Turning Agentic AI into ROI

FY2026 Q1 Earnings | May 2026

AI Agent

Appier: A Global AI-Native Company with Agentic AI at the Core of Its Operating Model

Recognized by Gartner as a product leader in AI-native applications & solutions across the AI tech stack

13+ years of AI tech leadership

Proven expertise in AI marketing

Scalable enterprise customer base

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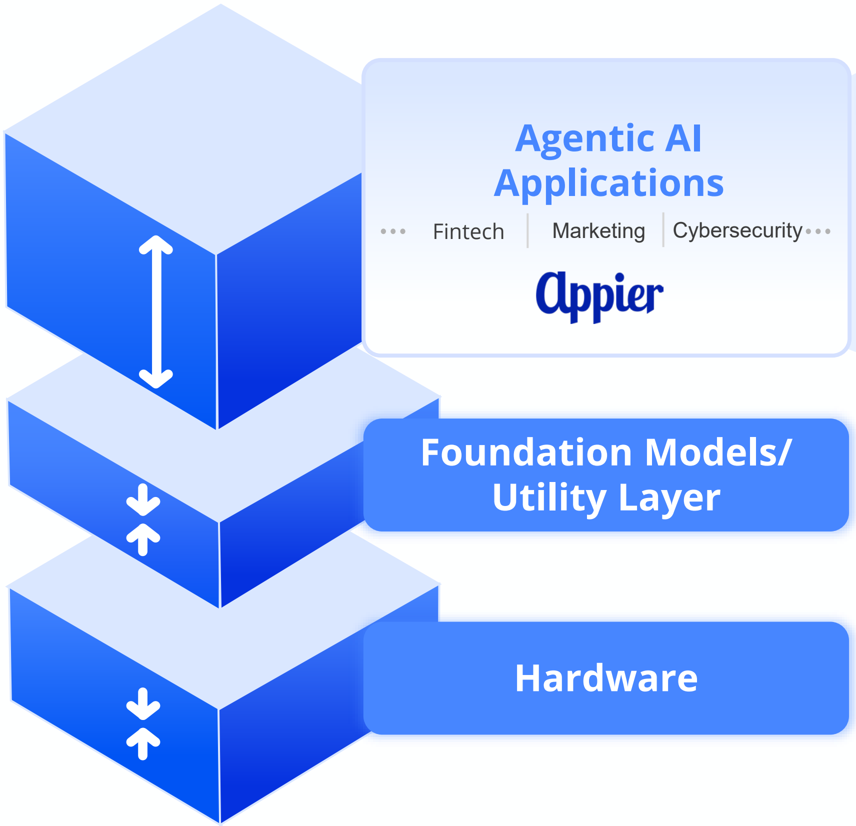
(1) 2026 Gartner, Product Leader Insight: Leverage AI-Native Startups for Cost-Effective Innovation

How Appier Operationalizes Agentic AI at Scale



Agentic AI Applications

··· Fintech | Marketing | Cybersecurity ···

Appier

Foundation Models/ Utility Layer

Hardware

Three Strengths

Charge by Value:

Performance-based alignment

- Precise ROI, joint value creation
- Converting static marketing costs into proven revenue driver

Deep workflow integration

Autonomous system of action

- Agents embedded in workflow
- Multi-agent orchestration that autonomously learns to adapt to customer environments

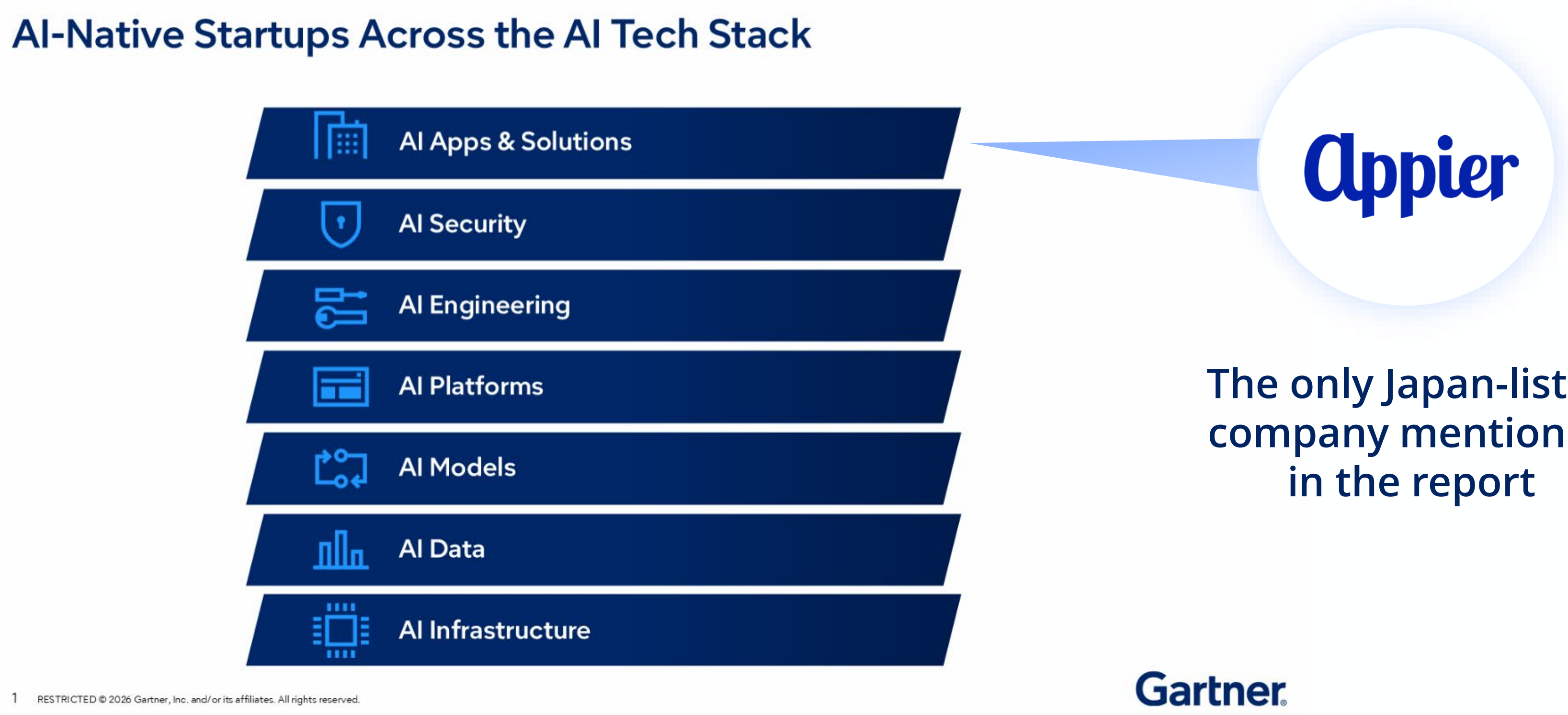
Data Advantage

Vertical & trustworthy intelligence

- Trustworthy & enterprise safe AI
- Differentiated data moat

Recognized by Gartner as a Representative Vendor in AI-Native Applications & Solutions

> “*Applications are evolving from co-pilot assistants to autonomous co-workers.*
> ***Appier leverages data moats for personalization-marketing agents.***”



AI-Native Startups Across the AI Tech Stack

- AI Apps & Solutions
- AI Security
- AI Engineering
- AI Platforms
- AI Models
- AI Data
- AI Infrastructure

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The only Japan-listed company mentioned in the report

(1) 2026 Gartner, Product Leader Insight: Leverage AI-Native Startups for Cost-Effective Innovation
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FY26 Q1 Achievement
& Business Overview

FY26 Q1
Business Metrics
& FY26 Q2 Outlook

FY26 Q1
Product Update

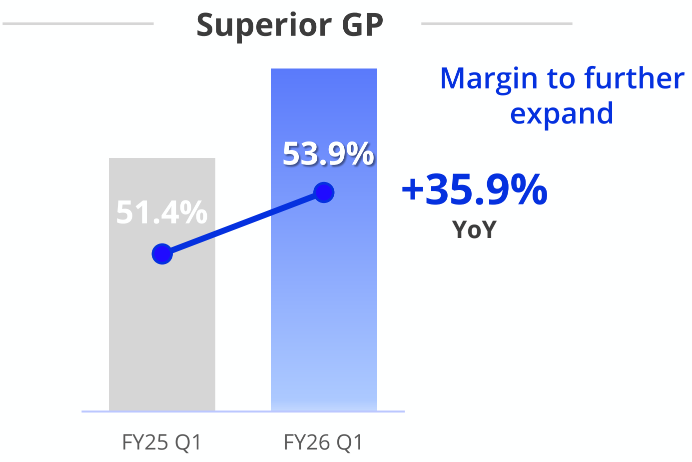
2026 Q1 Recap

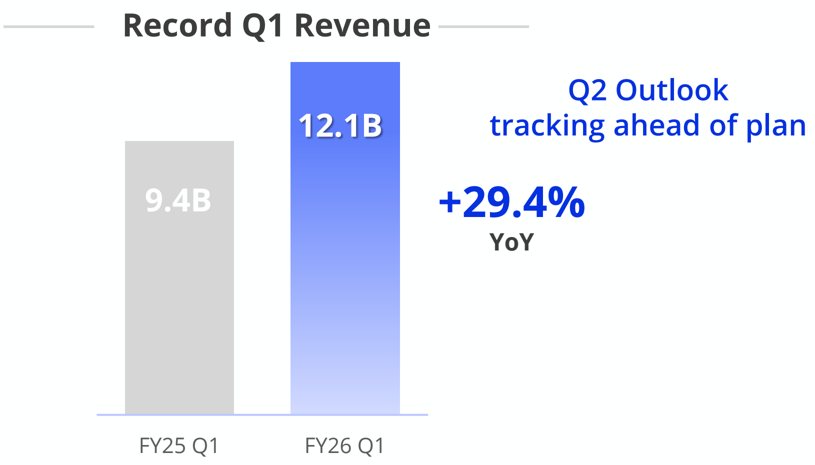
Q1 revenue and profit surpassing plan; Q2 outlook tracking ahead of target

Gross Profit surged 35.9% YoY to JPY 6.5B, exceeding our target and driving a significant structural gross margin expansion to 53.9% (54.7% on a constant currency basis), up from 51.4% in FY25 Q1.

