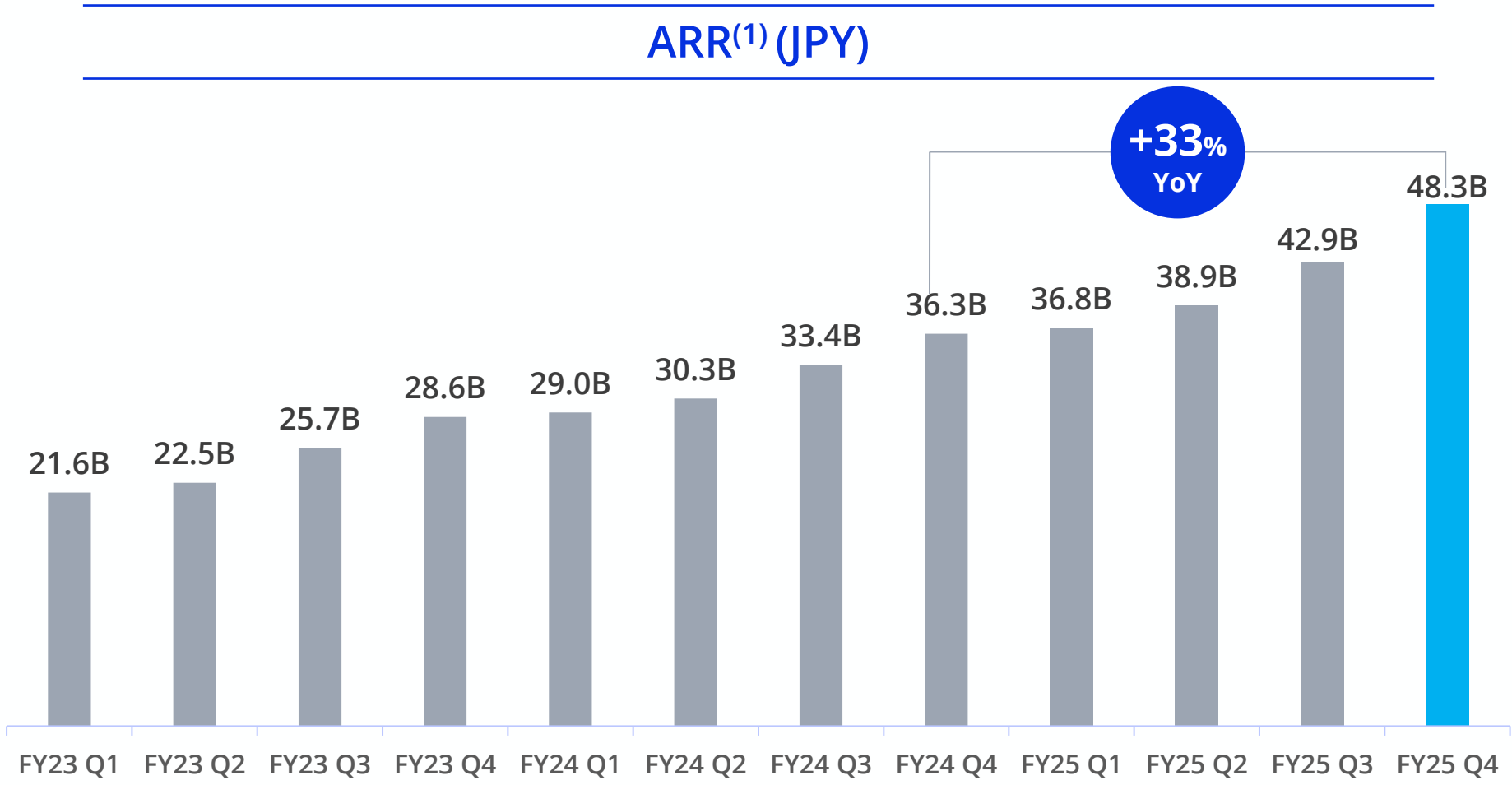


©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

(1) Our Sales and Marketing Expenses included amortization of software. We started software capitalization in FY2020. Please refer to Appendix for details.
(2) Percentages may not equal to the sum due to rounding

Annual Recurring Revenue Quarterly Trends

- Our recurring revenue currently constitutes over 95% of our total revenue.

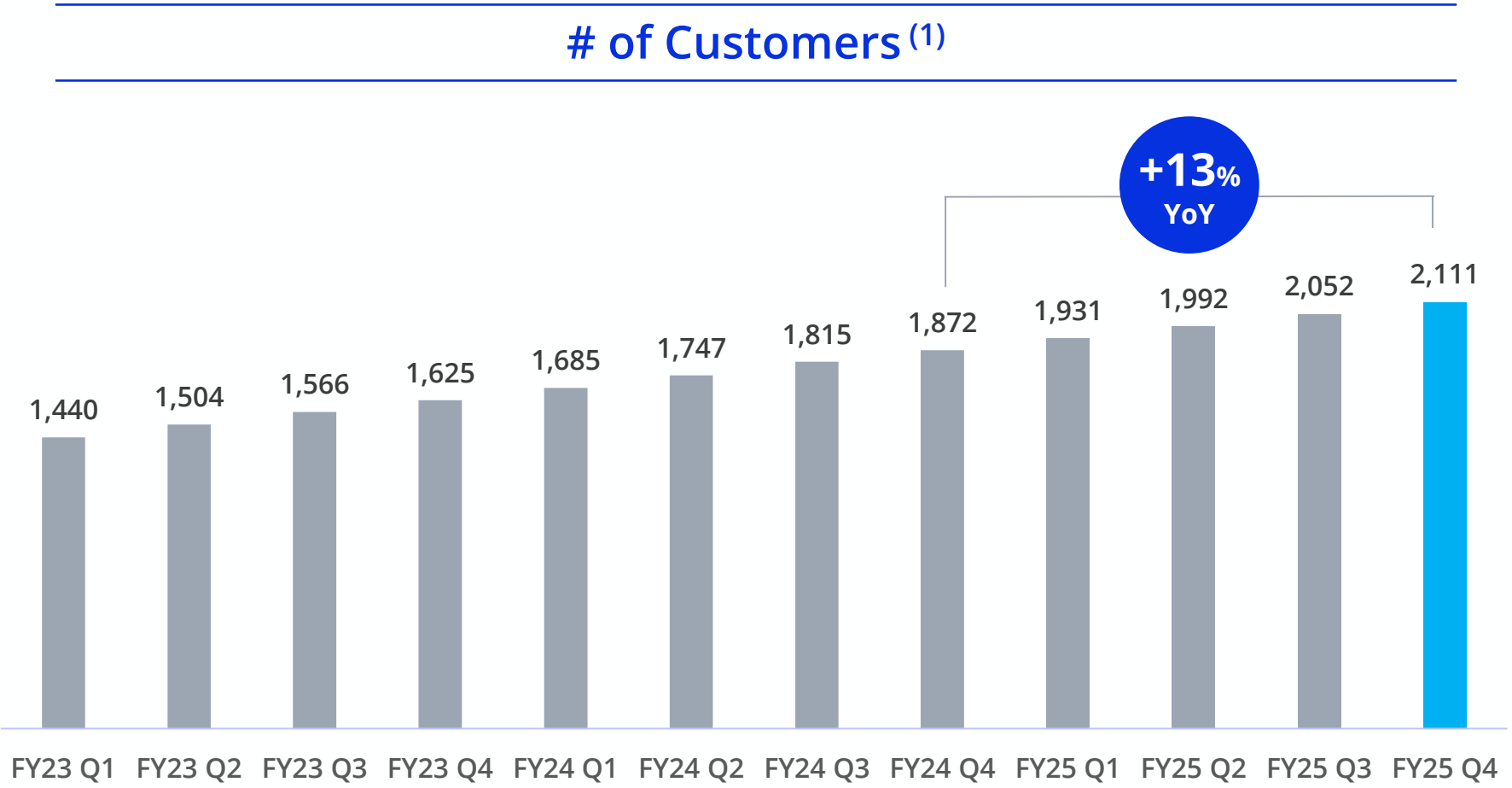


(1) ARR is conducted as the sum of the per-solution ARR. (i) For AIQUA, AiDeal, AIXON, BotBonnie and AIRIS, which are offered on a subscription basis, we calculate ARR as of a certain date as the monthly recurring revenue converted in JPY during the one-month period ending on such date, multiplied by 12. (ii) For Ad Cloud and AdCreative.ai, we calculate ARR as of a certain date as the average of monthly recurring revenue converted in JPY during the six-month period ending on such date, multiplied by 12.

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Quarterly Customer # Trend

- Successfully delivering steady quarterly customer growth, even while strategically prioritizing large enterprises to maximize revenue scale.



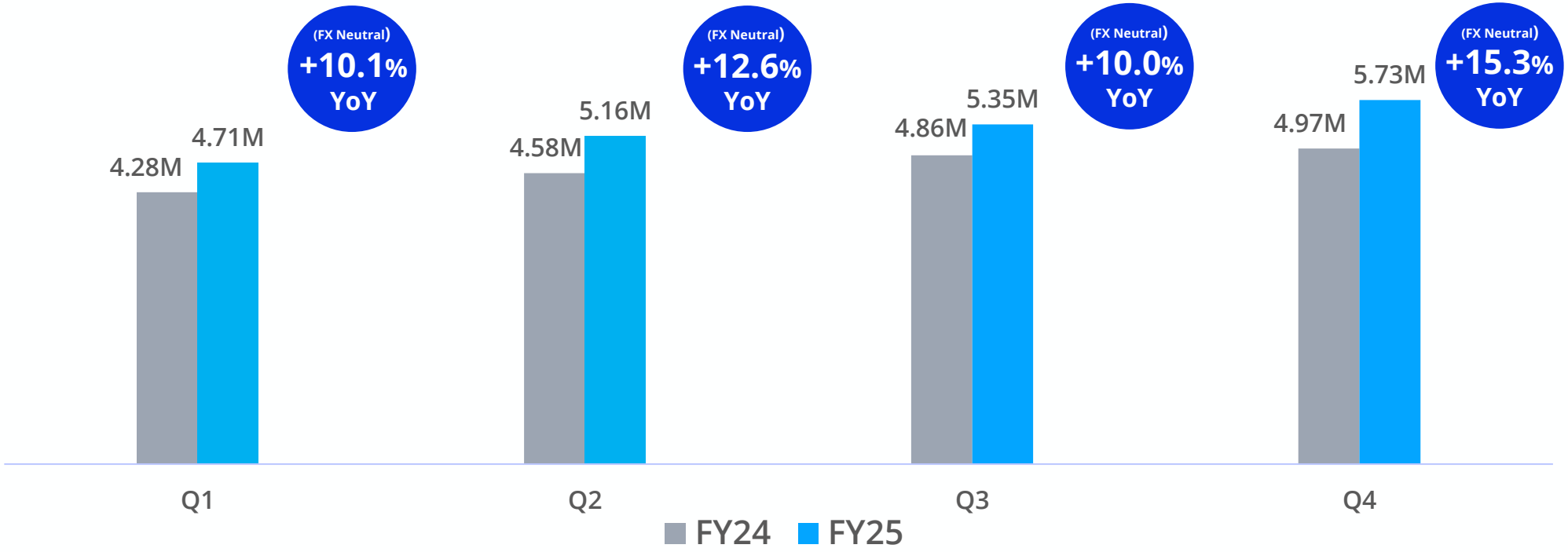
(1) "Customer" refers to a corporate group that has one or more active contracts for our solutions, excluding one-time customers, paid or unpaid trial, demo use and customers acquired through business acquisitions. Such corporate group is counted as a separate "customer" with respect to each solution it uses. Customers generating revenue solely through AdCreative.ai are not included.

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Quarterly Average Revenue per Customer

- The ARPC YoY growth rate in FY25 Q4 stood at 15.3% on an FX-neutral basis.
- This is mainly driven by the healthy expansion of existing customers and a continued strategic focus on acquiring larger enterprise customers who have greater potential to increase ARPC over time.

Quarterly Average Revenue per Customer (1) (JPY)



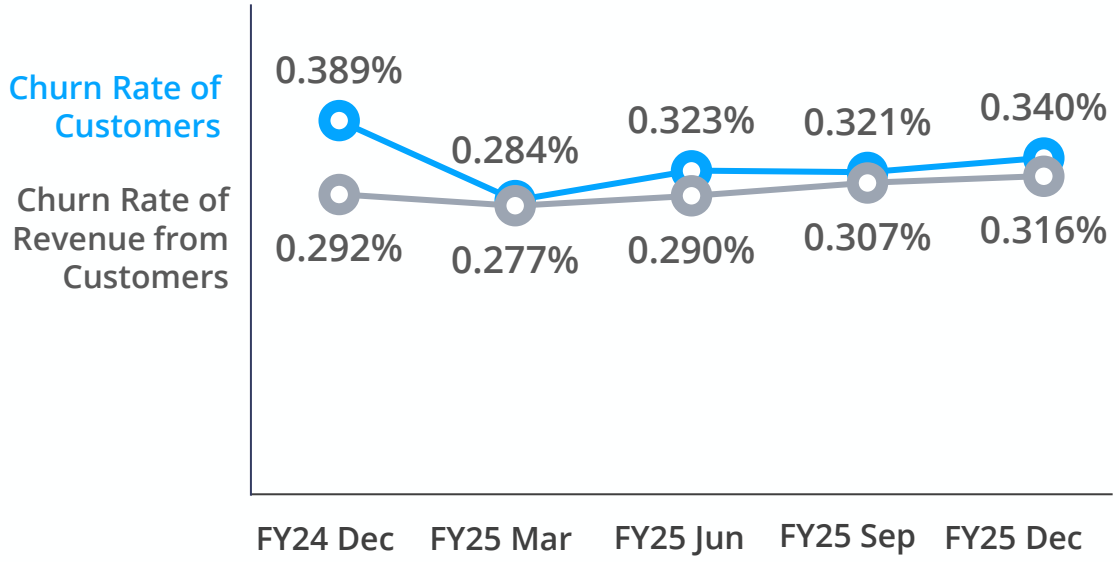
(1) "Customer" refers to a corporate group that has one or more active contracts for our solutions, excluding one-time customers, paid or unpaid trial, demo use and customers acquired through business acquisitions. Such corporate group is counted as a separate "customer" with respect to each solution it uses Customers generating revenue solely through AdCreative.ai are not included.

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

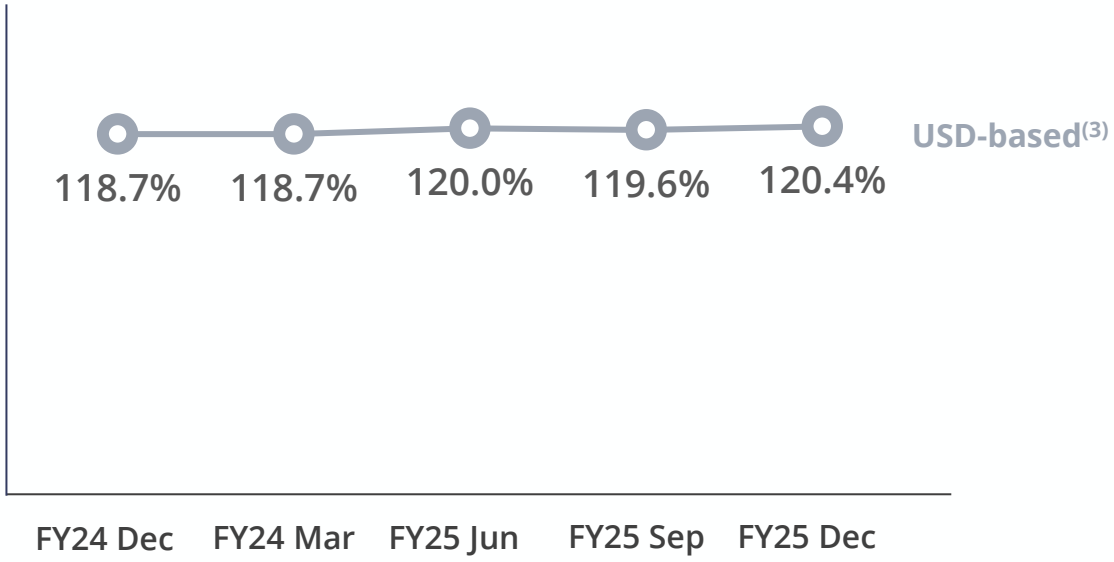
Strong Customer Stickiness: Low Churn and High NRR

- Customer churn remains low, reflecting strong engagement and the high ROI delivered by our solutions.
- USD-based LTM NRR is sustained at a high level of 120.4%, driven by healthy growth from key accounts.