This exceptional profitability was underpinned by record Q1 revenue of JPY 12.1B, representing robust 29.4% YoY growth and hitting the high end of our guidance.

We foresee profitability expansion as our new vertical AI models achieve stable operations, resulting in structural gross margin uplift. Our scalable Agentic AI deployment fuels an acceleration of operating leverage improvement that leads to both gross and operating profits expansion. Q1 outperformance and current robust business momentum reinforce the positive outlook for Q2 onward, with performance expected to track ahead of the initial plan.





(1) Using FX assumptions in 2026 guidance:
USDJPY 149.04, KRWJPY 0.1052, TWDJPY 4.7837

2026 Q1 Recap

Long-term growth trajectory driven by our consistent focus on key verticals and customers

The growth momentum is propelled by robust sales performance within our organic business across key regions. US and EMEA surged 49% YoY and NEA sustained robust growth with 28% increase on top of a high base.

These results are also supported by our strategic continuity in key verticals and customers, yielding over 35% YoY growth in E-Commerce and over 40% in Other Internet Services, including Online Travel.

High-quality new customer wins point to sustained and diversified revenue expansion.

Accelerated profit growth underpinned by ongoing operating leverage and efficiency

Operating profits jumped 153% YoY to JPY 185M, with reported margin expanding to 1.5%, up from 0.8% in FY25 Q1. On a constant currency basis, profit hit 473% YoY to JPY 418M with a 3.5% margin, further demonstrating our increased profitability.

From Q2 onward, we expect profitability to improve significantly, driven by rising sales momentum and accelerating operating leverage by agentic AI automation.

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(1) Using FX assumptions in 2026 guidance: USDJPY 149.04, KRWJPY 0.1052, TWDJPY 4.7837

2026 Q1 Highlights

Revenue

JPY **12.1B**

Profitability

Operating Income JPY **185M**

EBITDA JPY **1.33B**

ARR[3]

JPY **49.2B**

Revenue YoY Growth[1]

+29.4%

Gross Profit YoY Growth[2]

+35.9%

LTM NRR[4]

120.6%

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(1) Revenue Growth from FY25 Q1 to FY26 Q1.

(2) Gross Profit Growth from FY25 Q1 to FY26 Q1.

(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.

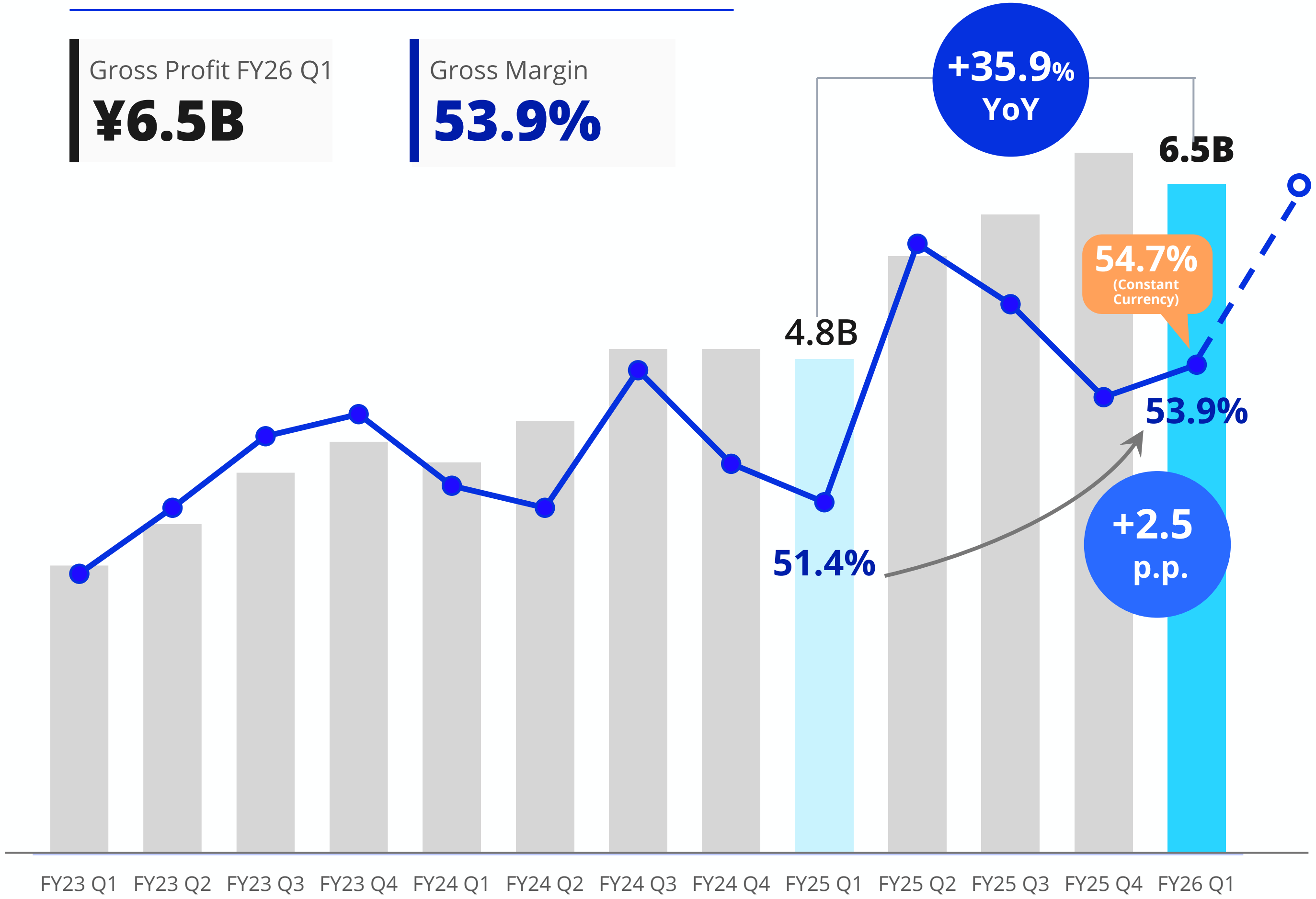
(4) We calculate NRR by dividing (i) total revenue calculated in U.S. dollars from the last 12 months from customers that used one of our solutions during the same period in the prior year, by (ii) total revenue calculated in U.S. dollars from such customers during the same period of the prior year.

Technical Leadership Driving Gross Profit Expansion

Gross Profit (JPY) & Margin

Gross Profit FY26 Q1
¥6.5B

Gross Margin
53.9%



Agentic AI-Driven Structural Expansion

- Gross profit reached JPY 6.5B (+35.9% YoY), with margin expanding to 53.9% (54.7% on a constant currency(1) basis).
- 2.5 p.p. YoY gross margin improvement was driven by new vertical model's operational stabilization.

Strategic Efficiency & Long-term Trajectory

- Agentic AI-driven operational efficiency continues to elevate our margin profile toward year-end.
- These efficiency gains effectively absorbed costs from strategic product experiments, which are instrumental in driving long-term margin expansion.

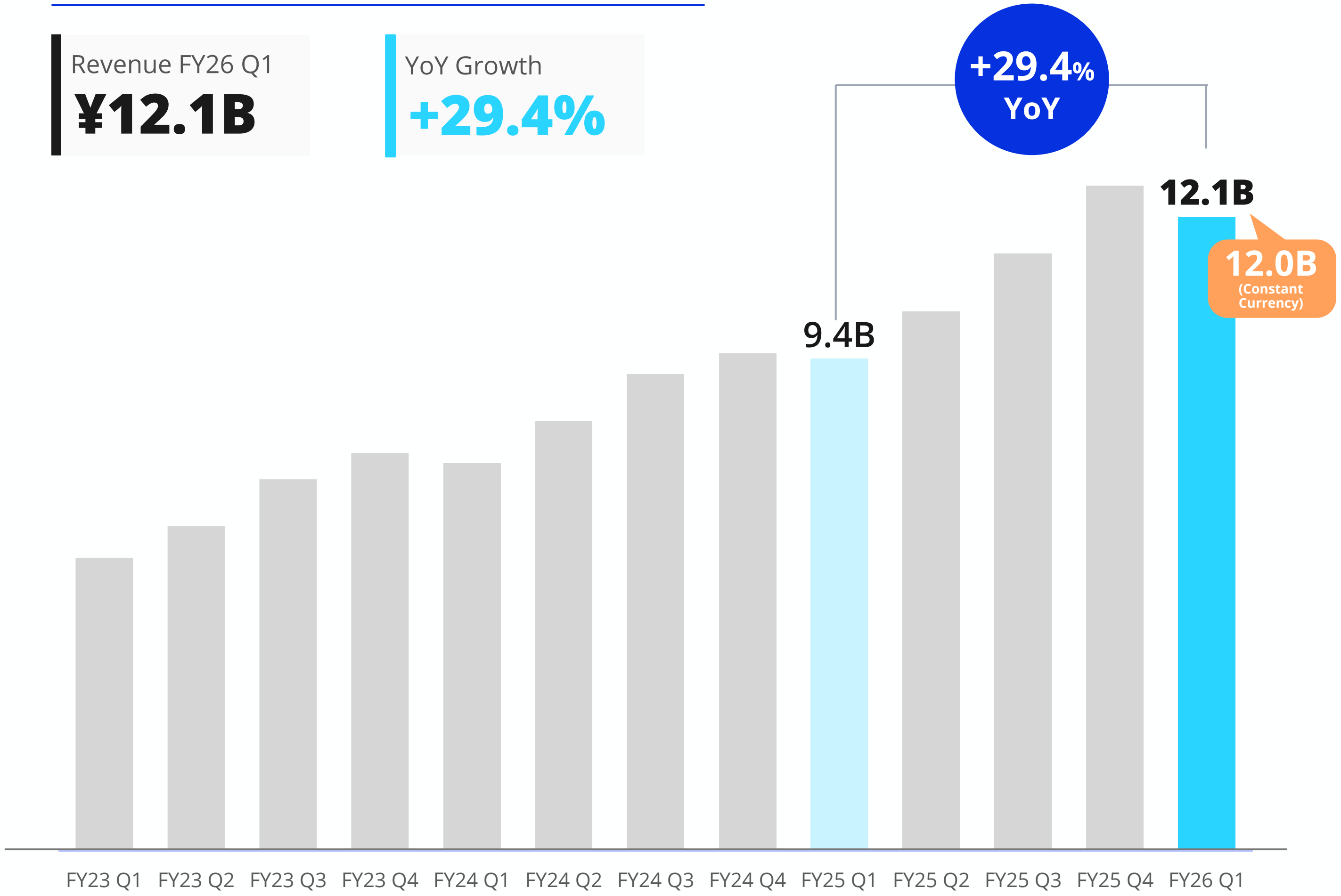
(1) Constant currency refers to figures calculated based on the same foreign exchange rates used in the FY26 Guidance. The FX assumptions are as follows: FX Assumption to JPY: USD 149.04, KRW 0.1052, TWD 4.7837

Global Scaling & Key Customer Wins Driving Consistent Growth

Revenue (JPY)

Revenue FY26 Q1
¥12.1B

YoY Growth
+29.4%



Consistent Growth & Robust Momentum

- Record Q1 revenue of JPY 12.1B (+29.4% YoY), or JPY 12.0B (+27.8% YoY) on a constant currency basis.
- Accelerated organic momentum bolstered by new key customer wins provides high growth visibility for the upcoming quarters.

Balanced Scaling: Regions & Segments

- Strategic structural shift toward global revenue diversification and rapid vertical scaling.
- 57% from Existing Customers(1):
  Deepened NEA e-commerce penetration while achieving positive momentum in the US & EMEA.
- 43% from New Customers(2):
  Accelerated NEA, US and EMEA customer acquisition through vertical diversification and product differentiation.

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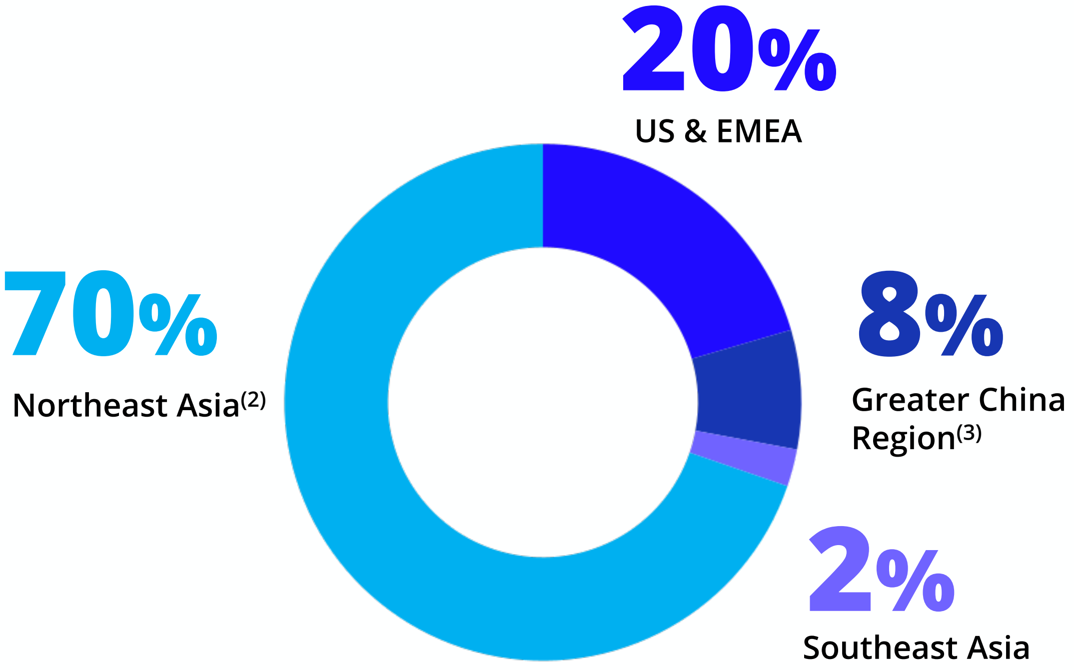
(1)"Existing Customers" refers to customers acquired before FY25 Q1.
(2)"New Customers" refers to customers acquired in FY25 Q2 to FY26 Q1.

Diverse Revenue Base: Continuous Growth Momentum in Multiple Regions

FY26 Q1 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 | **28%** YOY Revenue Growth

Strong existing customer expansion and accelerated new customer acquisition with balanced growth across JP and KR on top of a high base.

US & EMEA | **49%** YOY Revenue Growth

Emerging demand across a diverse range of verticals from both new and existing clients.

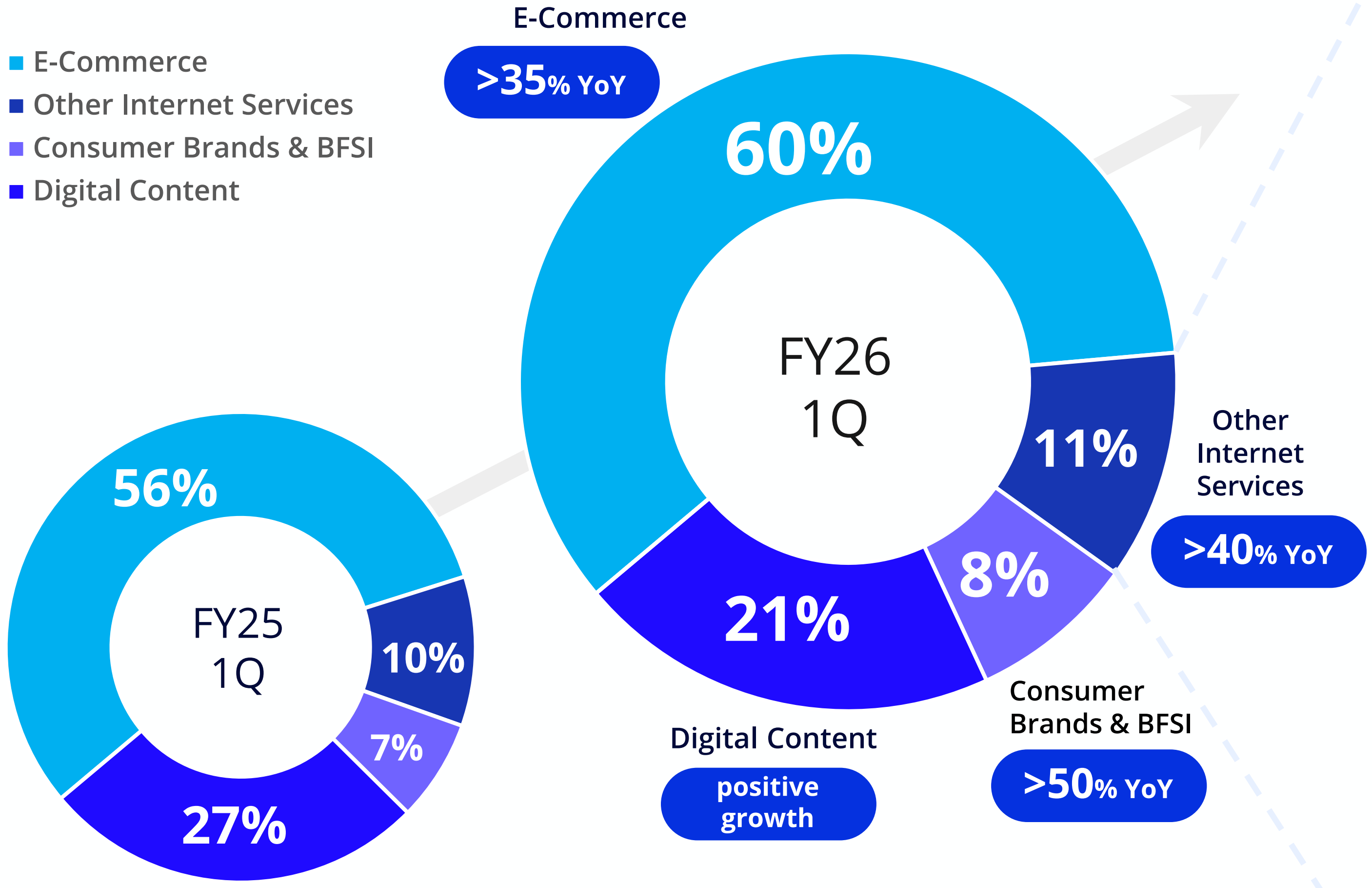
GCR | **Steady**

Steady revenue achievement, with the mainland China outbound business leading the growth.

SEA | **307%** YOY Revenue Growth

Strategic focus on key accounts is beginning to materialize, leading us to allocate further go-to market resources to the region.

Case Studies from our New Focused Verticals



Trip.com

- ✓ High LTV user targeting via vertical-specific pretrained model.
- ✓ Leveraging AI-based creatives to scale conversions across the globe.
- ✓ Successful cross sell across verticals via users' contextual inferences.

> *日本と世界の旅行市場のニーズを深く理解するAppierは、当社にとって不可欠なビジネスパートナーです。… 今後も協業を継続し、グローバル市場へのさらなる拡大を目指してまいります。*
>
> *~ Partnership Marketing Senior Manager, 深澤慶鵬, Trip.com*

omio

- ✓ Scaling high LTV users with profitable purchase pattern globally across 21 countries.
- ✓ Using agentic AI automation to maximize ROI with real-time creatives to achieve true incrementality.
- ✓ Automatic balance of scale and ROI via agentic AI.