LTM Churn Rate of Customers (1) and Churn Rate of Revenue from Customers (2)



LTM Net Revenue Retention

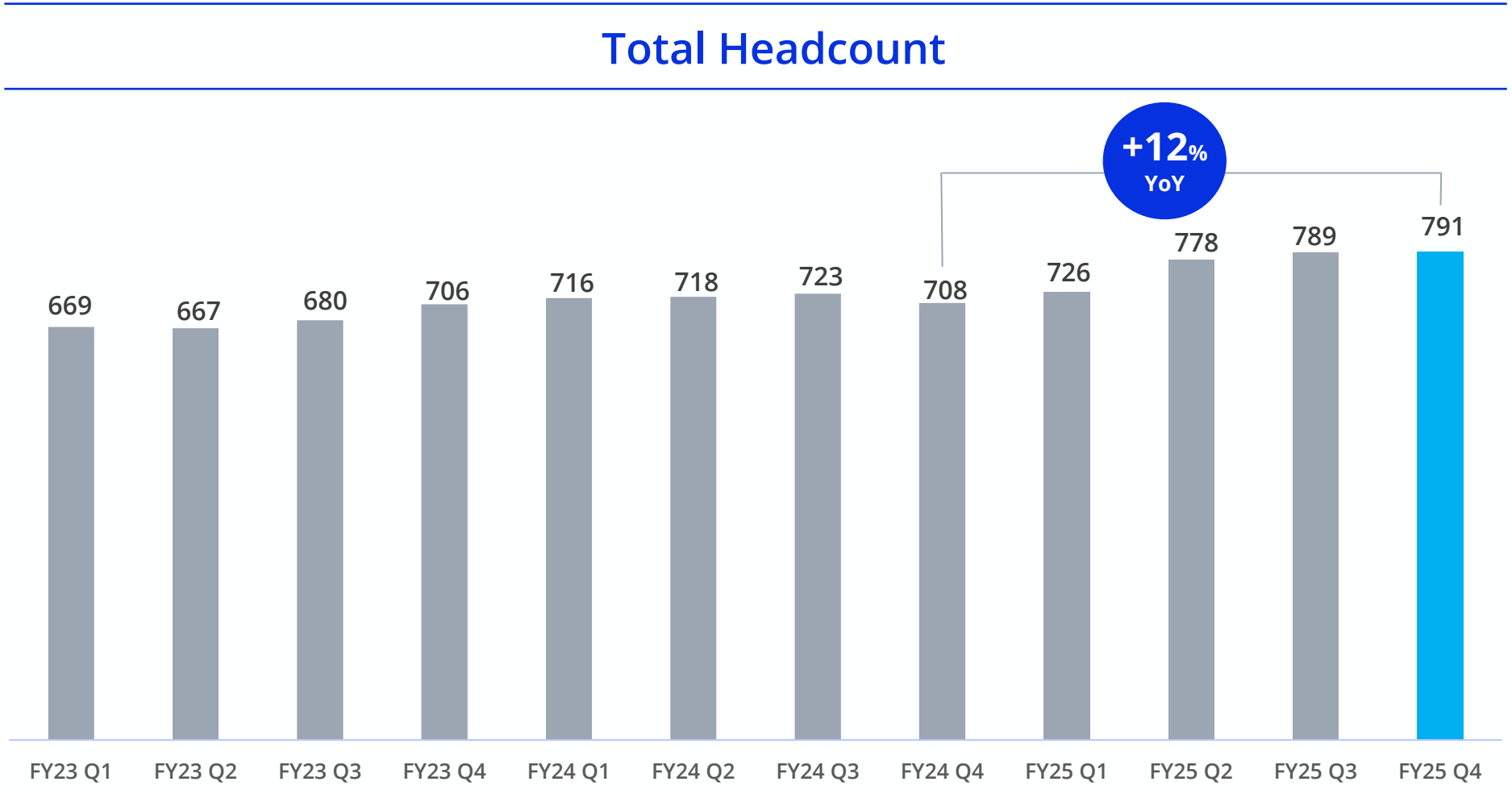


(1) Churn Rate of customers = The number of customers that terminated their relationship with us during the month divided by the number of all customers as of the end of the month.
(2) Churn Rate of Revenue from customers = Revenue calculated in U.S. dollars from customers that terminated their relationship with us during the month, divided by revenue calculated in U.S. dollars from all customers
(3) We calculate NRR by dividing (i) total revenue calculated in U.S. dollars from the last 12 months from customers that used one of our solutions during the same period in the prior year, by (ii) total revenue calculated in U.S. dollars from such customers during the same period of the prior year.
(4) Above calculation does not include BotBonnie's, Woopra's and AdCreative.ai's customers.

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Strategic Investment in Talent Acquisition

- New hires in FY25 Q4 increased with good progress in recruitment of commercial and engineering roles, especially in key regions.
- The moderate increase in headcount reflects operating efficiency improvements enabled by the deployment of AI agents, including ongoing efforts to optimize organizational structure and drive operational discipline for AdCreative.ai.

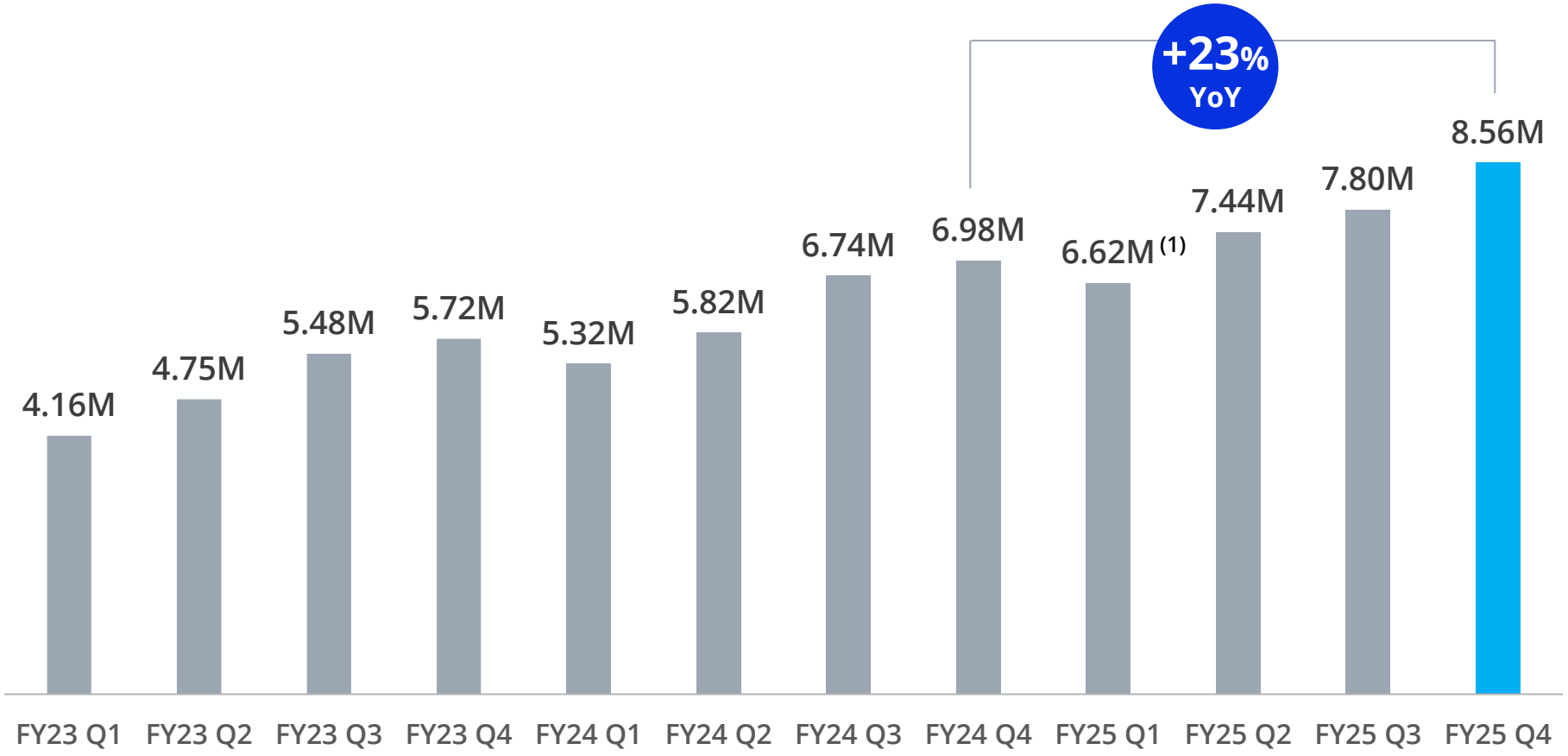


©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Productivity Improvement

- We further strengthened productivity, achieving a record gross profit per headcount of JPY 8.56 million in FY25 Q4, up 23% YoY, and driving consistent profitability improvement.

Quarterly Gross Profit / Headcount (JPY)



©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

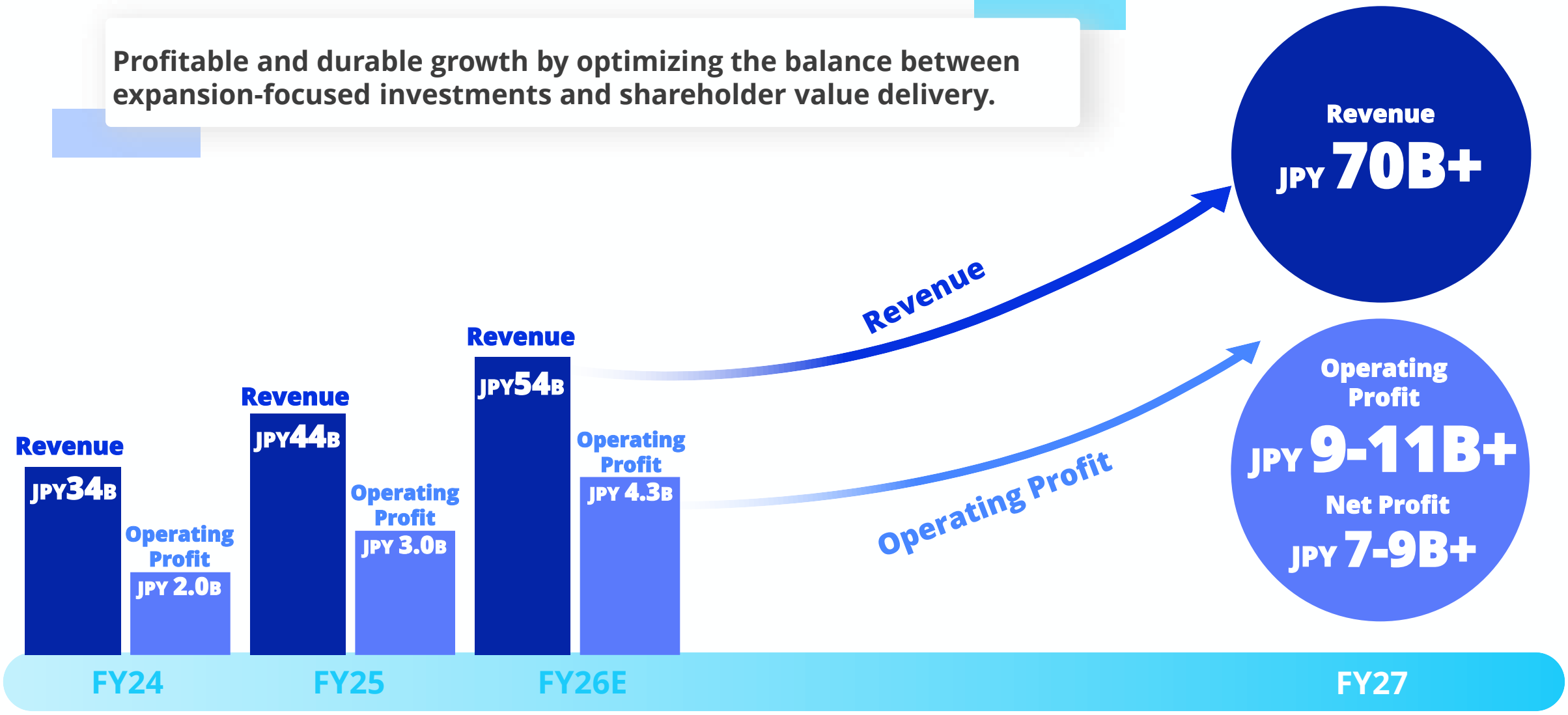
(1) FY25 Q1 productivity = FY25 Q1 gross profit/ Appier organic headcount of 726

FY27 Financial Target

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

FY27 Mid-term Outlook

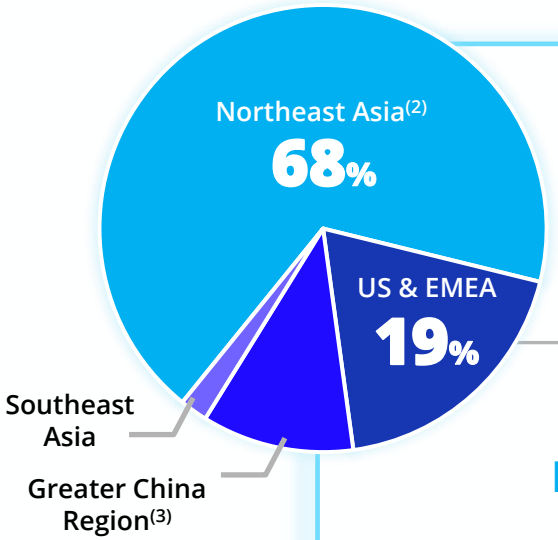
Profitable and durable growth by optimizing the balance between expansion-focused investments and shareholder value delivery.



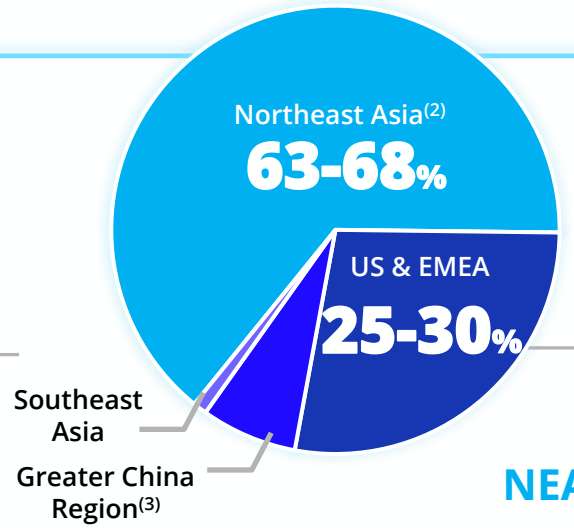
©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Robust Expansion in Key Focus Regions

FY25 Revenue % by Region[1]



FY27E Revenue % by Region



2025

NEA

- Majority of sales from E-commerce
- Expansion in KR Digital Content
- Vertical diversification in JP

US & EMEA

- Majority of sales from Digital Content
- Expansion in US E-commerce
- Leveraging AdCreative.ai's customer base for domestic EU business expansion

2027

NEA

- +25-35% CAGR[4]
- Balanced growth drivers from E-commerce and other verticals
- Cultivate additional key accounts across diversified verticals

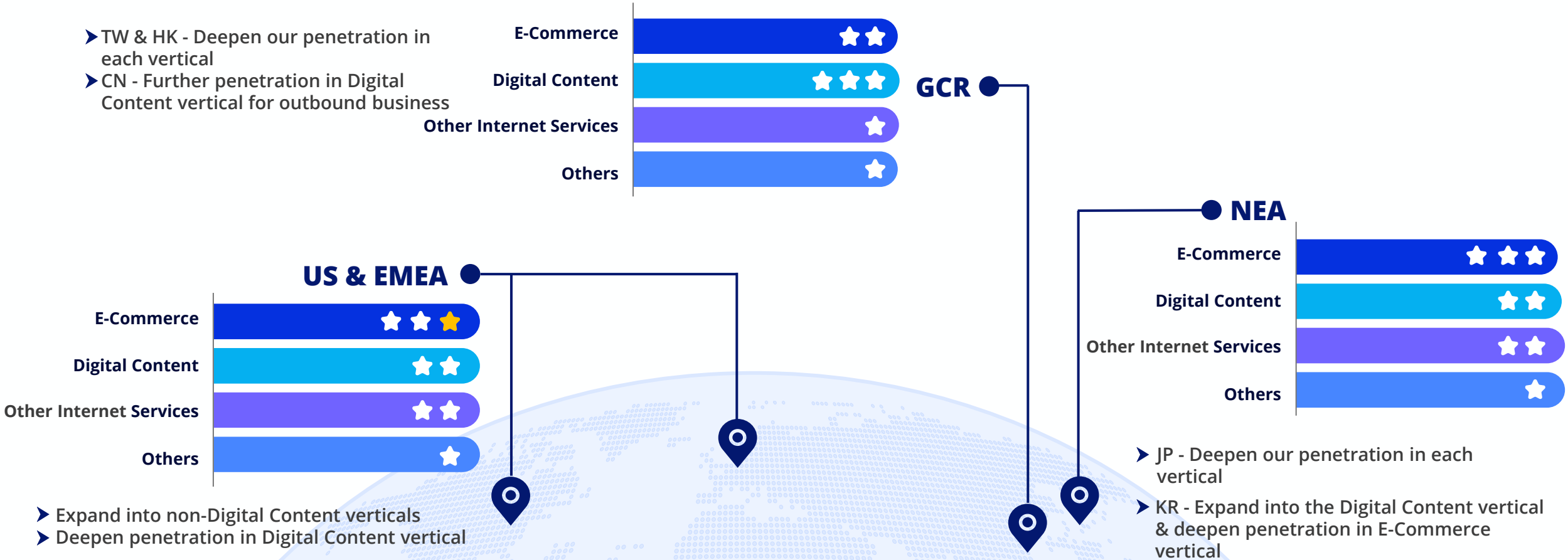
US & EMEA

- +35-45% CAGR[4]
- Make E-commerce another revenue growth driver
- Increase the revenue source from new key accounts