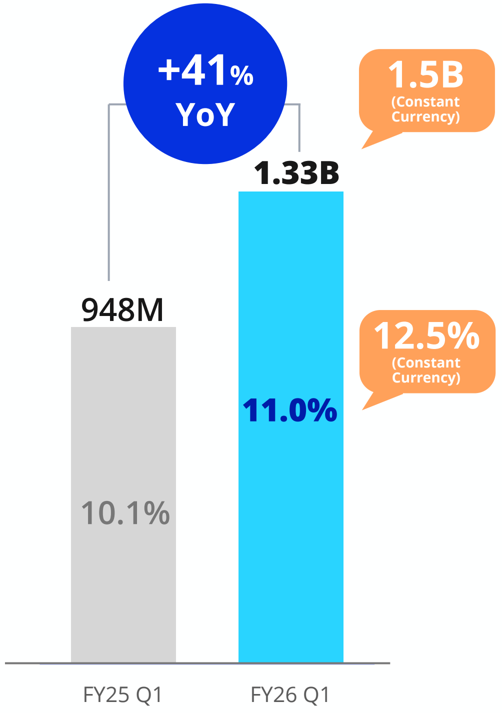
> *Working with Appier helped us scale efficiently into new markets while maintaining strong profitability. .... Appier truly delivers AI-powered data optimization, enhanced by expert insights , building strong, long-term partnerships that drive growth.*
>
> *~ App Performance Marketing Manager, Anastasiia Ivanova, Omio*

EBITDA & Operating Income Surge

EBITDA & Margin

EBITDA FY26 Q1
¥1.33B

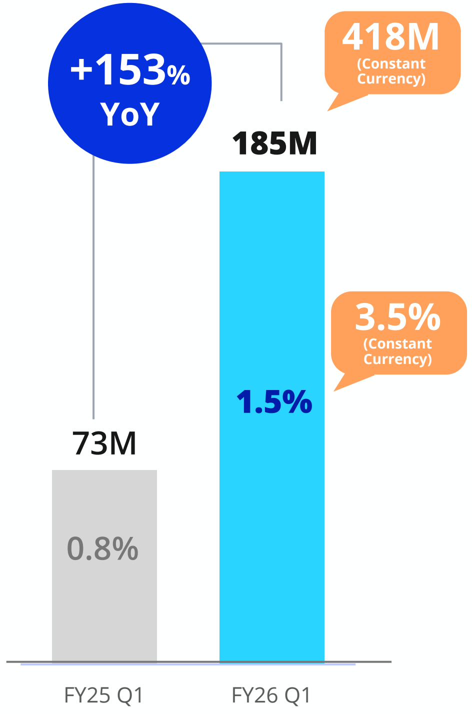
EBITDA Margin
11.0%



Operating Income & Margin

Operating Income
¥185M

OP Margin
1.5%



Scaling Operations & Expanding Margins

- Strong Q1 execution and ahead-of-target Q2 momentum demonstrate an accelerated growth trajectory.
- On a constant currency basis, margin reached 3.5%, demonstrating the scalability of operating leverage.

Efficiency Drivers & Strategic Context

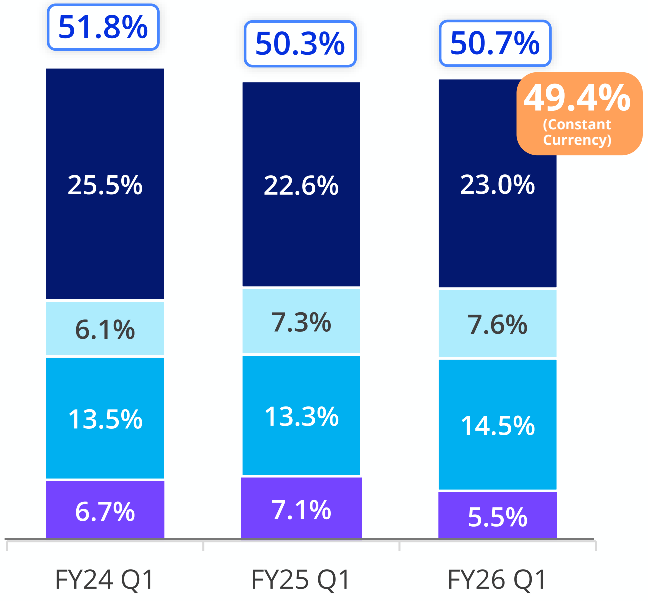
- Profit expansion was driven by:
  (1) strong revenue growth
  (2) exceptional gross margin expansion
  (3) AI-powered operation efficiency gains which effectively offset the full-quarter consolidation from strategic acquisition.

Disciplined OPEX Management Driving Efficiencies

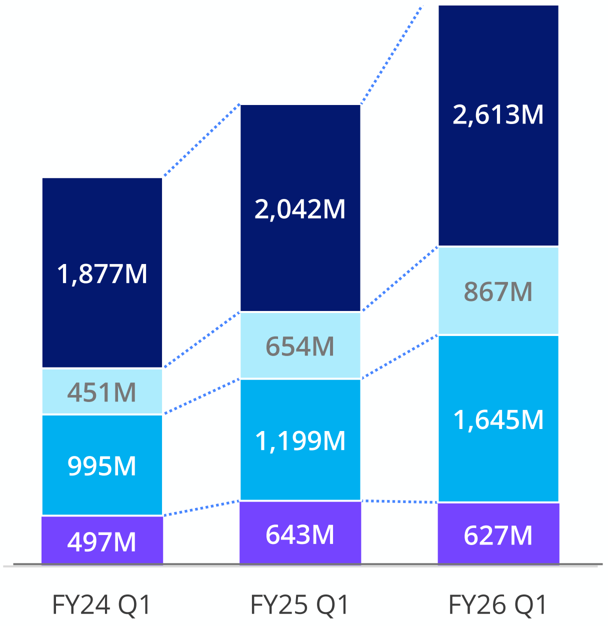
Consistent Organic Business Efficiency

- Operating leverage for the organic business continues to improve, with the OPEX-to-revenue ratio improved to 49.4% on a constant currency basis, down from 50.3% in FY25 Q1.
- Disciplined cost management, operating efficiency gains through AI-led productivity are the key factors that lead to our operational resilience under FX headwinds.

Organic OPEX to Revenue



Organic OPEX (JPY)



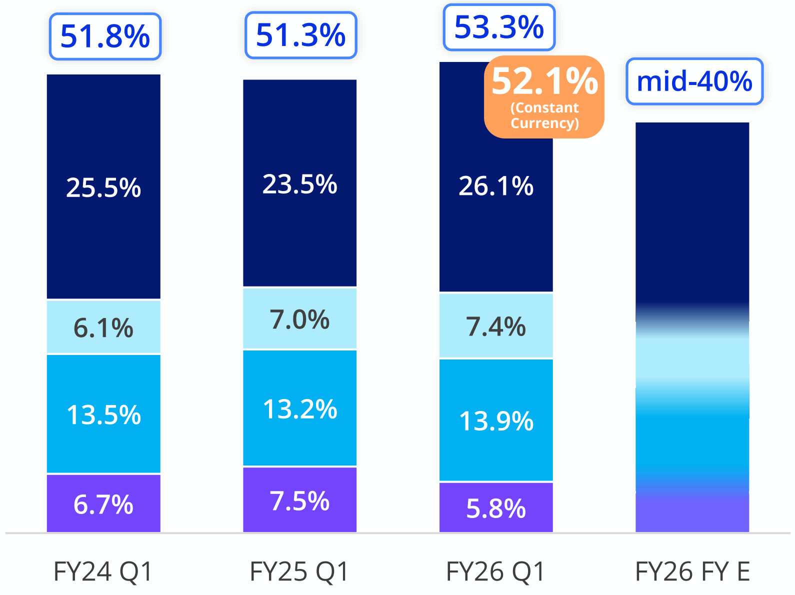
(1) Our Sales and Marketing Expenses included amortization of software. We started software capitalization in FY2020. Please refer to Appendix for details.
(2) Percentages may not equal to the sum due to rounding
(3) "Constant currency" refers to figures calculated based on the same foreign exchange rates used in the FY26 Guidance. The FX assumptions are as follows:
FX Assumption to JPY: USD 149.04, KRW 0.1052, TWD 4.7837

Path to Enhanced Operating Leverage

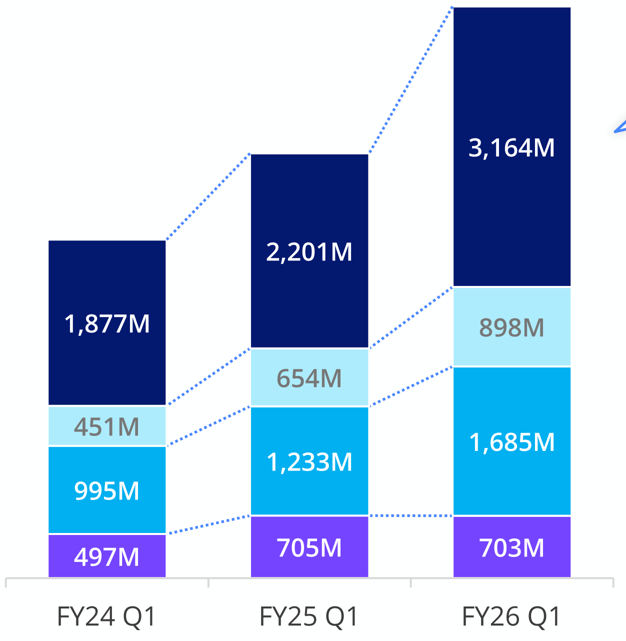
Targeting Mid-40s OPEX by Year-End

- This cost optimization roadmap is underpinned by four key strategic drivers: (1) Accelerated cost efficiencies across global operations, (2) Agentic AI-driven productivity gains from in-house automated workflows, (3) Continuing structural operating leverage inherent in our model, and (4) AdCreative.ai integration synergies realized through full-quarter consolidation.

Reported OPEX to Revenue



Reported OPEX (JPY)



Increased due to the full consolidation of AdCreative.ai vs one month of consolidation in FY25 Q1

- S&M (excl. software amortization(1))
- Software amortization(1)
- R&D
- G&A (excl. Capital size tax)

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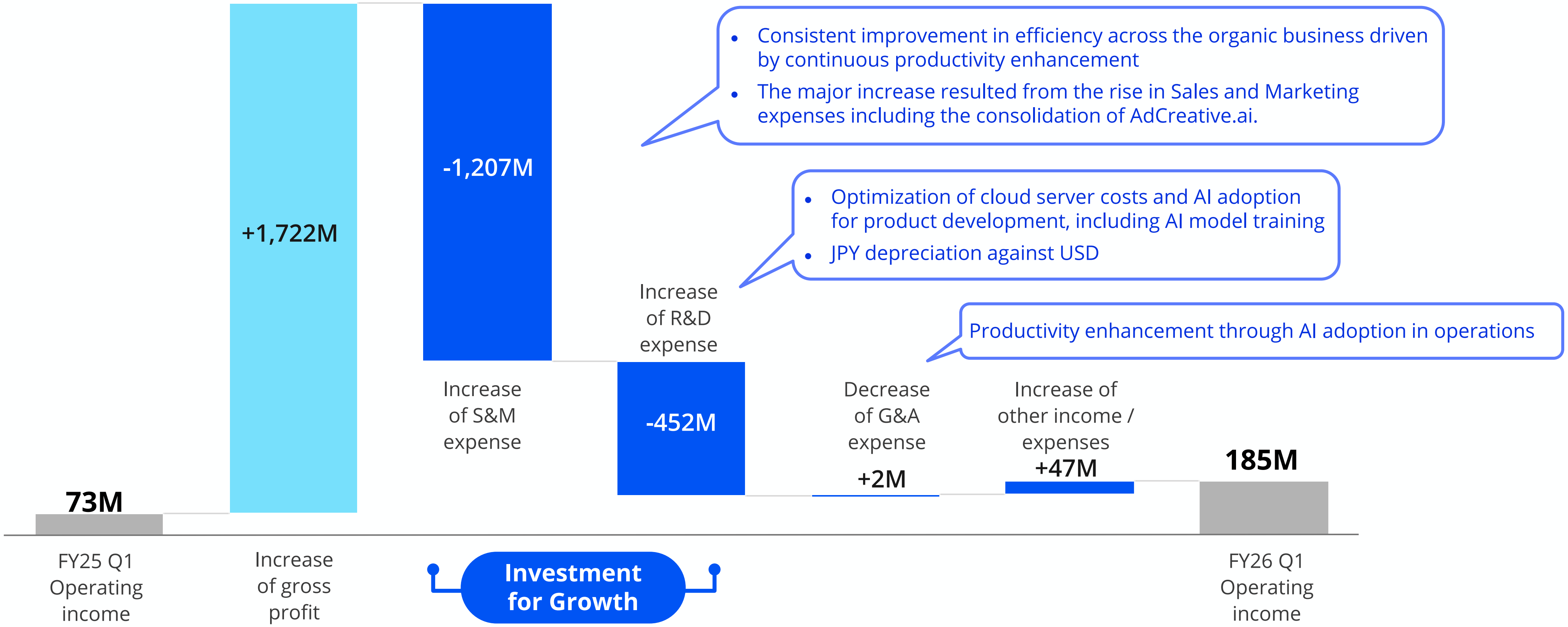
FY2026 Q1 Operating Income Expansion

- Gross profit expansion and disciplined cost management successfully offsets strategic integration costs.
- Outlook: Seasonal and agentic AI automation-driven gains will accelerate operating income.

Operating Income Waterfall (JPY)



- Consistent improvement in efficiency across the organic business driven by continuous productivity enhancement
- The major increase resulted from the rise in Sales and Marketing expenses including the consolidation of AdCreative.ai.

- Optimization of cloud server costs and AI adoption for product development, including AI model training
- JPY depreciation against USD

Productivity enhancement through AI adoption in operations

Appier

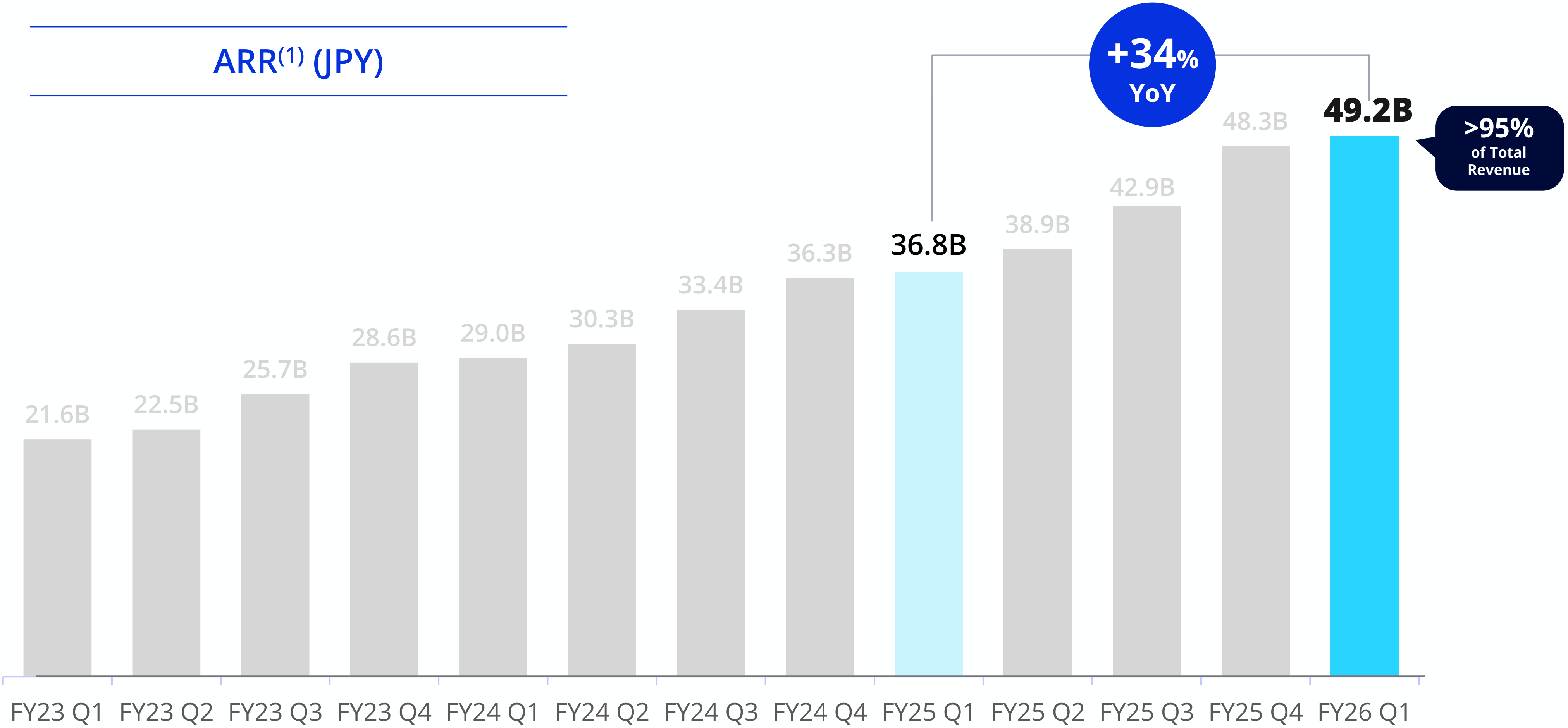
FY26 Q1 Achievement & Business Overview

FY26 Q1 Business Metrics & FY26 Q2 Outlook

FY26 Q1 Product Update

Record Annual Recurring Revenue in FY26 1Q

- Our recurring revenue has accumulated steadily every quarter with ratio over 95%.
- The ratio of recurring revenue to total revenue has increased from FY25 Q1 due to increased revenue from key customers.



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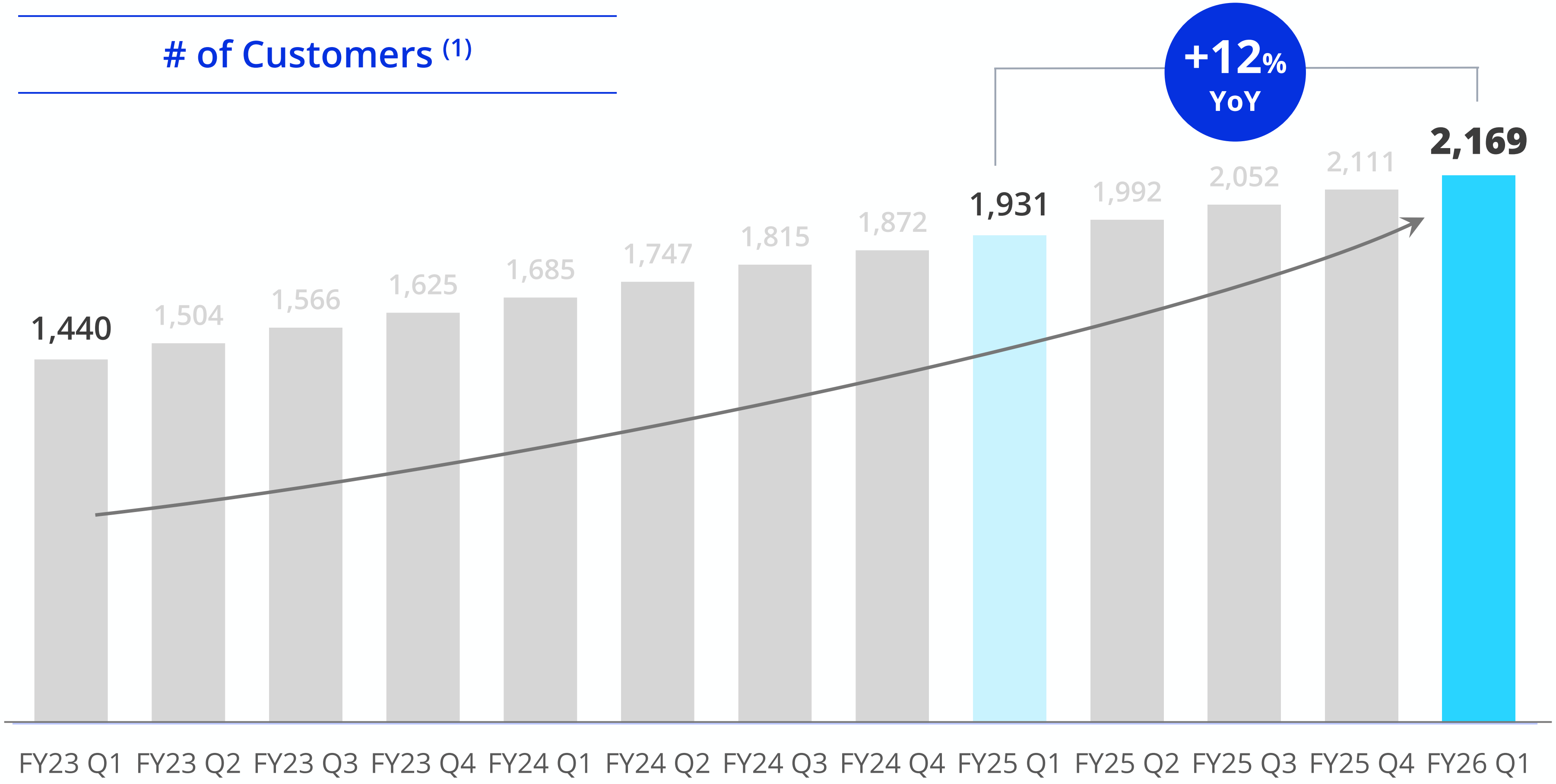
Quarterly Customer # Trend