(1) Percentages may not total 100 due to rounding
(2) Northeast Asia includes Japan & South Korea
(3) Greater China Region includes Taiwan, Hong Kong & China
(4) FY24 to FY28 CAGR

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Business Growth Outlook: Key Focus Regions & Verticals

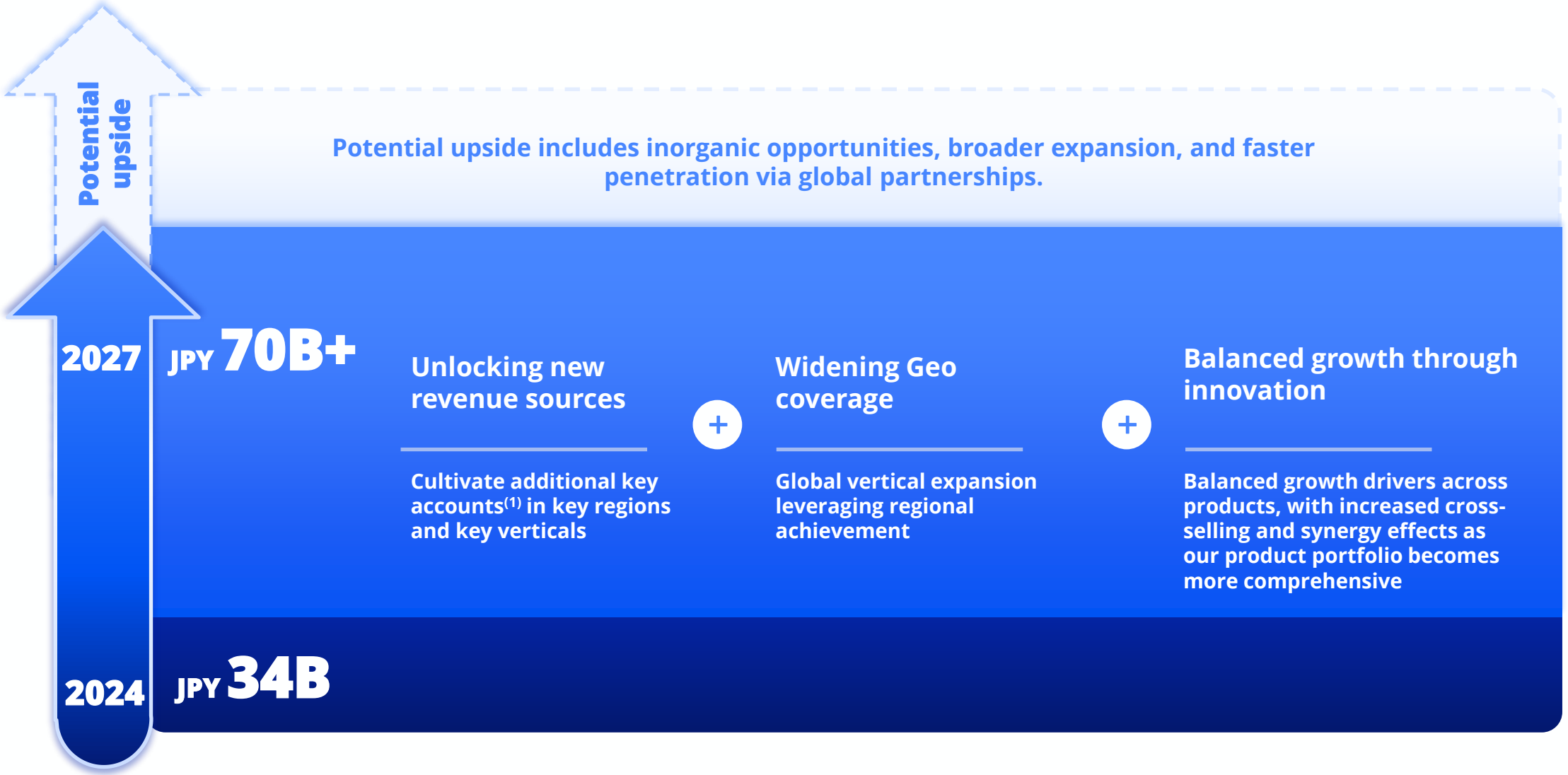


Current Revenue Contributor Classification:

★★★ High revenue contribution ★★ Mid revenue contribution ★ Low revenue contribution

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Growth Levers to Expand and Diversify Revenue Sources



(1) Key accounts refer to customers contributing over $10M revenue per annum.

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

AI-Powered Productivity Further Strengthens Our Operating Leverage With Improved Gross Margin



©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Financial Data

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

2025 Highlights

Revenue

JPY 43.7B

Revenue YoY Growth(1)

+28%

Profitability

Operating Income JPY 3.0B

EBITDA JPY 6.9B

Gross Profit YoY Growth(2)

+32%

ARR(3)

JPY 48.3B

LTM NRR(4)

120.4%

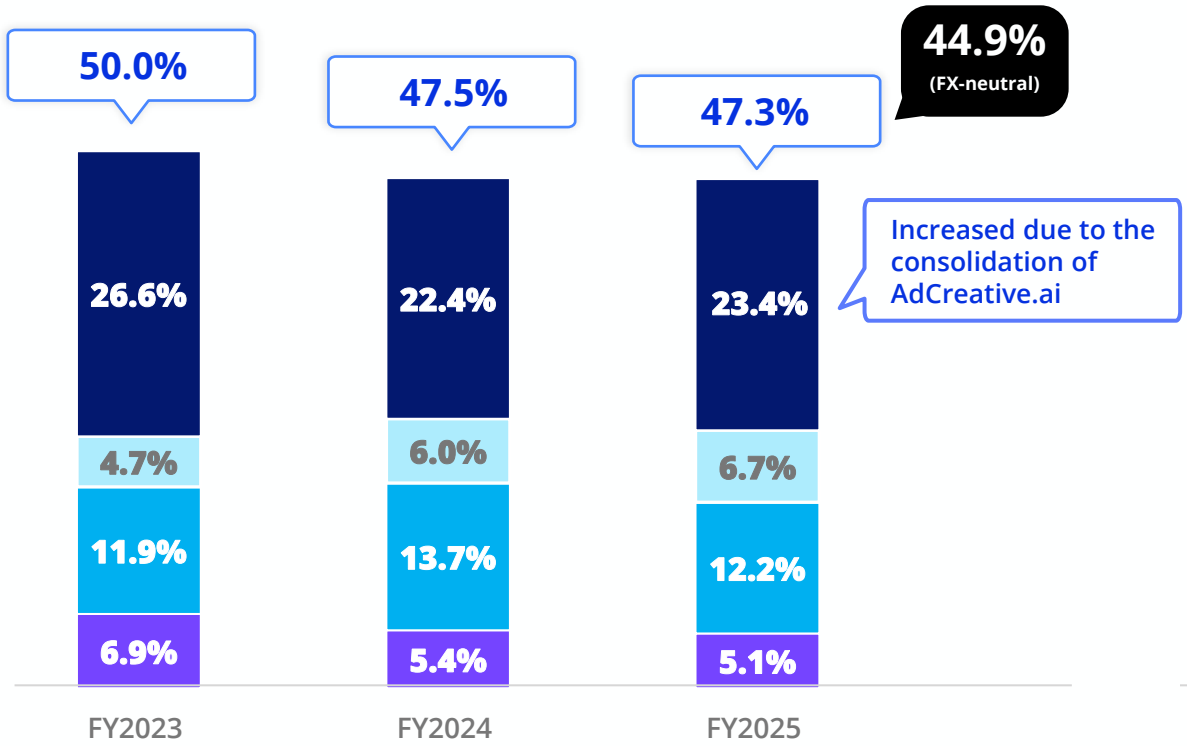
(1) Revenue Growth from FY24 to FY25.
(2) Gross Profit Growth from FY24 to FY25.
(3) ARR is conducted as the sum of the per-solution ARR. (i) For AIQUA, AiDeal, AIXON, BotBonnie, Woopra and AIRIS, which are offered on a subscription basis, we calculate ARR as of a certain date as the monthly recurring revenue converted in JPY during the one-month period ending on such date, multiplied by 12. (ii) For Ad Cloud and AdCreative.ai, we calculate ARR as of a certain date as the average of monthly recurring revenue converted in JPY during the six-month period ending on such date, multiplied by 12.
(4) We calculate NRR by dividing (i) total revenue calculated in U.S. dollars from the last 12 months from customers that used one of our solutions during the same period in the prior year, by (ii) total revenue calculated in U.S. dollars from such customers during the same period of the prior year.

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

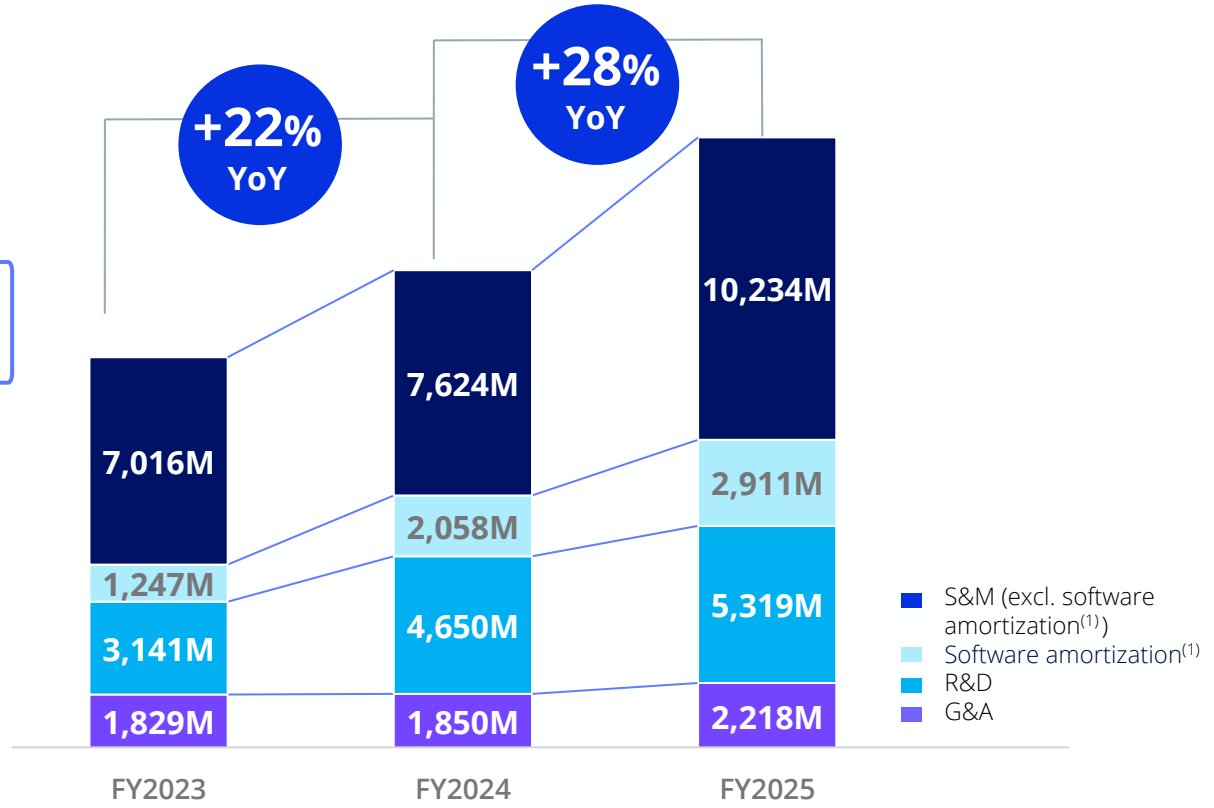
Disciplined OPEX

- The OPEX-to-revenue ratio improved to 47.3% (excluding one-time acquisition costs). On an FX-neutral basis, this ratio improved by 2.6% YoY to 44.9%, reflecting enhanced operational efficiency.
- The YoY increase in OPEX rose to 28% due to the consolidation of AdCreative.ai, but this impact was offset by a decrease in the R&D-to-revenue ratio, driven by AI-powered efficiency in R&D activities.

Full Year OPEX Structure (% Revenue)



Full Year OPEX (JPY)



(1) Our Sales and Marketing Expenses included amortization of software. We started software capitalization in FY2020. Please refer to Appendix for details.
(2) Percentages may not equal to the sum due to rounding

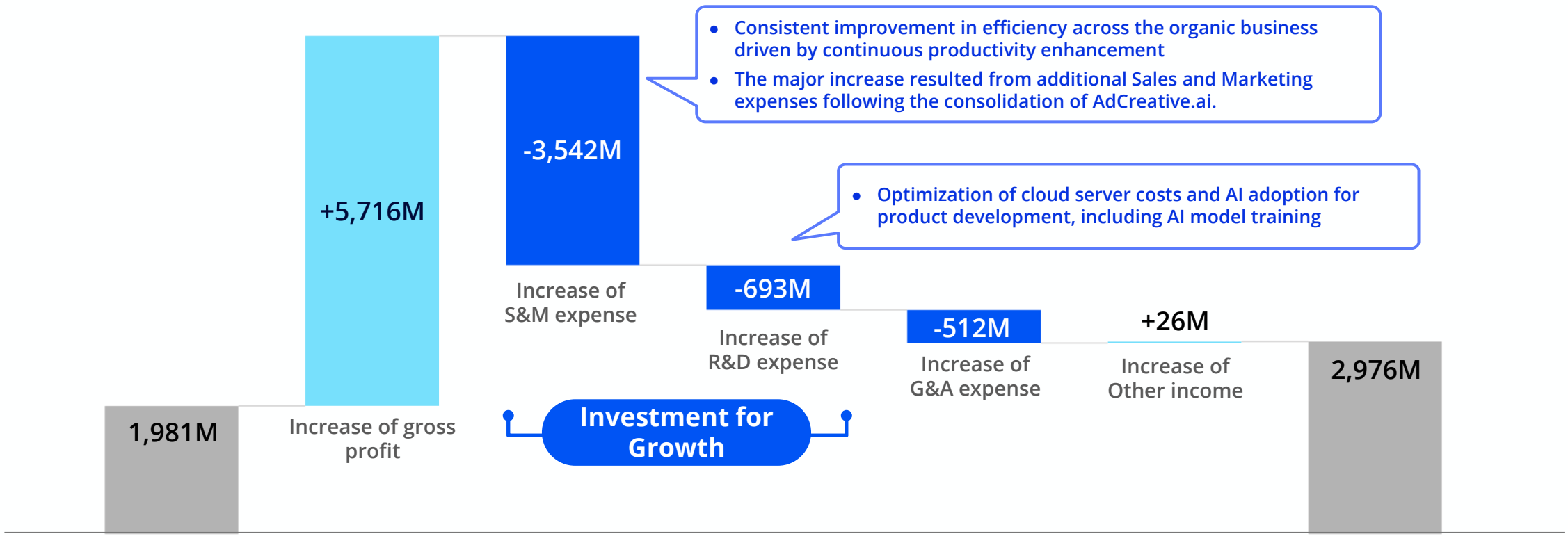
©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

(3) FY25 Full Year & OPEX-to-revenue ratio and OPEX excludes one-time transaction costs related to the acquisition of AdCreative.ai, which account for 0.2% (JPY 79M) in S&M, 0.1% (JPY 24M) in R&D, and 0.3% (JPY 144M) in G&A.

FY2025 Operating Income Expansion

- Operating income growth was driven by business expansion and enhanced productivity, effectively offsetting the S&M investment for the AdCreative.ai integration.
- We achieved robust profit growth through cost-effective strategic investments paired with sustained revenue momentum.