- **Quality over quantity strategy: maximizing revenue scale by prioritizing key accounts across key verticals and geographies, while maintaining a steady upward trajectory in customer count.**

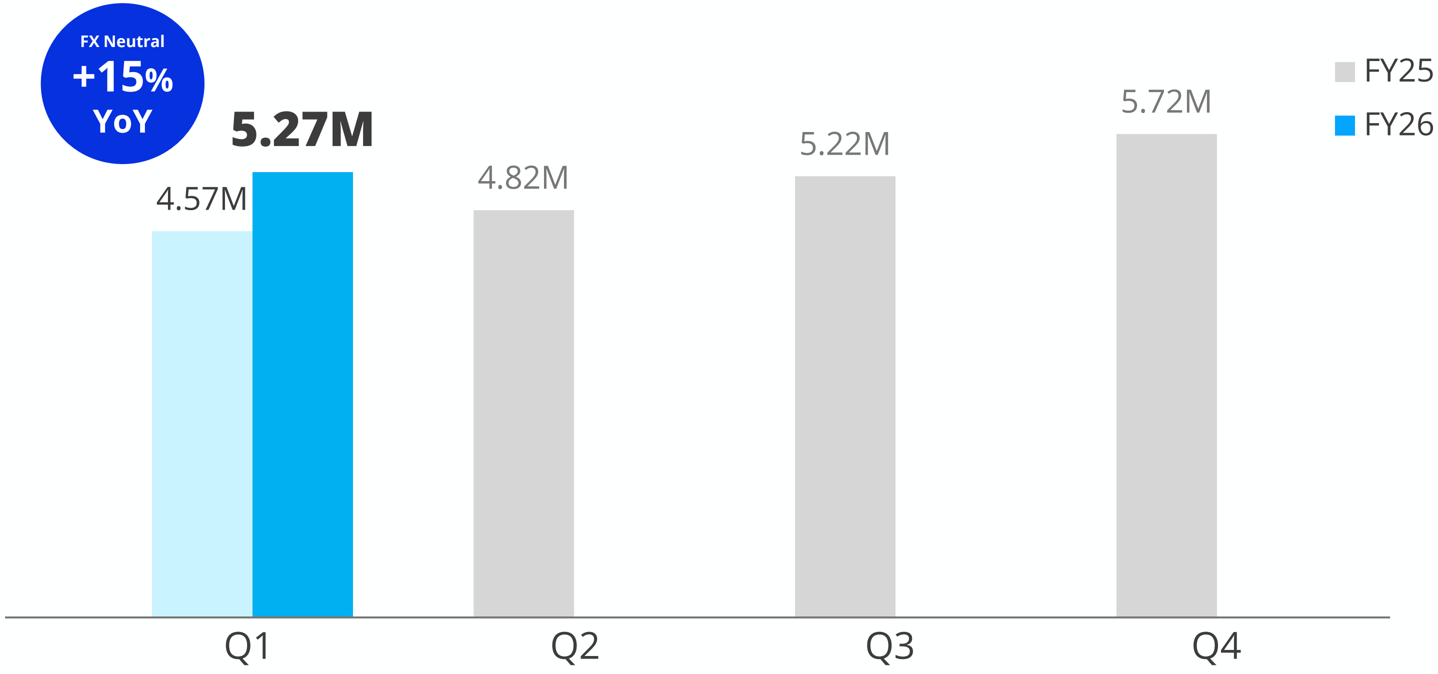


(1) "Customer" refers to a corporate group that has one or more active contracts for our solutions, excluding one-time customers, paid or unpaid trial, demo use and customers acquired through business acquisitions. Such corporate group is counted as a separate "customer" with respect to each solution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

Quarterly Average Revenue per Customer

- Our Average Revenue Per Customer (ARPC) demonstrated robust momentum, growing 15% YoY on an FX-neutral basis.
- This marks a significant acceleration from the 10% growth in FY25 Q1, driven by the expansion of existing accounts and the strategic acquisition of larger enterprise customers.

Quarterly Average Revenue per Customer (1) (JPY)



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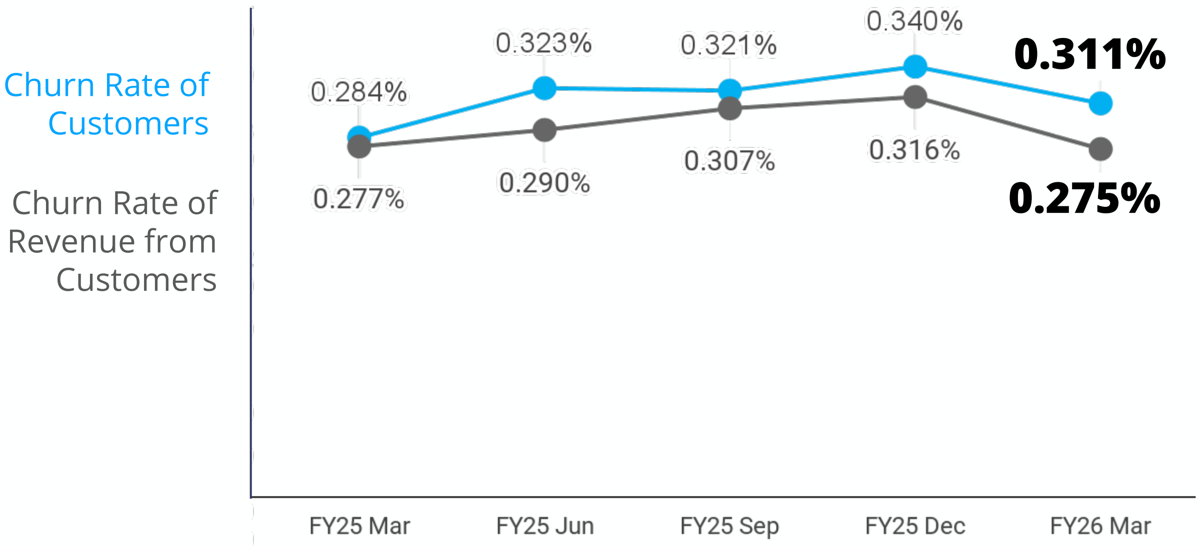
(2) FX-neutral' metrics represent year-over-year comparisons calculated using prior year actual exchange rates to isolate organic performance. 'Constant currency' metrics are calculated based on 2026 guidance FX assumptions.

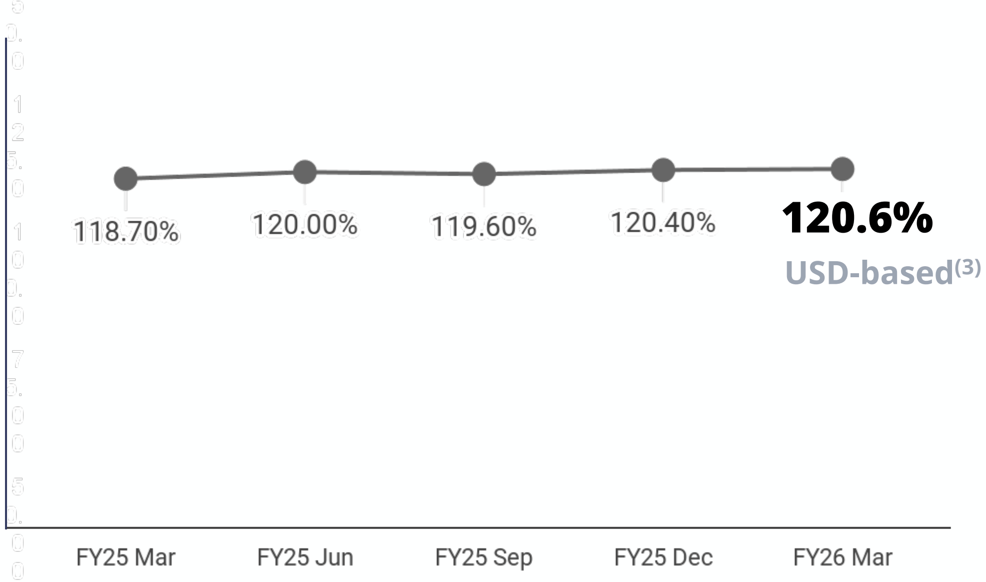
Strong Customer Stickiness: Low Churn and High NRR

- Customer churn remains at a seven-quarter low level, a direct result of the exceptional ROI delivered by our solutions and the deep integration and strong engagement across our customer base.
- USD-based LTM NRR is sustained at a high level of 120.6%, driven by healthy growth from key accounts.
- Large enterprise clients (>USD 1M annual revenue) shows stronger NRR than the company overall average.