Operating Income Waterfall (JPY)

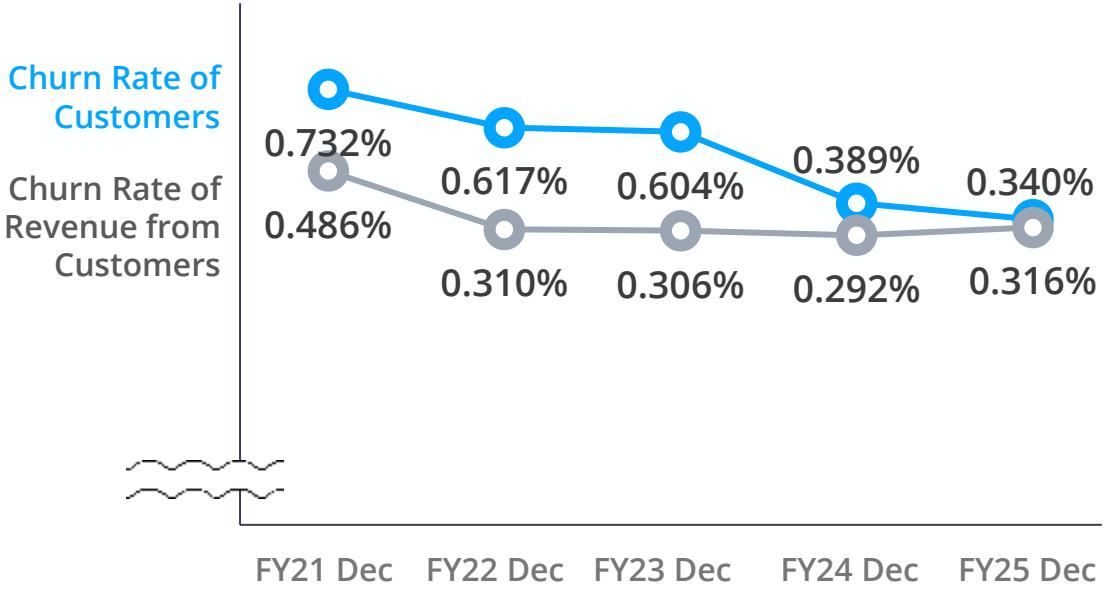


©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

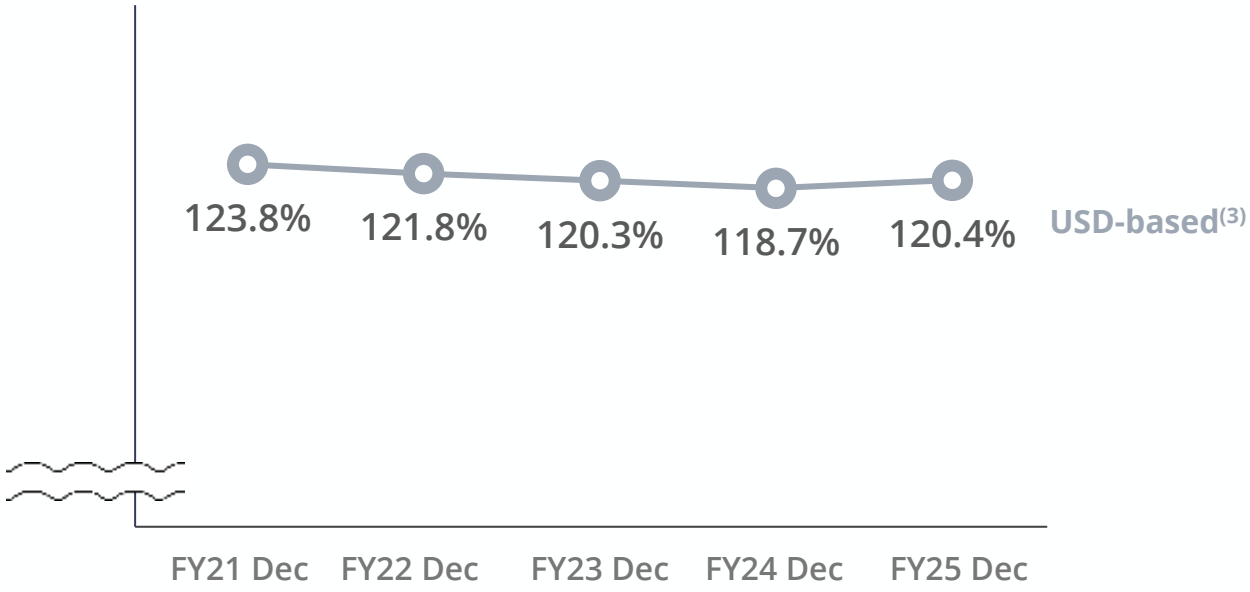
Strong Customer Stickiness: Low Churn and High NRR

- Customer churn remains low and on a downward trend, reflecting strong engagement and the high ROI delivered by our solutions.
- USD-based LTM NRR is sustained at a high level of 120.4%, driven by healthy growth from key accounts.

LTM Churn Rate of Customers[1] and Churn Rate of Revenue from Customers[2]



LTM Net Revenue Retention



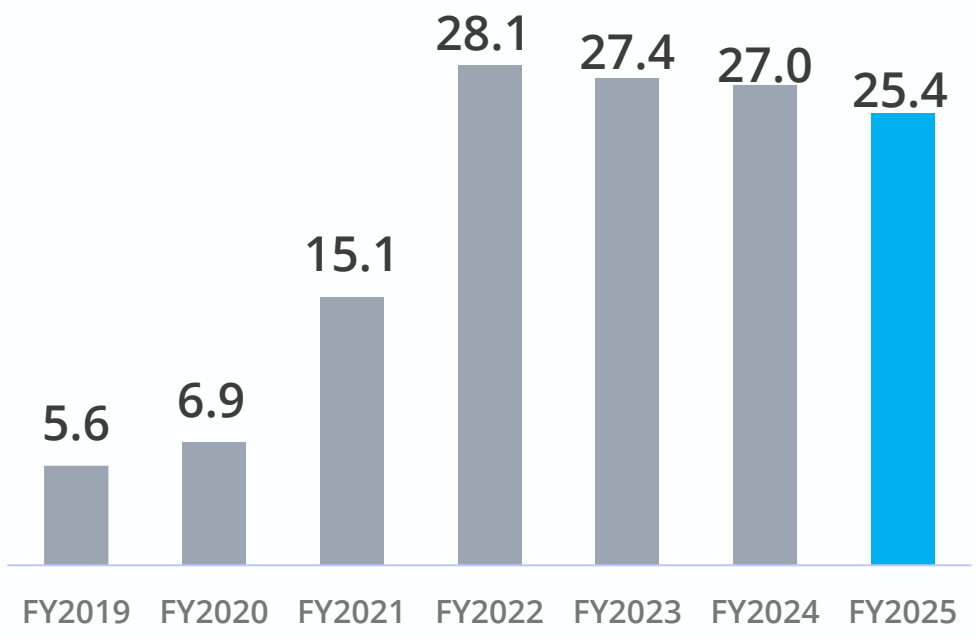
(1) Churn Rate of customers = The number of customers that terminated their relationship with us during the month divided by the number of all customers as of the end of the month.
(2) Churn Rate of Revenue from customers = Revenue calculated in U.S. dollars from customers that terminated their relationship with us during the month, divided by revenue calculated in U.S. dollars from all customers
(3) We calculate NRR by dividing (i) total revenue calculated in U.S. dollars from the last 12 months from customers that used one of our solutions during the same period in the prior year, by (ii) total revenue calculated in U.S. dollars from such customers during the same period of the prior year.
(4) Above calculation does not include BotBonnie's, Woopra's and AdCreative.ai's customers.

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

LTV/CAC: Sustained High Business Efficiency

- Sustained superior unit economics, with an LTV/CAC ratio of 25.4, reflecting highly efficient customer acquisition and retention.
- LTV improved through deeper penetration into key accounts, driven by enhanced customer satisfaction. This upward trend effectively justifies our strategic CAC investment in large-scale enterprises.

LTV/CAC(1)



LTV +6%

Higher ARPC driven by key accounts penetration

Churn rate of customer revenue +8% YoY
Gross profit per customer +14% YoY

CAC +12%

Larger enterprises focus

Expenses on new customer acquisition +10% YoY
Number of new customers -2% YoY

(1) LTV (lifetime value) (i) ARPC of newly acquired customer in a given fiscal year in U.S. dollars multiplied by gross margin for such fiscal year, divided by (ii) churn rate of revenue from customers for such fiscal year. CAC (customer acquisition cost) (i) fully loaded sales and marketing expenses, including employee salaries and benefits, related to all kinds of customers activities and functions in a given fiscal year calculated at the operating level in U.S. dollars, divided by (ii) the number of new customers acquired in such fiscal year (excluding those acquired through business acquisitions).

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Selected Financial Data

Consolidated Statements of Profit or Loss

(Millions of JPY)	2023	2024	2025	YoY	2024 Q4 3 months	2025 Q4 3 months	YoY
Revenue	**26,418**	**34,057**	**43,737**	**28.4%**	**9,483**	**12,701**	**33.9%**
Cost of sales	(12,710)	(16,255)	(20,219)		(4,545)	(5,930)	
Gross profit	**13,708**	**17,802**	**23,518**	**32.1%**	**4,938**	**6,771**	**37.1%**
Gross margin	**51.9%**	**52.3%**	**53.8%**		**52.1%**	**53.3%**	
Sales and marketing expenses	(8,263)	(9,682)	(13,224)		(2,529)	(3,685)	
% of Revenue	*31.3%*	*28.4%*	*30.2%*		*26.7%*	*29.0%*	
Research and development expenses	(3,141)	(4,650)	(5,343)		(1,213)	(1,657)	
% of Revenue	*11.9%*	*13.7%*	*12.2%*		*12.8%*	*13.0%*	
General and administrative expenses	(1,829)	(1,850)	(2,362)		(497)	(492)	
% of Revenue	*6.9%*	*5.4%*	*5.4%*		*5.2%*	*3.9%*	
Other income	334	390	417		86	146	
Other expenses	(9)	(29)	(30)		(8)	(15)	
Operating income	**801**	**1,981**	**2,976**		**777**	**1,068**	
Operating margin	**3.0%**	**5.8%**	**6.8%**		**8.2%**	**8.4%**	
Finance income	547	448	162		92	39	
Finance costs	(285)	(367)	(464)		(107)	(117)	
Profit before tax	**1,063**	**2,062**	**2,674**		**762**	**990**	
Income taxes	(61)	865	(116)		925	(93)	
Profit for the year	**1,002**	**2,927**	**2,558**		**1,687**	**897**	
Basic earnings per share (JPY)	**9.85**	**28.70**	**25.14**		**16.53**	**8.81**	
Diluted earnings per share (JPY)	**9.75**	**28.47**	**24.99**		**16.45**	**8.79**	

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Selected Financial Data

Consolidated Statements of Financial Position

(Millions of JPY)	2023	2024	2025
Cash and cash equivalents	6,134	5,496	11,734
Time deposits	8,004	6,727	2,569
Other financial assets – current assets (1)	4,940	5,794	6,051
Liquidity on hand	**19,078**	**18,017**	**20,354**
Accounts receivables (2)	5,355	9,361	15,369
Other current assets	496	621	839
Total current assets	24,929	27,999	36,562
Right-of-use assets (Lease assets) (3)	2,686	2,197	1,492
Goodwill and intangible assets (4) (5)	9,347	12,528	20,539
Deferred tax assets (6)	190	1,117	1,085
Other non-current assets	700	796	819
Total non-current assets	12,923	16,638	23,935
Total assets	**37,852**	**44,637**	**60,497**

(Millions of JPY)	2023	2024	2025
Contract liabilities & trade payables	2,610	3,524	5,853
Other liabilities (7) (8)	2,546	2,736	5,935
Lease liabilities (3) (9)	2,747	2,279	1,570
Borrowings	600	1,500	9,541
Others	258	283	449
Total liabilities	**8,761**	**10,322**	**23,348**
Shareholders' equity (10)	22,963	25,153	27,656
Other components of equity (11)	6,128	9,162	9,493
Total equity	**29,091**	**34,315**	**37,149**

(1) Holding short-term, low-risk securities for cash management purposes.
(2) Accounts receivables = Trade receivables + Contract assets
(3) Lease assets and liabilities relate to office rent and are recognized simultaneously as both assets and liabilities.
(4) Intangible assets mainly consist of capitalized software development costs that meet the criteria for capitalization.
(5) Goodwill increased due to the acquisition of AdCreative.ai.
(6) The increase in deferred tax assets in FY2024 reflects the recognition of loss carryforwards, based on the outlook for improved profitability.

(7) Other liabilities here includes both Other liabilities and Other non-current liabilities in the BS
(8) Other liabilities increased due to the recognition of a contingent consideration liability associated with the M&A transaction.
(9) Total of current and non-current lease liabilities
(10) Shareholders' equity = Share capital + Capital surplus + Treasury shares + Retained earnings
(11) Other components of equity consist mainly of translation differences arising from the financial statements of subsidiaries outside Japan. The amount would be decreased if the Japanese yen appreciates against other currencies.

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Selected Financial Data

Consolidated Statements of Cash Flows

(Millions of JPY)		2023	2024	2025
Cash flows from operating activities	**(A)**	**2,224**	**1,929**	**3,273**
Excluding change in working capital		2,950	4,828	6,601
Change in working capital		(726)	(2,899)	(3,328)
Cash flows from investing activities		**1,971**	**(2,241)**	**(4,332)**
Payments for intangible assets	(B)	(3,229)	(4,191)	(5,034)
Payments for acquisition of subsidiaries		(381)	-	(3,299)
Withdrawal and placement of time deposits		6,585	2,087	4,079
Acquisition and disposal of other financial assets – current (2)		(817)	(78)	(25)
Others		(186)	(59)	(53)
Cash flows from financing activities		**(2,250)**	**(792)**	**7,041**
FX impact on cash and cash equivalents		385	466	256
Change in cash and cash equivalents		**2,330**	**(638)**	**6,238**
Ending balance of cash and cash equivalents		6,134	5,496	11,734
Core free cash flow (1)	**(A)+(B)**	**(1,005)**	**(2,262)**	**(1,761)**

Change in liquidity on hand

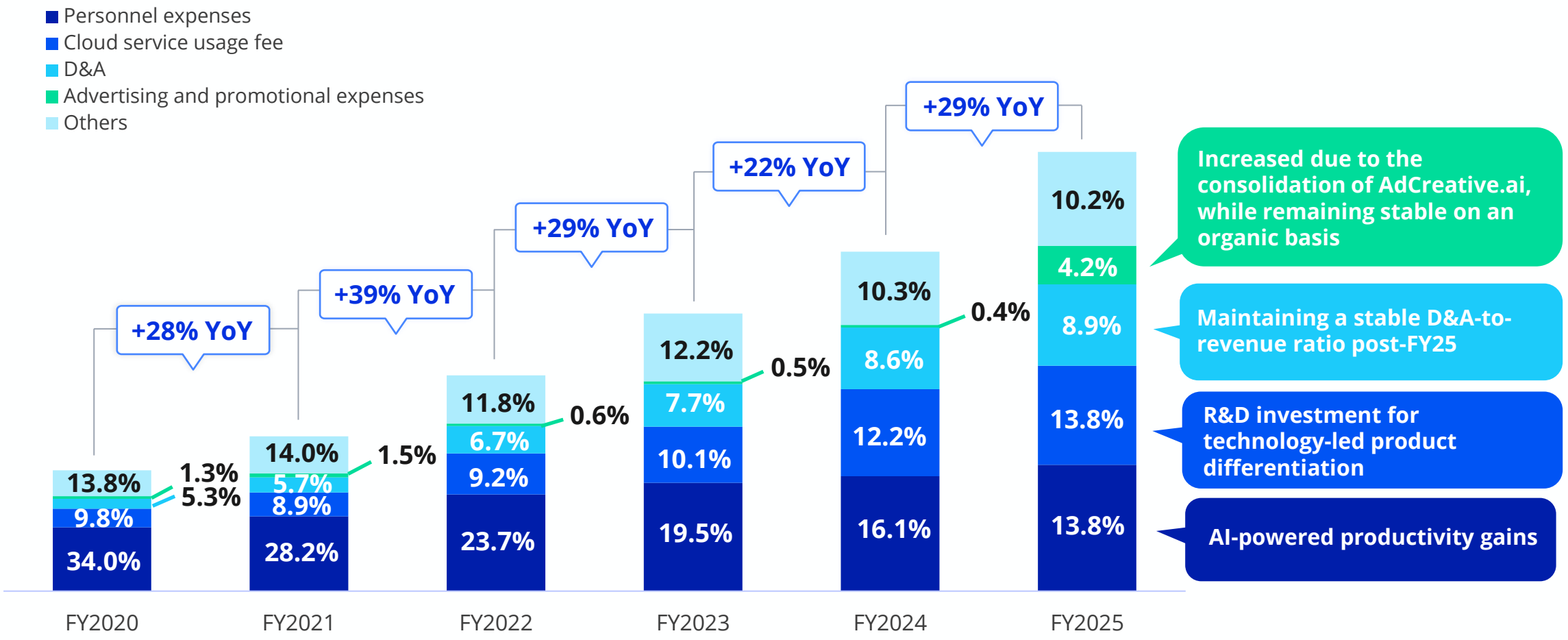
(Millions of JPY)	2023	2024	2025
Balance of liquidity on hand	**19,078**	**18,017**	**20,354**
Cash and cash equivalents	6,134	5,496	11,734
Time deposits	8,004	6,727	2,569
Other financial assets – current (2)	4,940	5,794	6,051
Change in liquidity on hand	**(2,235)**	**(1,061)**	**2,337**
Core Free cash flow (1)	(1,005)	(2,262)	(1,761)
Payments for acquisition of subsidiaries	(381)	-	(3,299)
Cash flows from other investing activities (3)	(186)	(59)	(53)
Cash flows from Financing activities	(2,250)	(792)	7,041
Fair value assessment on other financial assets – current (2)	253	300	265
FX impact	1,336	1,752	144
FX impact on cash and cash equivalents	385	466	256
FX impact on time deposits	656	810	(79)
FX impact on other financial assets – current (2)	294	476	(33)

(1) Core free cash flow = Cash flows from operating activities + Payments for intangible assets
(2) Holding short-term, low-risk securities for cash management purposes
(3) Payments for property, plant and equipment and Increase in guarantee deposits

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Main Components of OPEX

OPEX (JPY M) & Revenue%

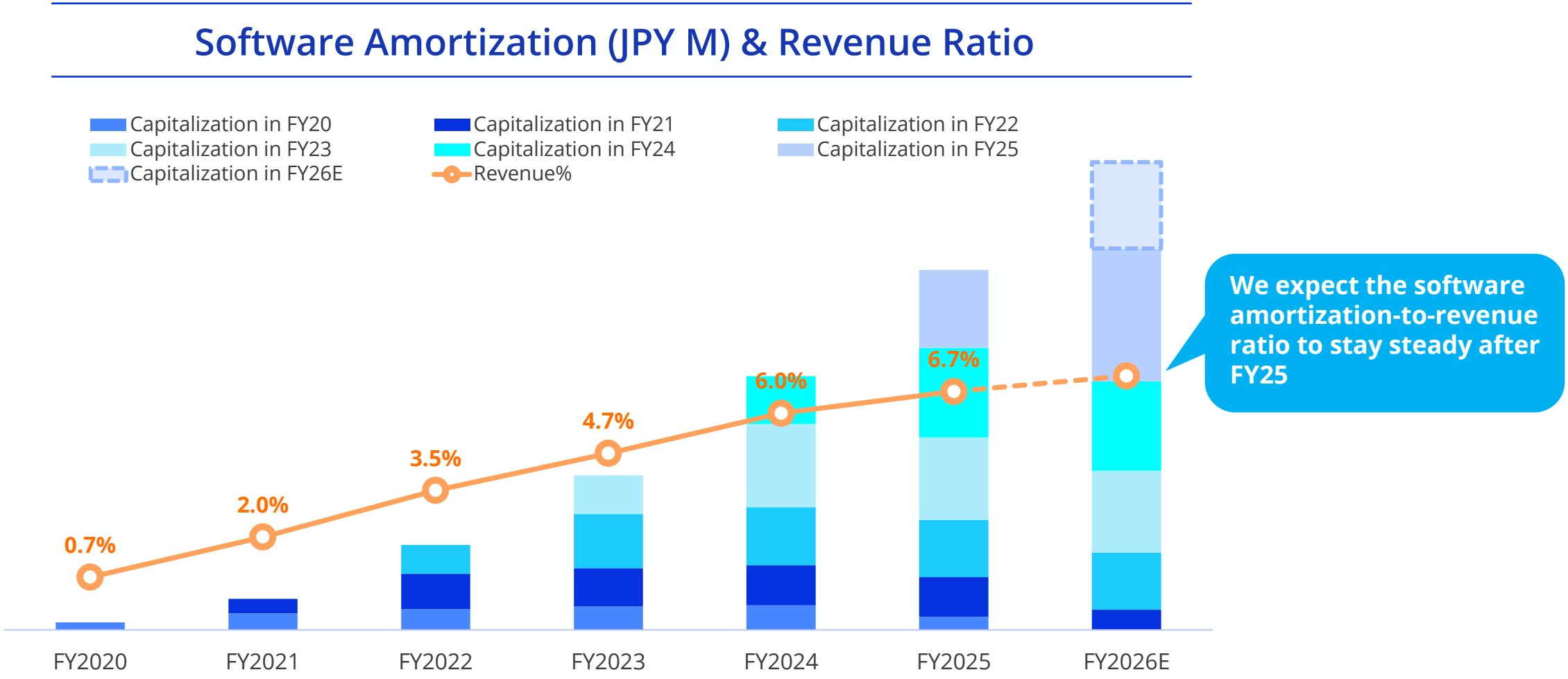


(1) "Others" includes commission fee, professional service fee, T&E and others.

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Software Amortization

- We started software capitalization in FY2020 and amortized the capitalization for 5 years.



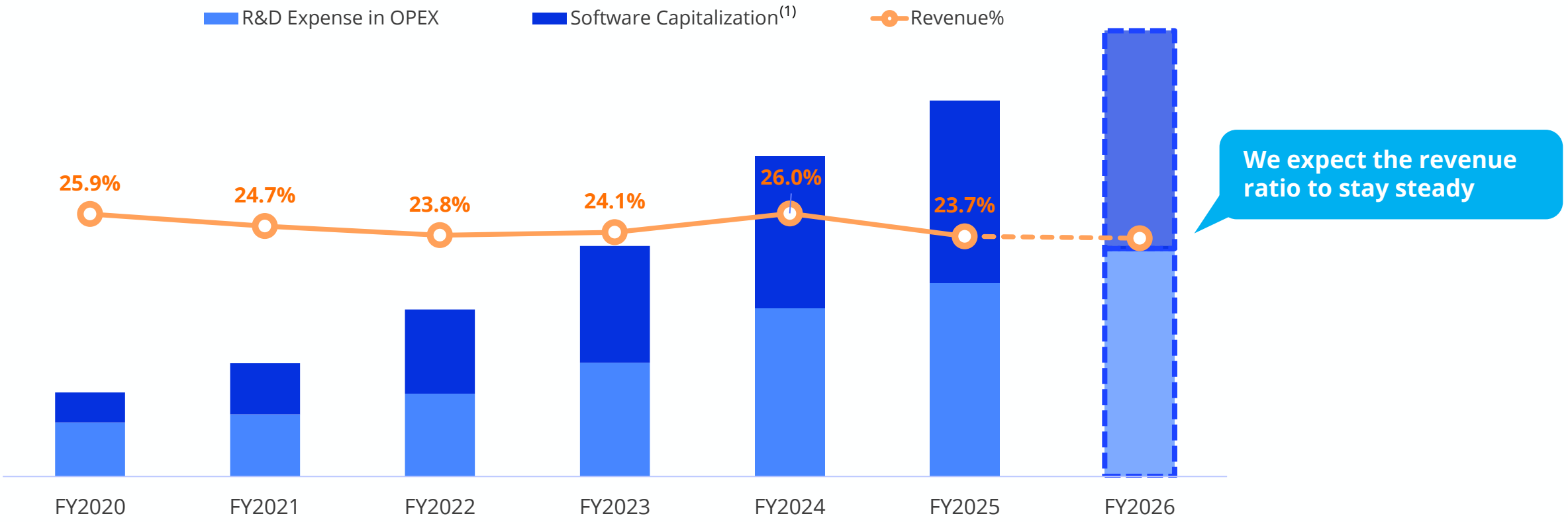
(1) The calculation of software-amortization-to-revenue ratio from FY24 to FY25 includes the software capitalization amount from FY24 to FY25.

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

R&D Investment

- **Continuously investing in vertical-focused Agentic AI models to solidify our AaaS leadership, while the R&D investment-to-revenue ratio is projected to remain steady driven by technology-led efficiency.**

Total R&D Investment (JPY M) & Revenue Ratio



(1) The software capitalization amount refers to the payment for intangible assets in the cash flow.

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Business Overview

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Founder-led Management of AI & Business Leaders

Founders



Dr. Chih-Han Yu
Chief Executive Officer

Stanford University
Harvard University



Joe Su
Chief Information Officer

Harvard University



Dr. Winnie Lee
Chief Operating Officer

Stanford University
Washington University

Business leadership



Dr. Ming-Yu Chen
Chief Technology Officer

Microsoft, Zillow, Compass



Dr. Joe Chang
Chief Strategy Officer

McKinsey & Company,
IQVIA



Koji Tachibana
Senior Vice President of Finance
Head of Japan

DeNA, NOMURA,
METI



Magic Tu
Senior Vice President,
Sales for Global

HTC, Synopsys

Awards and Recognitions

7 world champions
in data mining contests [1]
(2008 - 2020)

AI100
CB Insights (2017, 2018)

Top 50
AI startups worldwide
(2017)

Cool Vendor in AI
Gartner
(2017)

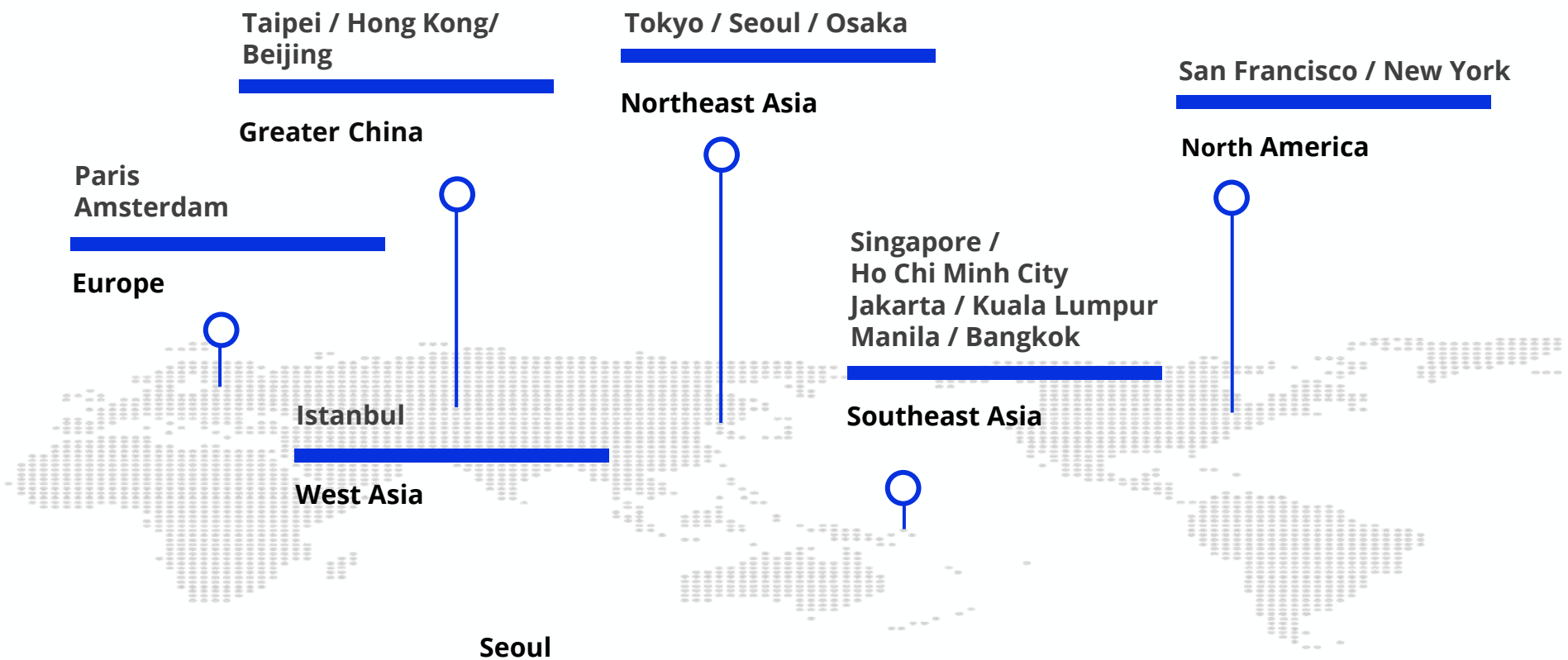
Singular ROI Index
(2025)

LINE Taiwan Biz-Solutions
Gold Partner
(2025)

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

(1) Championships on which Appier employees were part of the winning team

Appier’s Global Presence: 17 Offices Worldwide





©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

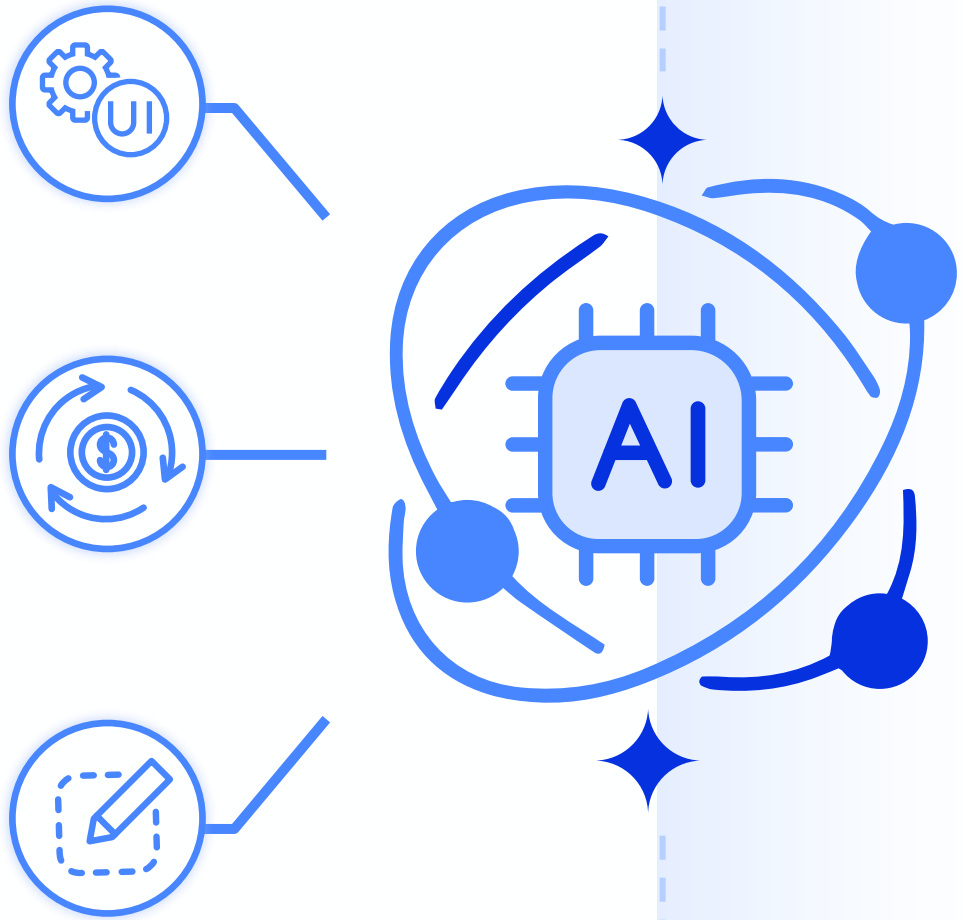
How AI Transforms Our Business Operation

Differentiating Products with GenAI

ROI driver
Personalized content and predictive ROI at large scale (Advertising cloud)

AI is the new UI
Enhance ease of use via natural language interfaces (Agentic mode across products)

Productivity enhancement
Improve efficiency with no-code, AI-enabled programming (Personalization Cloud)



A True AI Organization

Product development AI
to strengthen innovation and time-to-market

Customer management
provides customers consistent and high-quality services in a timely manner

Workflow standardization
to ensure the consistent operation and service standard through AI-enabled training

Appier

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

AI Is the Key Component in the 1st Party Data World

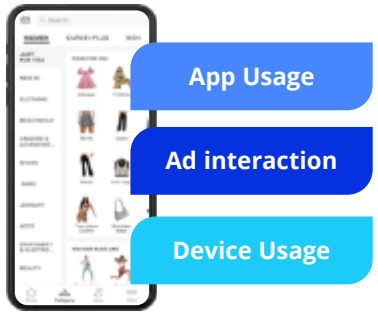
With Only 1st Party Data

Key Differentiators

- Real-time prediction
- Precise prediction from sparse data

User generated 1st party data





Real-time user preference prediction



Real-time AI recommendation

Real-time learning of behavioral patterns



Discover valuable users

With 3rd Party Data



Deliver content based on 3rd party cookie mapping



3rd party ID synchronization

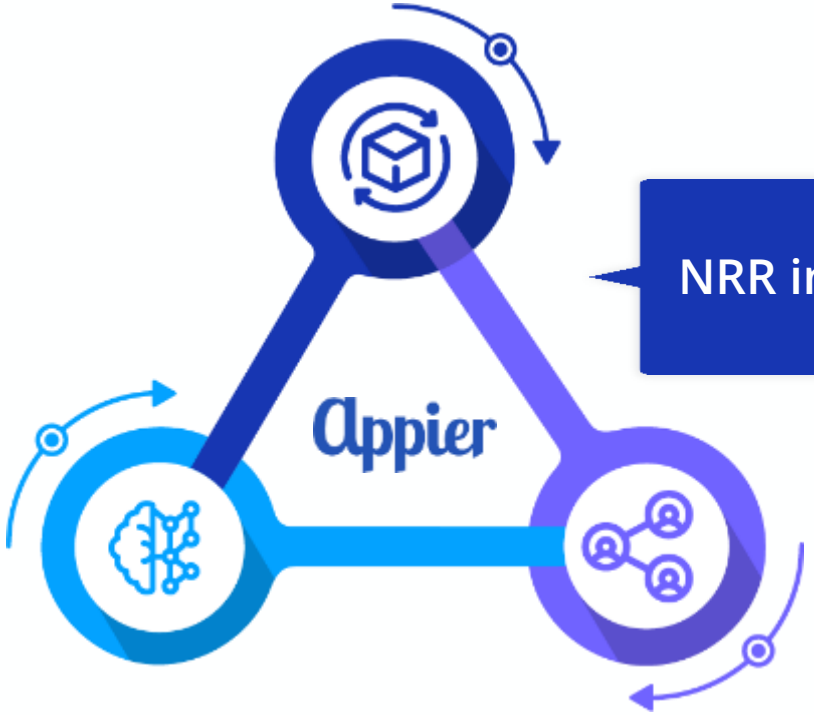
3rd party database

Tracking and identifying users in each session between websites to know their Interests

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Appier's Strong Network Effects Drive Platform Value