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



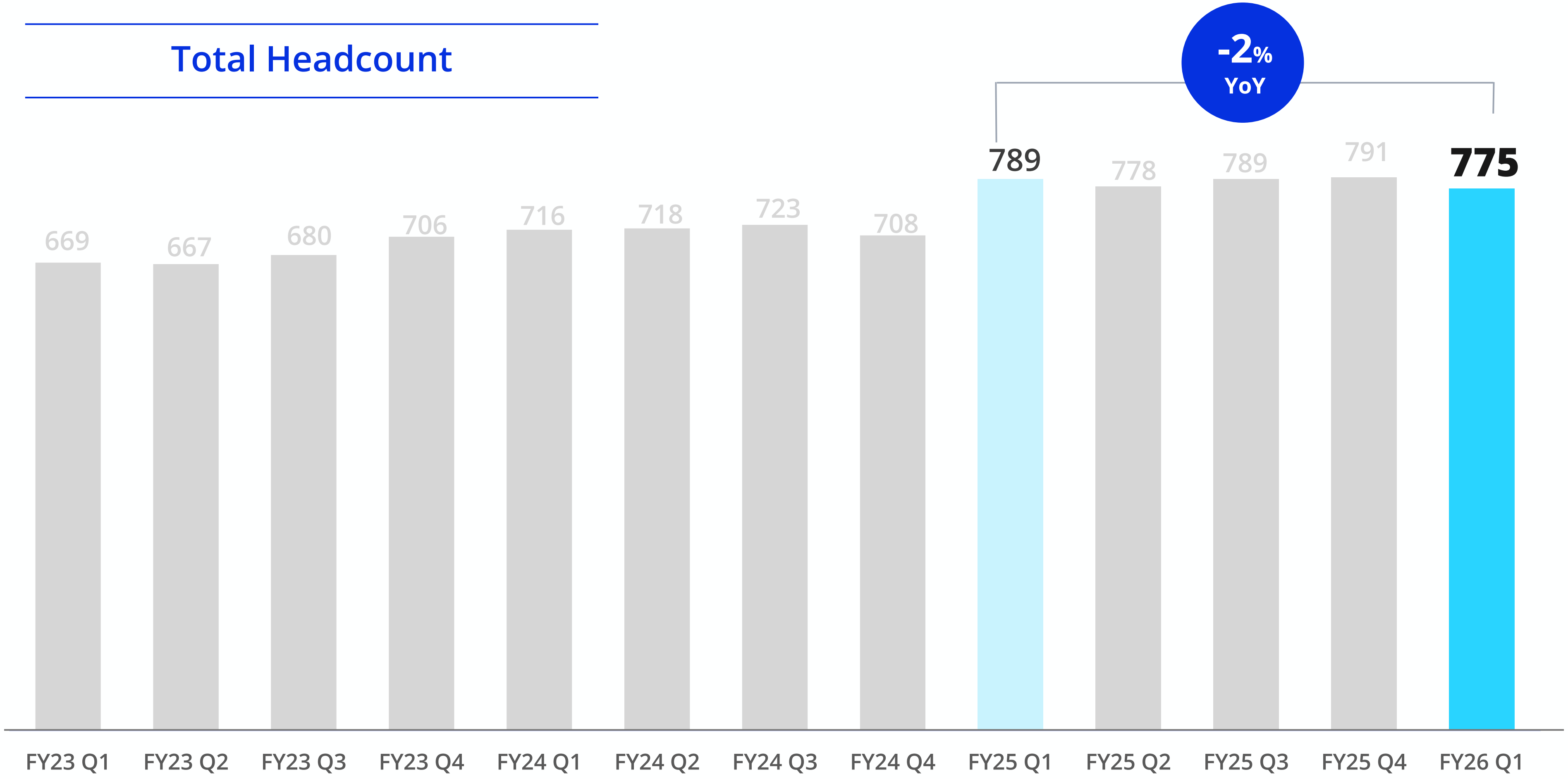
LTM Net Revenue Retention



(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.

Strategic Investment in Talent Acquisition

- Our unwavering operational discipline and ongoing organizational optimization are now underpinned by AI-driven efficiency, enabling disciplined headcount right-sizing. We view this as a strategic commitment to productivity—a powerful aggregation of both Artificial and human intelligence.



Productivity Improvement led by agentic automation

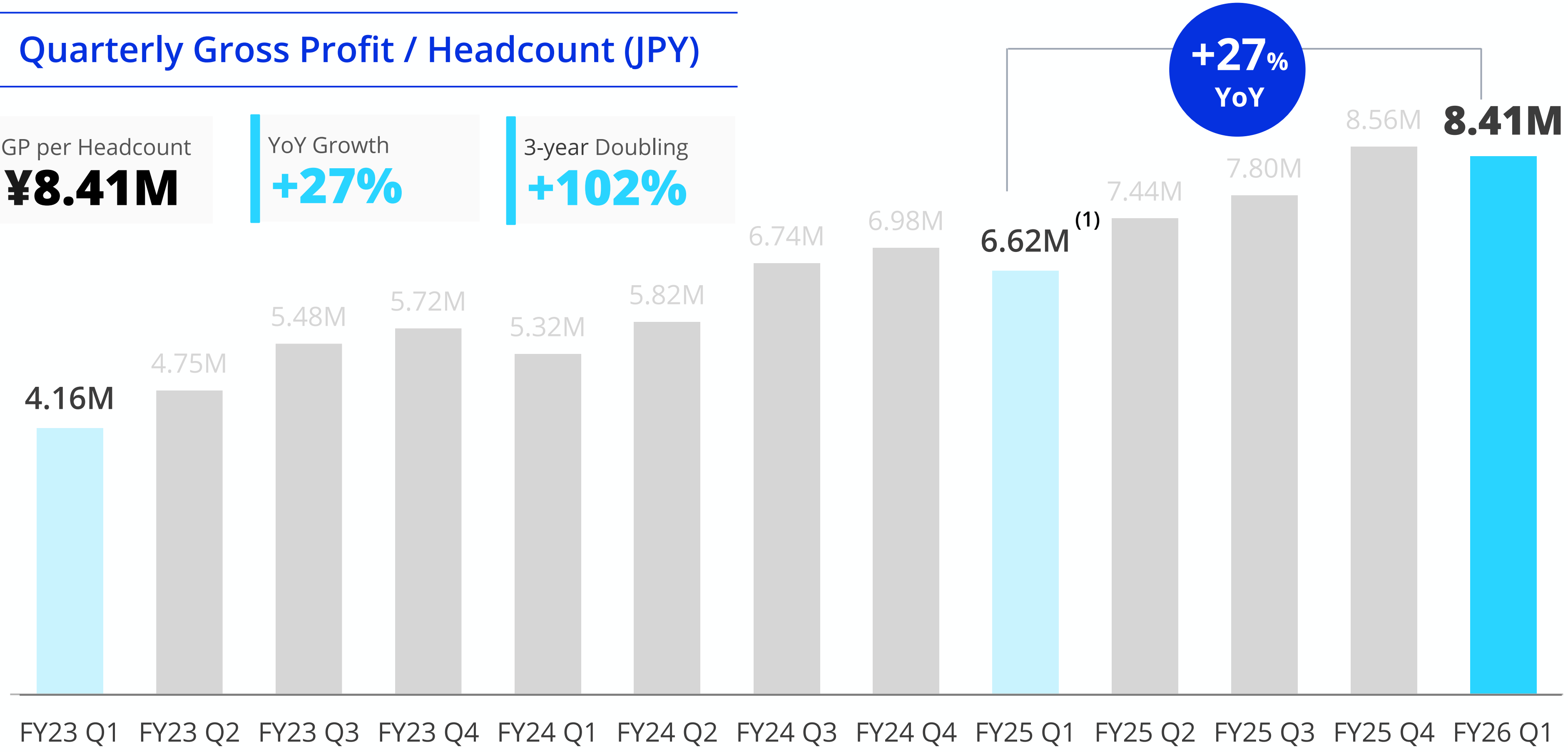
- We are achieving continuous, measurable efficiency gains, evidenced by a record Q1 gross profit per headcount of JPY 8.41 million, a 27% YoY increase in productivity, in turn driving consistent profitability improvement.
- As an AI-native autonomous organization, we leverage Agentic AI automation to amplify the productivity of every employee, projecting continuous, large-scale improvements in organizational efficiency and operating leverage.