Complementary and Relevant Products



NRR increases

AI Model Learning & Improvement

Data Synergy Across Products

Higher Sales Productivity



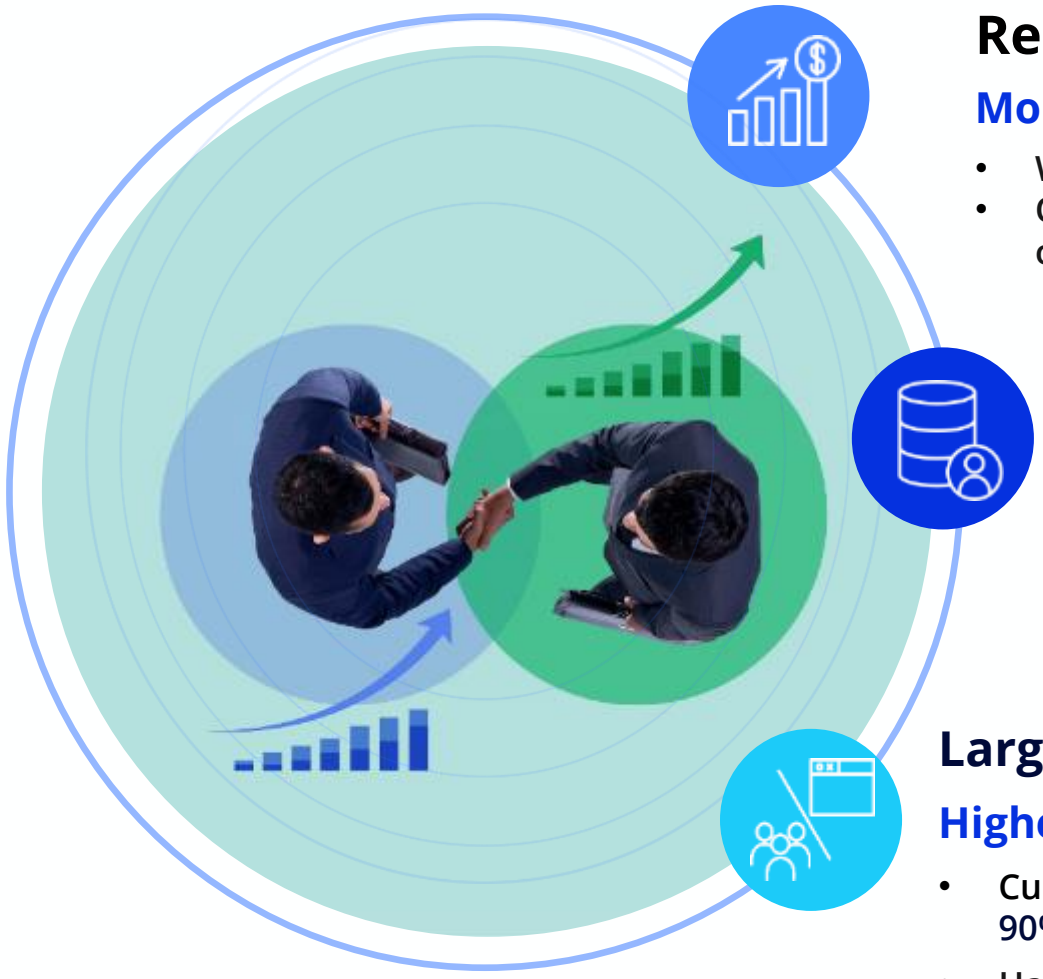
Number of new customers rises

Higher ROI for S&M investment

Higher Gross Profit per Customer

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Business Growth Outlook: Robust Customer Base



Return-Driven Solution

More recession-proof

- We provide predictable returns on customers' marketing spending.
- Our solutions provide direct revenue or profit impact in over 80% of our customers.

1st Party Data Trend & Higher AI Awareness

Continuous business expansion

- 1st party data is the key to cope with increased privacy restrictions that accelerates our business expansion, especially in US & EMEA
- Increased awareness of AI underscores our product value and drives our business growth

Large Enterprise Customers & Diversified Verticals

Higher business resilience

- Customers with more than ¥10B annual revenue have contributed to over 90% of our revenue.
- Having two strong vertical growth engines in E-commerce and Digital Content, with a large TAM for each, allows us to cope with dynamic and uncertain macro environments

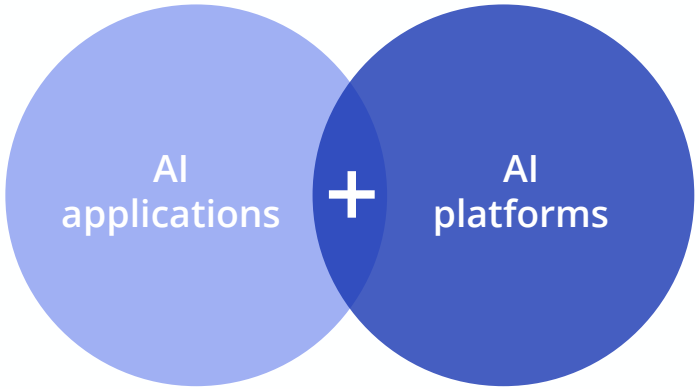
Appier

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Massive Market Opportunity

Top-Down View 2026

IDC [1]



US$ **123 B**

(estimated)

Bottom-Up View 2026



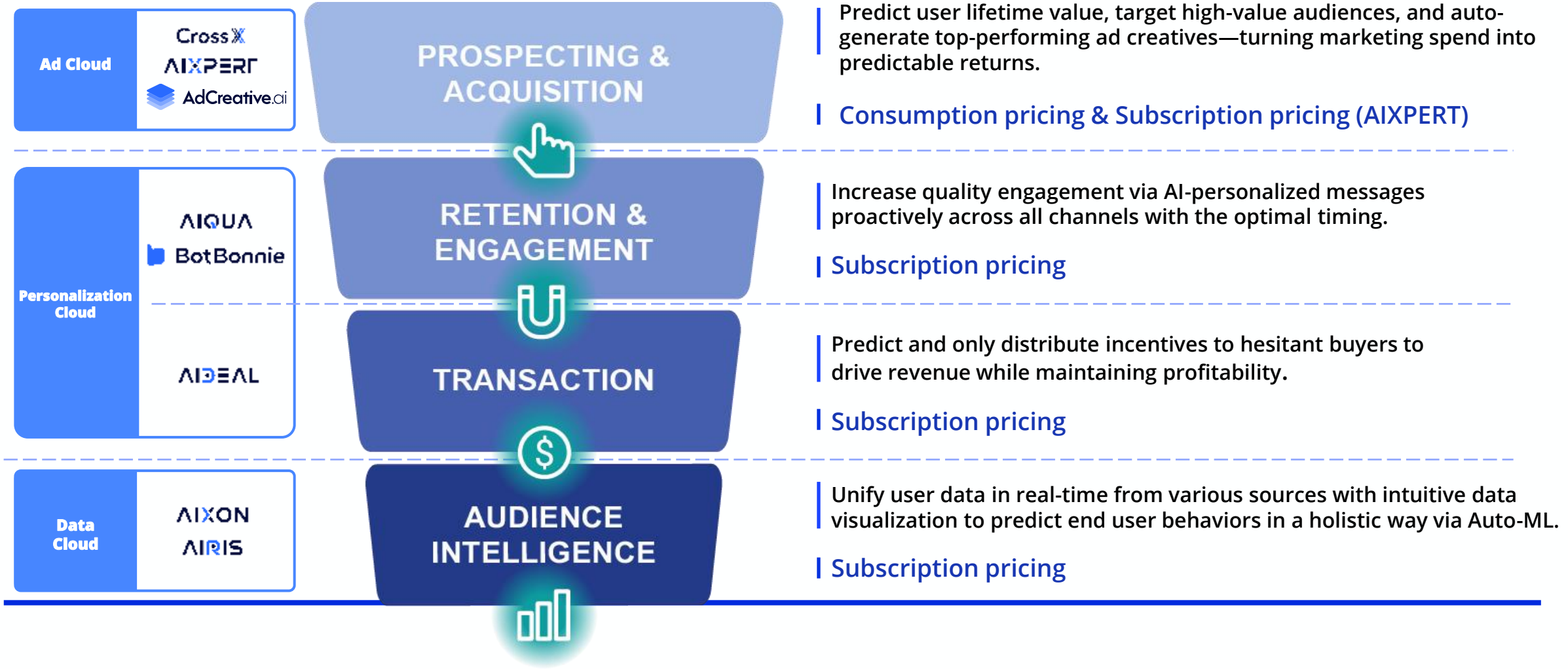
(1) Source: IDC Worldwide Artificial Intelligence Platforms Software Forecast, 2024–2028; IDC Worldwide Artificial Intelligence Software Forecast, 2023–2027
(2) Annualized revenue= FY25 revenue in JPY / exchange rate 149.7
(3) Calculations are based on internal estimates. Within the APAC marketing investment landscape, our market share is approximately 3.5% in E-commerce, 3.0% in Digital Content, and 1.0% in other segments. E-commerce and Digital Content represent 35% and 15% of total APAC marketing investment, respectively. Consequently, our weighted average market share in APAC is approximately 2.2%. The APAC region is estimated to account for one-third of global marketing investment.

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Products

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Comprehensive AI-Powered Solutions Across the Funnel



©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Appier's Position in the AI Stack

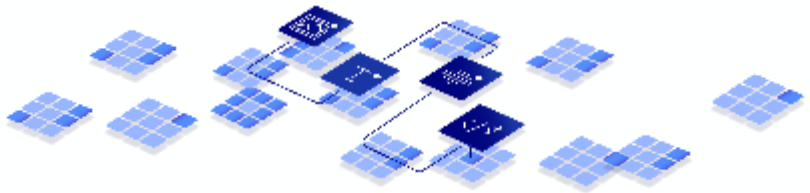
- Our unique position in the AI application layer is bolstered by our data moat, differentiated algorithm, and domain knowledge.

Applications

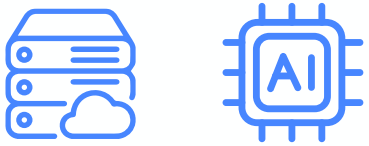
Fintech | Marketing | Cybersecurity

Appier

Foundation Models/ Utility Layer



Hardware



- **Data Moat**
- **Domain Knowledge**
- **Verticalized model adaption**

- **Data Breadth**
- **Model size & sophistication**

- **Computational Efficiency & Capabilities**

How we maintain our dominance in AI applications in the marketing domain

Data Moat

AI models trained with a wide variety of data across different industries, regions and business objectives for more than 10 years

AI Technologies

Our team of world-class award-winning experts, with years of experiences in applying AI technology to marketing, builds our strong differentiation

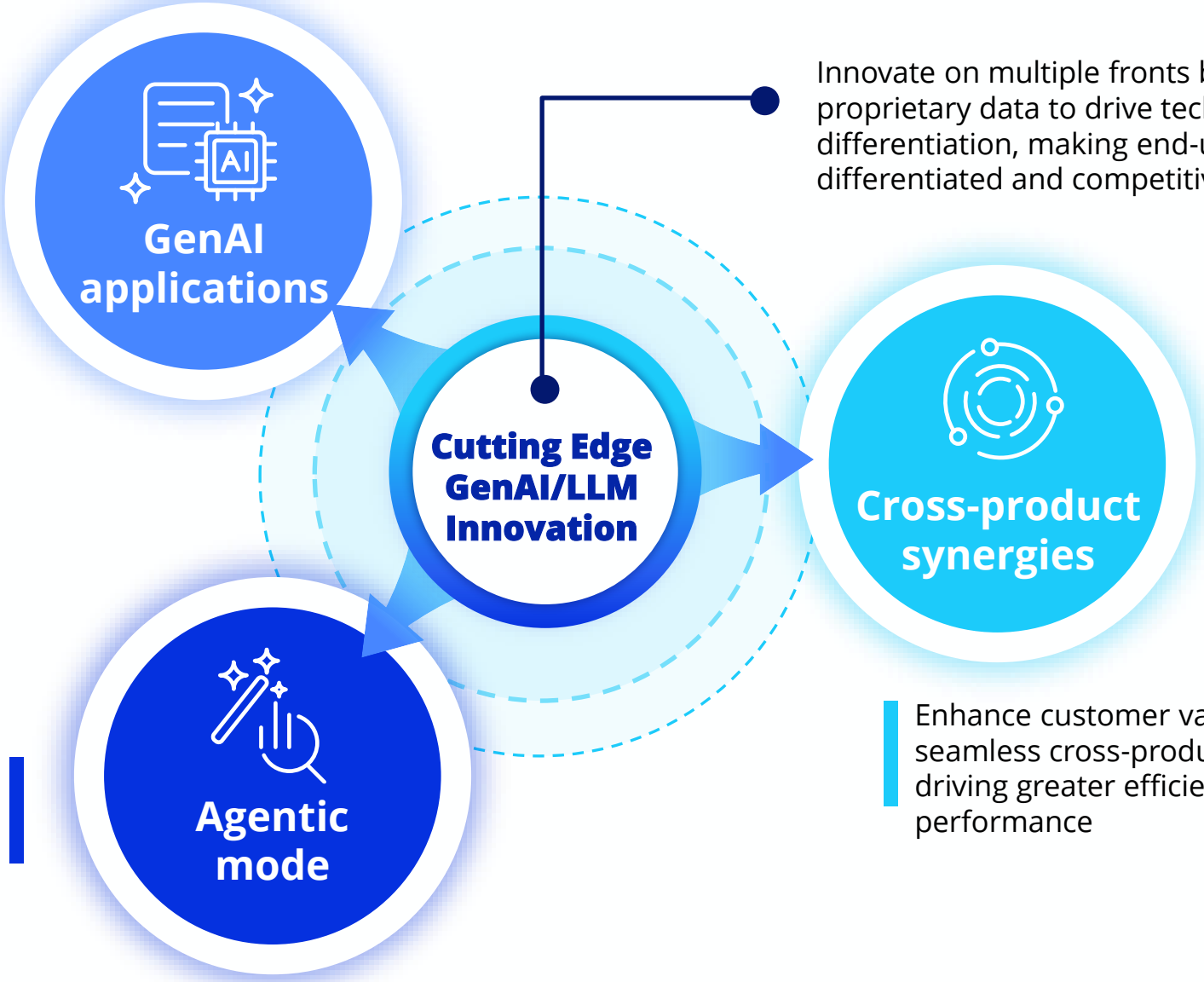
ROI-driven solutions

Our product design capabilities enable us to translate technology into ROI, driving sustainable growth for both our customers and our business

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Product Development Strategy

Deliver extra ROI for our customers through innovative GenAI applications that leverage our technology



Innovate on multiple fronts by leveraging our proprietary data to drive technology differentiation, making end-use applications more differentiated and competitive

Enhance customer value through seamless cross-product integration, driving greater efficiency and performance

Empower customers to automate workflows and enhance productivity through seamless, Agentic AI natural language interfaces

Appier

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Why Appier Wins

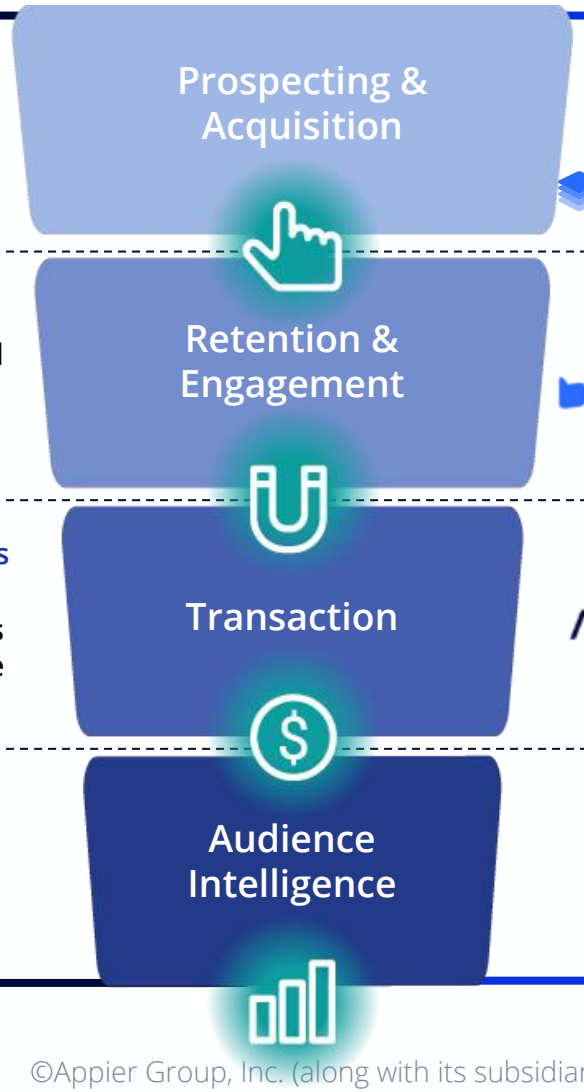
Existing Solutions

Manual A/B testing
- Leading to waste of budget and unlikely to outperform machines

Marketing Cloud solutions
- Mostly based on a reactive approach based on past behaviors

Broadcasting or Segmenting users into groups and providing different incentives
- Waste of coupon subsidies, which damages profitability, and is unable to fully drive the top-line growth

AI vendors or building an inhouse data scientist team
- Potentially hard to scale and more costly



Why Customers Choose Appier

CrossX, AIXPERT, AdCreative.ai
- ML modules predict high life-time value end users
- Acquire the most valuable users at scale with predictable return on investment

AIQUA, BotBonnie
- Predict end users' potential behaviors and proactively engage them effectively
- Fully automated solutions with tightly integrated AI on all messaging channels
- BotBonnie: Interactive conversational marketing chatbot solution

AIDEAL
- AI detects hesitant buyers by identifying end user patterns and distributing incentives only to those hesitant buyers
- Increase sales while reducing coupon subsidies and costs

AIXON, AIRIS
- Automated ML to build differentiated best-in-class AI prediction models through SaaS
- Business users able to leverage AI capabilities without scientists / engineers
- Fast time-to-insight with superior analytics and intuitive data visualization

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.



CrossX



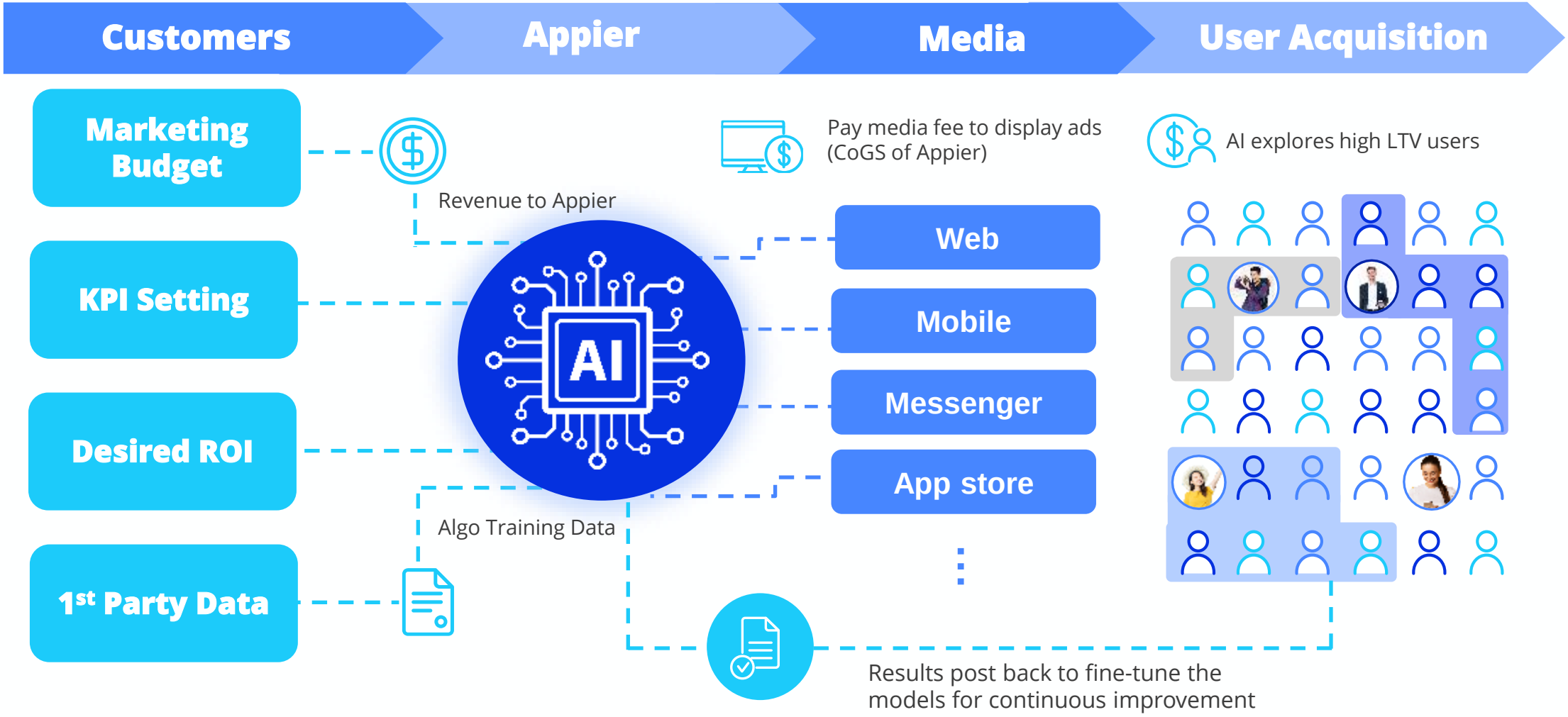
CrossX enables businesses to use Machine Learning and Deep Learning to predict users' lifetime value and acquire the most valuable end users at scale, allowing businesses to turn marketing spending into predictable returns.

Machine Learning and Deep Learning to Predict High Lifetime Value End Users

Acquire The Most Valuable End Users at Scale

Provide Predictable Returns

How CrossX Works- Full AI Automation for Better ROI



©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

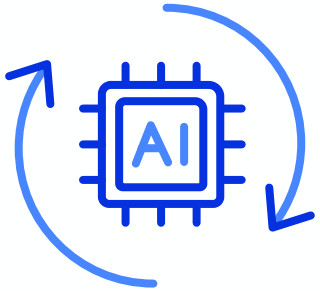
CrossX

AI Strength: Bring Predictivity & Accuracy to Digital Ads



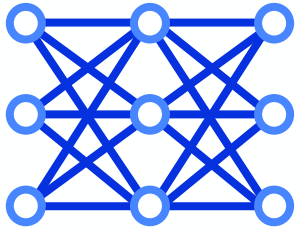
Better Visibility & Return

Let customers know their return before spending and simultaneously increase overall return



Technology Moat

Our AI has been trained for more than 10 years with marketing data across regions and industries



Auto Algo Exploration

Continuous experiments to improve prediction accuracy and maintain our leading edge

Upsell Opportunity

Predicable ROI brings more usage of CrossX

Barriers to Entry

Higher AI accuracy with accumulated data learning

Win-Win with Customer

Better ROI for customers and revenue growth for Appier

Appier

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Boost growth with a consistent stream of high-quality users with high ROAS

Successful case – a leading global game publisher

Goals

- Boost installs in the acquire high value users who are interested in the game title during the initial game launch to boost installs
- Ensure the ROAS and retention rate

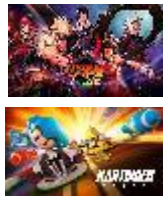
Solution

- Leverage Appier's proprietary AI audience model that analyzes users' in-app behavior as well as the game's app contextual data and marketing graphics to identify high-quality users
- Analyzes gamer's behavior, including in-app purchases, completion level of the game and the pattern of opening the game app, for re-targeting

Appier's AI audience model for new users

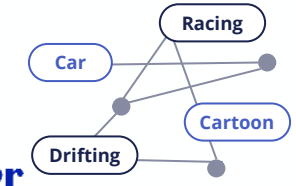
In-app user behavior

Graphics Style



- Cartoonish
- 3D visual
- Fantasy

App contextual data



Acquire users with high interests to the app & ROAS

Day 1 — Secure the day 1 retention



Day 2 — Level 20 completion **+6.9%**



Day 7 — In-app purchase **+1.4x**



Re-target TOP future CVR & ROAS users

Uplift user's LTV(1)

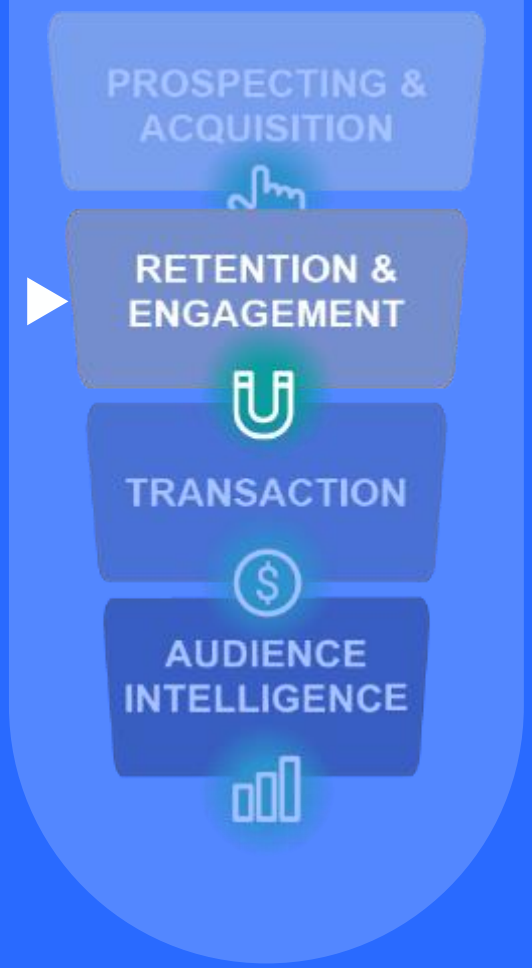
Day 45 — CVR(2) **+55%**

Day X — Purchase event **+16%**

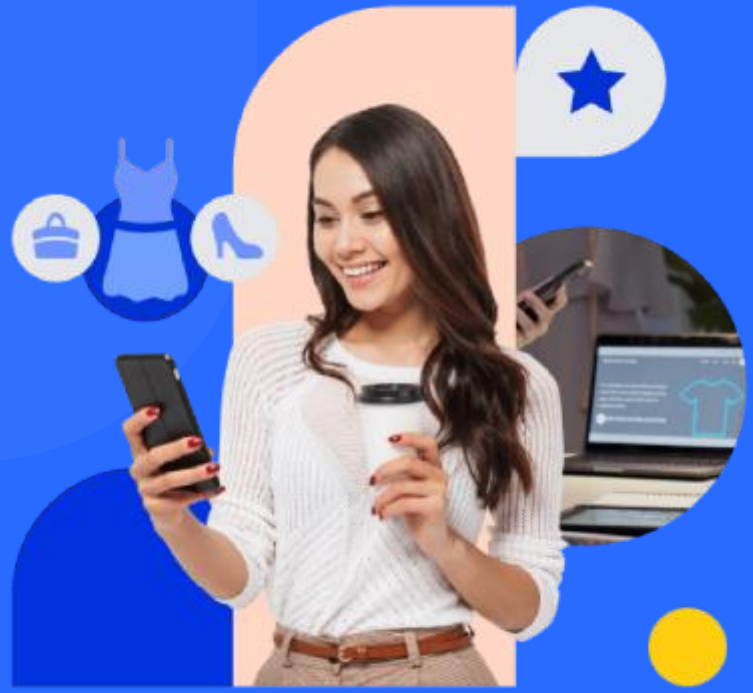


©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

(1) LTV= Lifetime value
(2) CVR= Conversion Rate



AIQUA



AIQUA enables businesses to increase quality engagement with end users through AI-personalized messages proactively and effectively across all their own communication channels with the optimal timing.

Multichannel Messaging | **AI-Generated Messages** | **Send Time Optimization** | **Proactive Actions with Predictive Segments**



BotBonnie



A conversational marketing solution built upon the most popular messenger platforms. Harness the full potential of your followers on LINE, FB Messenger, Instagram, WhatsApp, Website and Google Business Messages, etc.

Codeless instant messaging solution for marketers

Gamified prebuilt marketing kits to boost conversion with engaging customer experiences

AIQUA
BotBonnie

Drive High Conversion with Personalized Engagement

Data Collection → **Integrate & analyze** → **Create user profiles** → **Engagement** → **Conversion**

CRM data

Social data

- Chat history
- Push engagements

Onsite behavior

- Browsing history
- Device
- Member registration
- User engagement

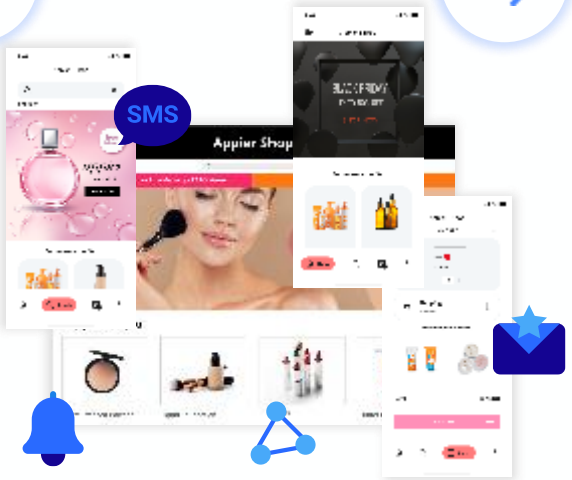
AI



- Interacted on LINE
- Has not returned for 30 days
- Abandoned cart
- Viewed product A
- Gold member

With full suite of
AI recommendation model

- Personalized contents
- Right channel
- Right timing



Higher click-through rate

Maximize user's lifetime value

Appier

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

AIQUA
BotBonnie

Key Strengths



Optimize ROI with AI Recommendation Models

Provide highly personalized user experience to boost conversions and maximize users' LTV



Maximize customer engagement with AI-driven precision

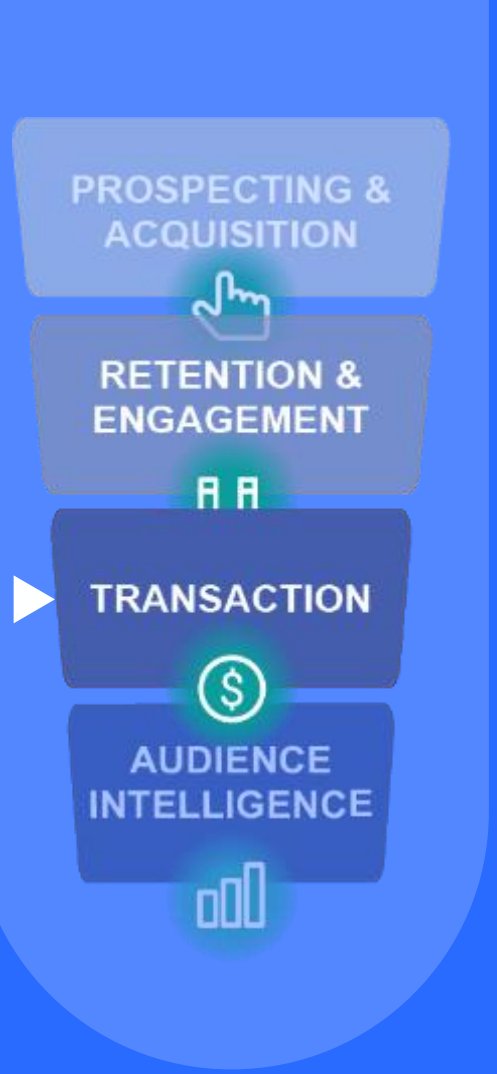
Predict the optimal timing and deliver personalized content through the right channel for streamlined effectiveness and efficiency



Boost GenAI effectiveness with decision-making AI

Create compelling marketing content with the robust GenAI, evaluated by decision-making AI for superior results

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.





AIDEAL

AiDeal enables businesses to use Machine Learning and Deep Learning to predict hesitant buyers through user patterns and only distribute incentives to hesitant users to drive revenue while maintaining profitability.

Predict Purchase Intent with Machine Learning and Deep Learning | **Optimized Incentives with a Sense of Urgency** | **Real-Time Analytics**

Trigger Purchase Decisions with Optimal Incentive Offering

Predict and only distribute the most effective incentive to hesitant buyers while maintaining profitability

Entering the website → **Detect behaviors** → **Identify user's intent** → **Trigger actions**



Triggered events

- Swipe back
- Back botton
- Scroll down
- Idle time
- Traffic source
- Viewed page

AI uncovers insights of hesitant buyers

Dynamically decided optimal offering to individuals



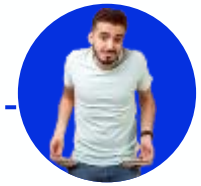
Free Delivery

First time visitor



10% OFF

Hesitating on high-priced items



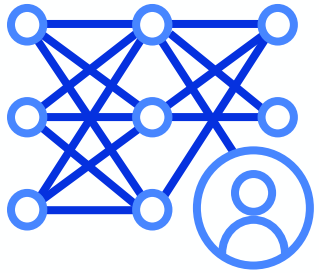
SAVE $5

Bargain hunter

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

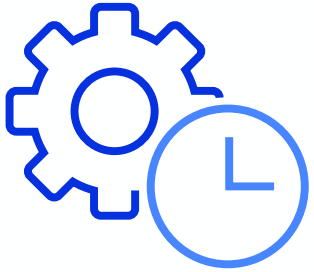
AIDEAL

Key Strengths



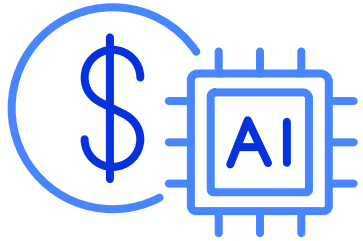
Analysis of Users' Behavior with Advanced Algorithm

Generate accurate and reliable outputs with extensive training data



Improve ROI with Real-time AI Predictions

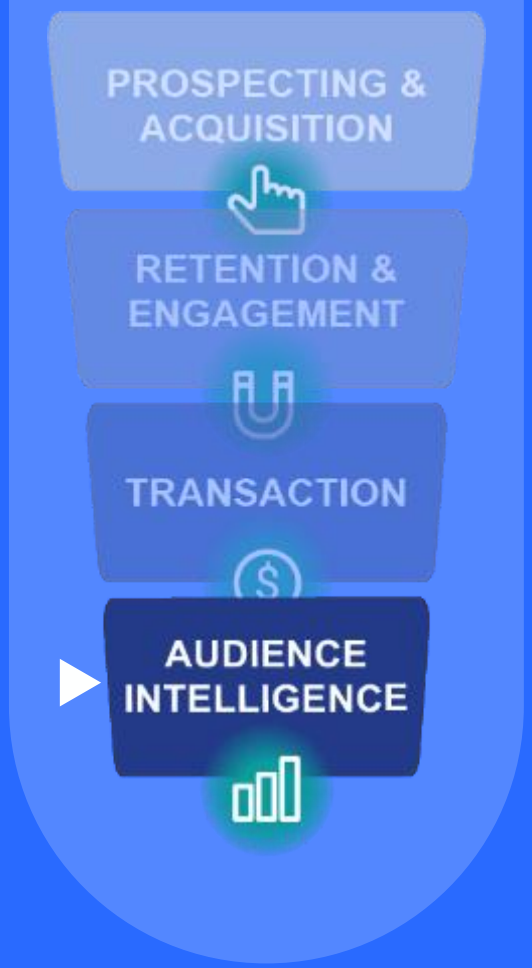
Predict hesitant buyers in real-time to deliver incentives and drive higher ROI with the same budget amount



Uplift GMV with Tailored Incentives

Push indecisive users to check-out through optimal incentive offering predicted by AI

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

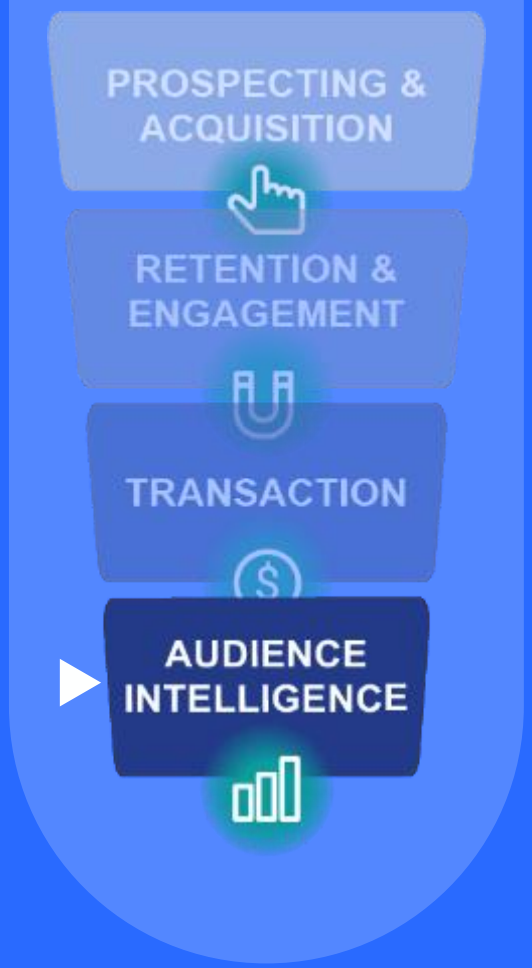


AIXON



AIXON enables businesses to utilize their own end user data from various sources to predict end user behaviors in a holistic view with Automated ML model building and without the hassle of building an entire AI technology stack in-house.

Data Unification and Auto-processing | **Scenario-based Prediction with Automated ML models** | **Explainable AI**





AIRIS

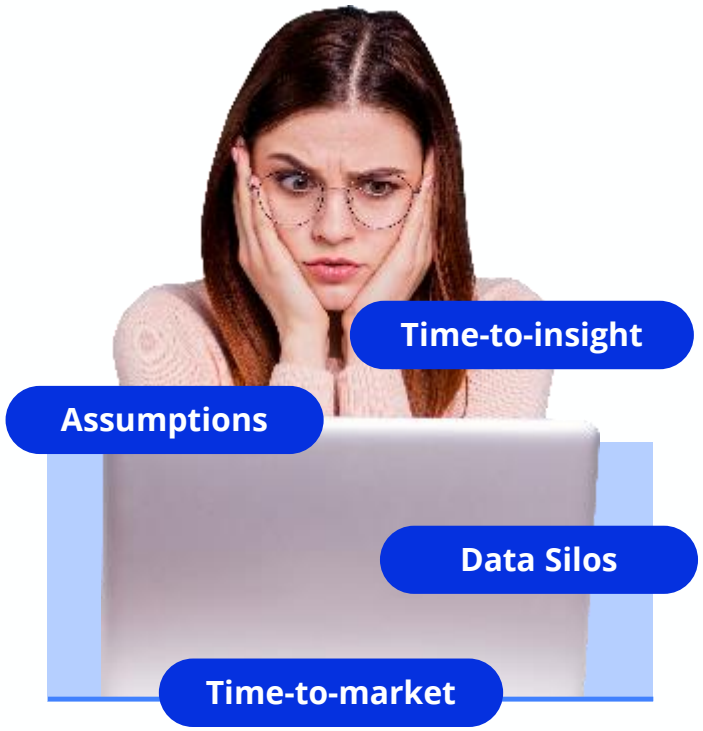
A fast time-to-insight AI CDP with superior analytics and intuitive data visualization. By building a robust 360° view of customers with 1st party data, businesses can easily visualize and measure the impact at every touchpoint, and predict the return before businesses make their investments.

Unify your data seamlessly with Customer 360°

Fast Data-to-Visualization

Fast Data-to-Prediction

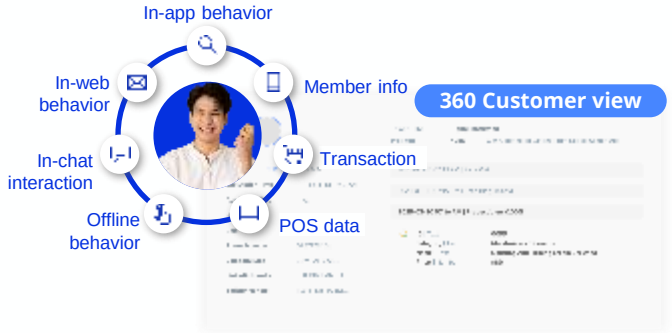
Empower Business Growth with AI CDP



Marketers' pain points

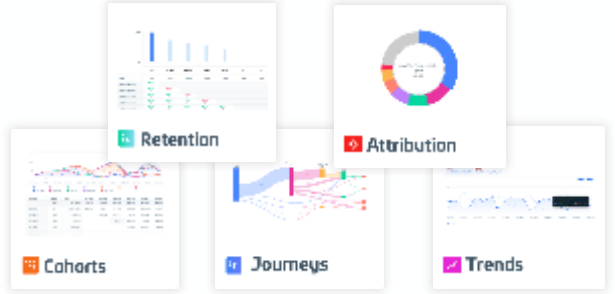
Real-time data ingestion

- Ingest, clean, and align data from multiple sources
- **AI-powered Unified Customer profile and Customer 360**



Fastest code-free visualization analytics

- Quickly build an insight dashboard from templates with **customized visualization to democratize data across organizations**



AI-powered customer prediction

- Allowing marketers to prioritize and target users based on predictions of customer behavior
- Deliver **hyper-personalized engagement** with precise segmentation



©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

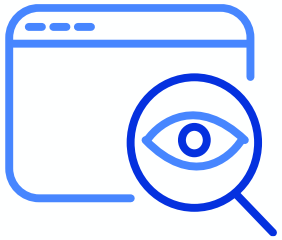
AIRIS

Key Strength



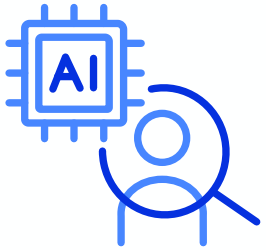
Fastest Time-to-Insight with Seamless Data Ingestion

Real-time data unification to provide 360 view of each user even with anonymous actions



Fastest Time-to-Action with code-free visualization

Visualize insights and measure the impact at every touchpoint to take necessary actions



AI-Powered Insights for Proactive User Engagement

Precise real-time AI prediction of end-user behaviors and tailor effective acquisition/ engagement strategy

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

ESG Initiatives

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Our Commitment

MSCI ESG RATINGS AA

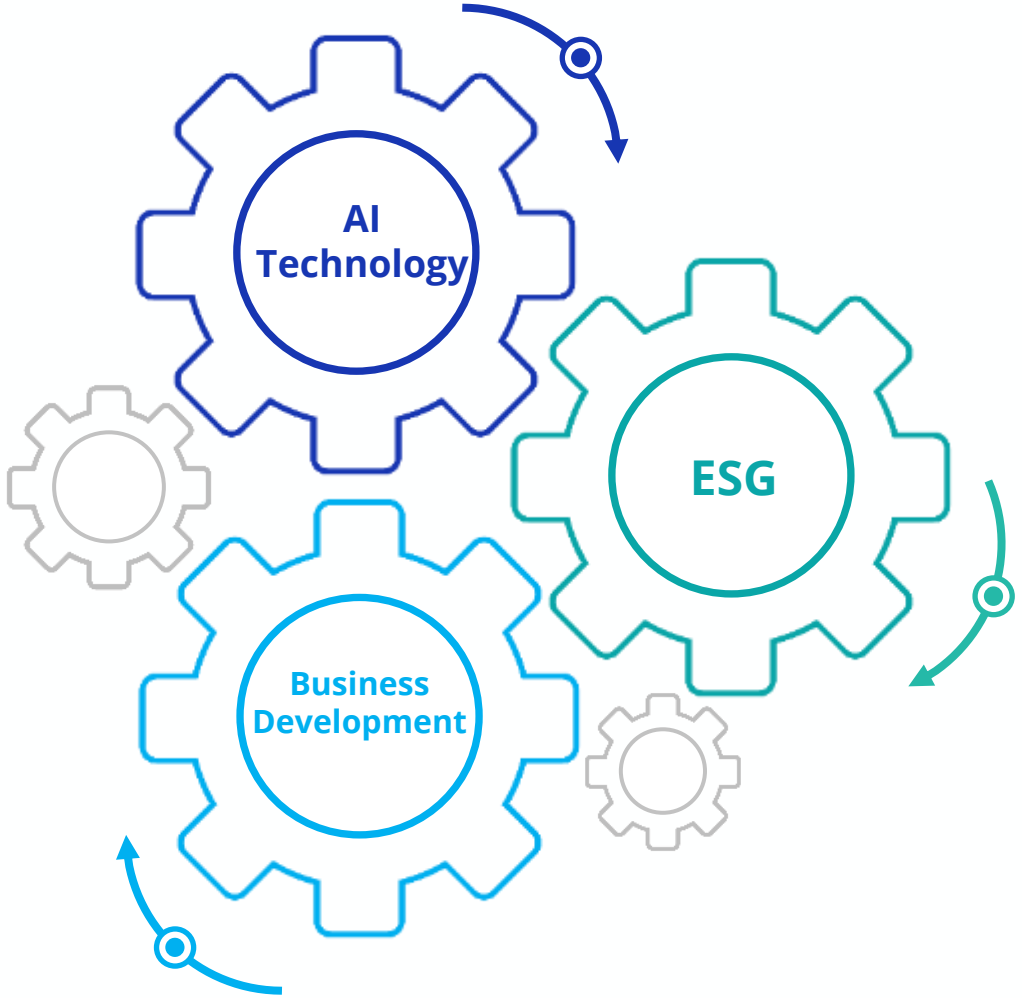
CCC | B | BB | BBB | A | AA | AAA

Embed ESG into Our Business

Appier envisions a future where precise, automated, and proactive decision-making is made possible through enterprise software powered by AI.

We believe ESG should be placed at the center of our focus on building a sustainable business and are determined to make commitments and to proactively engage our stakeholders in Appier's journey towards ESG excellence, as this is part of our vision for the future of our business.

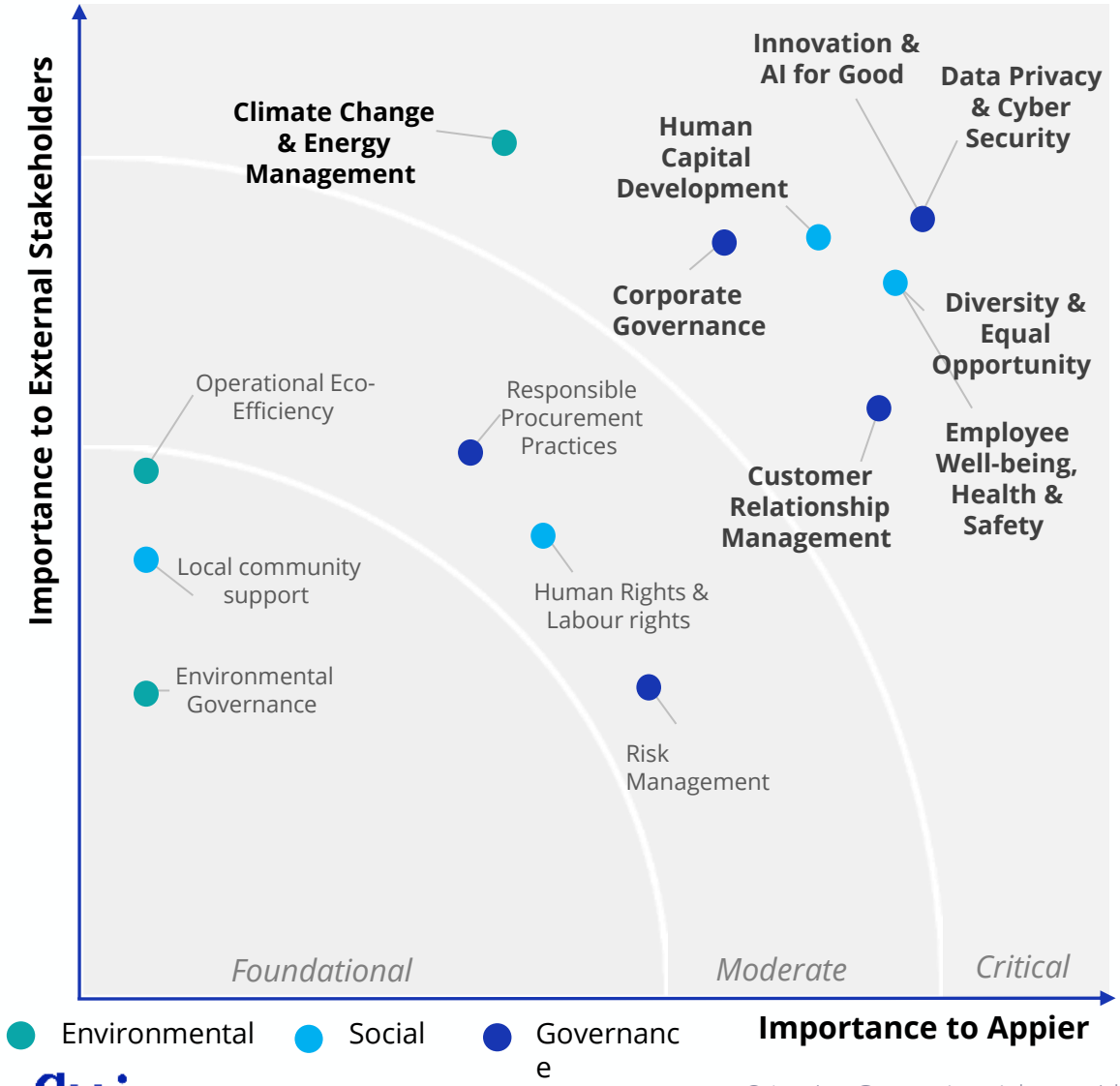
We were awarded an "AA" rating by MSCI ESG Research(1) and we will continue to improve towards ESG excellence.



(1) MSCI ESG Research provides MSCI ESG Ratings on more than 8,500 global public and a few private companies on a scale of AAA (leader) to CCC (laggard), according to exposure to industry-specific ESG risks and the ability to manage those risks relative to peers. MSCI ESG research is today known as one of the leading ESG rating agencies.

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Defining ESG Priorities: Materiality Assessment



Our Methodology

We worked with a third party to identify priority sustainability issues based on external trends and stakeholder engagements including interviews with internal and external stakeholders.

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Our Environmental, Social & Governance Framework



Environment
Greener Operation

- Minimizing the impact of our operations: Green & sustainable office
- Our AI solutions support smart working and contribute to our customers GHG reduction.



Social
Happier Crew

- Building a culture within our community that values long-term growth and sustainability
- Diversity, Equity and Inclusion (DE&I) as a core value
- Building a skilled labor force to add value to the tech / AI industry



Governance
Security & Privacy Protection

- Policies in place to ensure good governance with involvement from top management.
- Certified under the ISO/IEC 27001:2013 standard to ensure digital security

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

TCFD Report Initiation

Embracing Environmental Responsibility

Introducing our TCFD report(1), a testament to our unwavering commitment to environmental responsibility. Aligned with global climate efforts, this comprehensive disclosure transparently addresses both risks and opportunities.

As we move forward, sustainability remains a driving force, propelling innovation towards a greener future.



(1) Report link: https://www.appier.com/en/greener-operation-appier

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.

Disclaimer

This document has been prepared solely for the purpose of disclosing relevant information regarding Appier Group, Inc. (referred to herein as the "Company", "we" or "us") and, depending on the context, its consolidated subsidiary. This document does not constitute an offer to sell or the solicitation of an offer to buy any security in the United States, Japan or any other jurisdiction.

This presentation material includes forward-looking statements that express expectations of future results. These forward-looking statements include, but are not limited to, expressions such as “believe”, “anticipate”, “plan”, “develop a strategy”, “expect”, “project”, “forecast” or “have the potential” and other similar expressions that explain our future business activities, results, events and circumstances. Forward-looking statements are based on the intentions of our management based on the information that is available to them at the time of such statements. Therefore, these forward-looking statements are dependent on various risks and uncertainties, and actual results may significantly differ from the results expressed or implied in the forward-looking statements. Accordingly, you should not place undue reliance on the forward-looking statements. We are not under any obligation to change or correct the forward-looking statements according to new information, future events or other discoveries.

Any information pertaining to companies other than us or that was derived from any third-party source identified in this presentation material is cited from publicly-available information. We have not independently verified the accuracy or appropriateness of such information and are not able to guarantee the accuracy of such information.

©Appier Group, Inc. (along with its subsidiaries) All rights reserved.