Quarterly Gross Profit / Headcount (JPY)

GP per Headcount
¥8.41M

YoY Growth
+27%

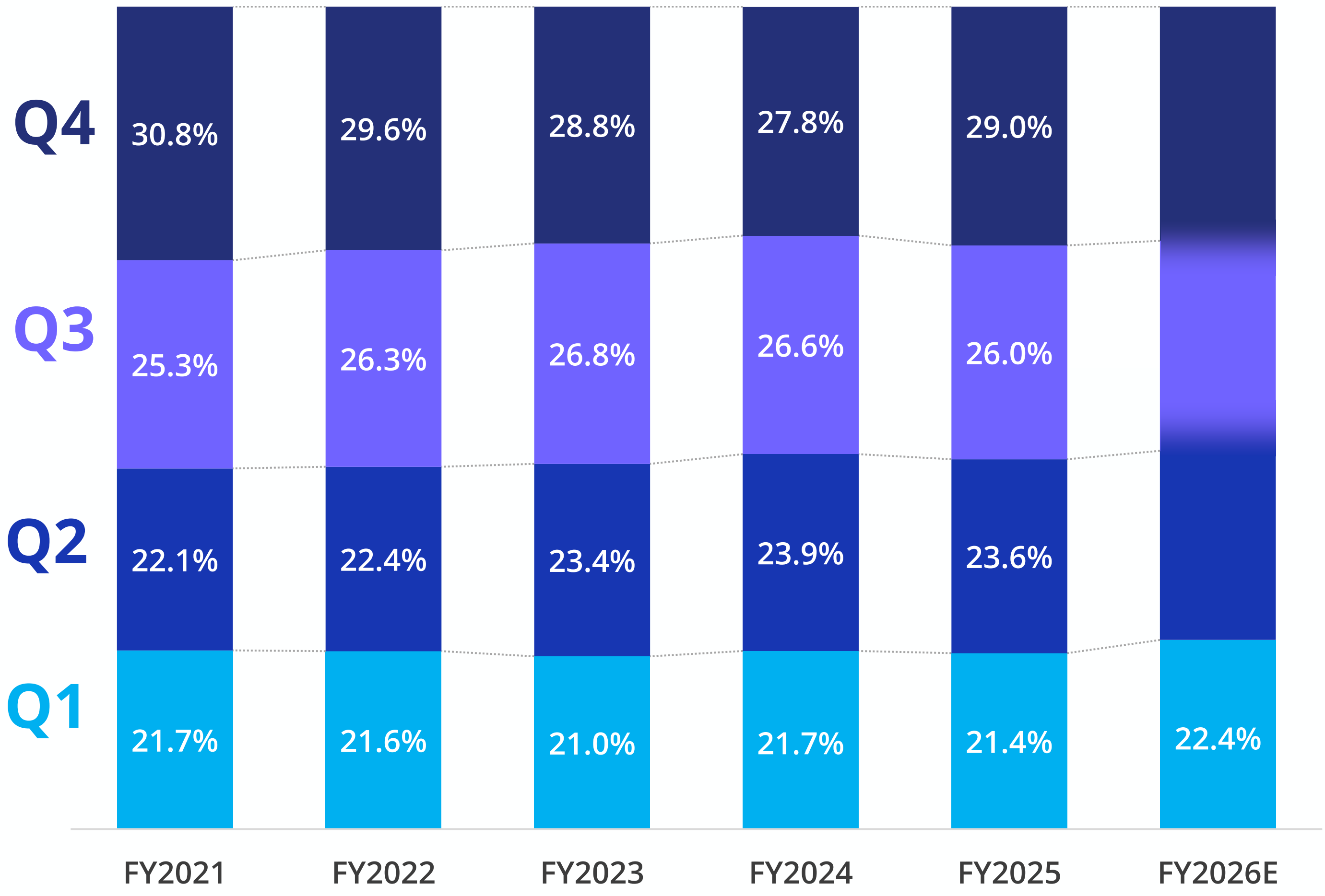
3-year Doubling
+102%



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

Accelerated Q2 Momentum

Quarterly Seasonality

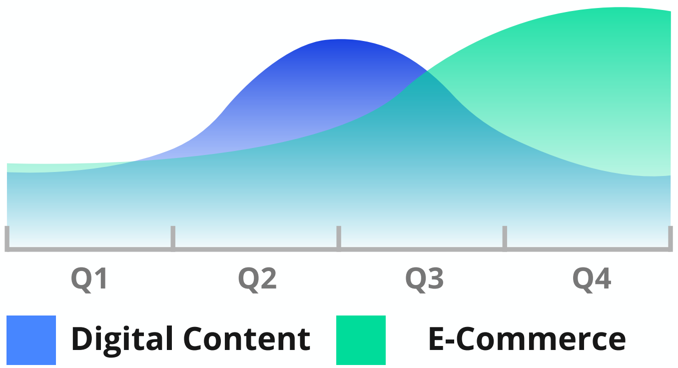


	FY2021	FY2022	FY2023	FY2024	FY2025	FY2026E
Q4	30.8%	29.6%	28.8%	27.8%	29.0%	
Q3	25.3%	26.3%	26.8%	26.6%	26.0%	
Q2	22.1%	22.4%	23.4%	23.9%	23.6%	
Q1	21.7%	21.6%	21.0%	21.7%	21.4%	22.4%

Q2 projection

- Q2 revenue is projected in the range of JPY 12.5–12.7B, ahead of our initial projection.
- Driven by operating leverage and Agentic AI, Q2 operating income is projected at JPY 1-1.2B, marking a significant profitability step-up and ahead of our initial projection.

Quarterly Revenue Trend



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**FY26 Q1
Product Update**

Bridging Frontier Research with Enterprise ROI

Leading the way in academic excellence and practical AI implementation

Hundreds+ **Research papers** at top-leading AI conferences

NEURAL INFORMATION PROCESSING SYSTEMS | EMNLP | ICML International Conference On Machine Learning

Trustwothy AI | **Multimodal** | **Hallucination Prevention**

••• Trip.com | omio | AMOREPACIFIC | LOTTE | Gmarket | Carrefour | 萬寧 mannings | NEXON | netmarble •••

Many more

Cutting Edge Research Leads to Differentiated Solutions

Challenges

No self awareness, overconfident AI

- Claims 90% confidence without validation

Respond regardless of conditions

- Answer under high-risk but not knowing

Stubborn AI vs. Annoying AI

- Give unrelated answers
- Non-stop asking

Solutions

Know its capability

- Read AI brain status (clue)
- Predict its success probability

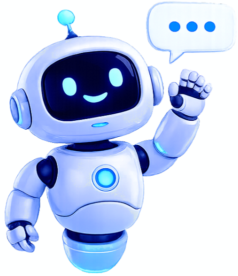
Assess potential risk

- Agent to assess the high-risk situation and decide whether to answer or admit uncertainty
- Escalate to human for support

Ask smart and precisely

- Agent determines the right timing to clarify the uncertainty
- Know when and what to ask and only ask when it matters

Example: Sales and Service Agents



Receiving question

Know capability

- Do I truly know this?
- My likelihood of success?

Forming an answer

Assess risk

- Is this answer correct?
- How confident am I?

During conversation

Ask precisely

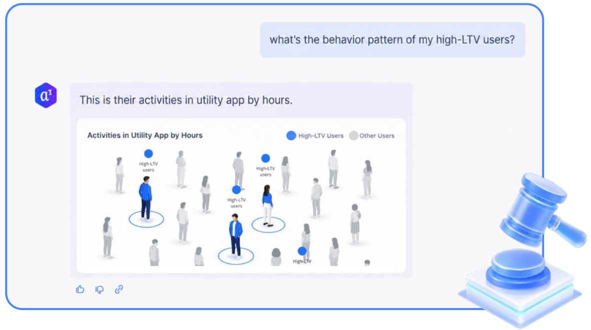
- Is this the right timing?
- Is it what you want?

Appier

How Our **Ad Agents** Empower Autonomous Growth

**Ad Cloud is the Agentic Ad platform built for ROAS —
driving real business impact and incremental growth.**

Precise Buyer Intent Prediction



what's the behavior pattern of my high-LTV users?

This is their activities in utility app by hours.

Bid for payers, not just downloads

Agentic AI reaches high-LTV users on priority inventory at the exact moment they're ready to pay.

Self-Optimizing Creative Intelligences

What kind of lotion are you looking for?

Which matters most to you?

features price packaging

Let me recommend per your request?

Evolve for ROAS. Built to Win

Agentic Ads that auto-produces, tests, and iterates creatives per user at scale. Precise by design. Self-improving by default.

Incremental Growth Engine

Validate every dollar. Scale what works.

Always-on incrementality validates every dollar in real time to ensure high-impact growth.

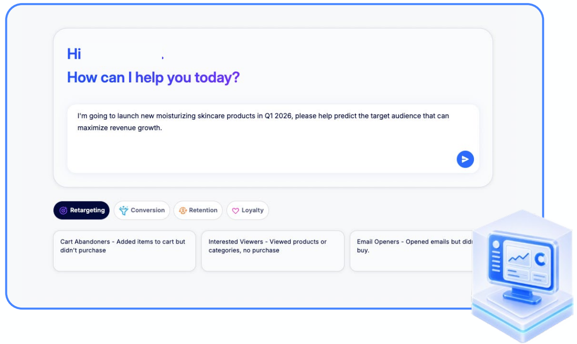
Agent core Foundation: 7x World Champion ML Heritage & Cross-industry pre-training models - empower by campaign best practice

How Our Agentic Enterprise Platform Empower Autonomous Growth

One-Stop Agentic Growth Engine

Turns customer insight into active engagement and retention for ROI growth

Industry-embedded Agentic Intelligence



Hi .

How can I help you today?

I'm going to launch new moisturizing skincare products in Q1 2026, please help predict the target audience that can maximize revenue growth.

Cart Abandoners - Added items to cart but didn't purchase

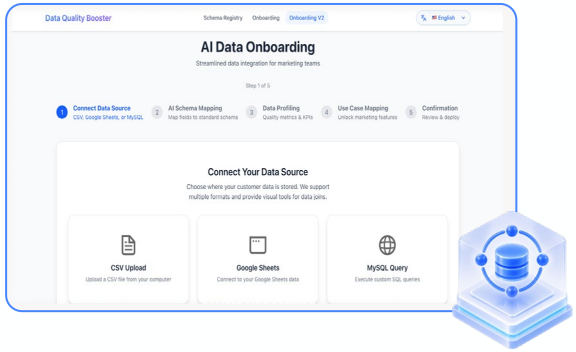
Interested Viewers - Viewed products or categories, no purchase

Email Openers - Opened emails but didi buy.

Bridge industry experts with scalable AI

AI intelligence built on 10+ years of expertise, with best practices, and annotations from industry experts.

Intelligent Enterprise Data Hub



AI Data Onboarding

Streamlined data integration for marketing teams

Step 1 of 5

1. Connect Data Source — CSV, Google Sheets, or MySQL
2. AI Schema Mapping — Map fields to standard schema
3. Data Profiling — Quality metrics & KPIs
4. Use Case Mapping — Unlock marketing features
5. Confirmation — Review & deploy

Connect Your Data Source

Choose where your customer data is stored. We support multiple formats and provide visual tools for data joins.

CSV Upload — Upload a CSV file from your computer

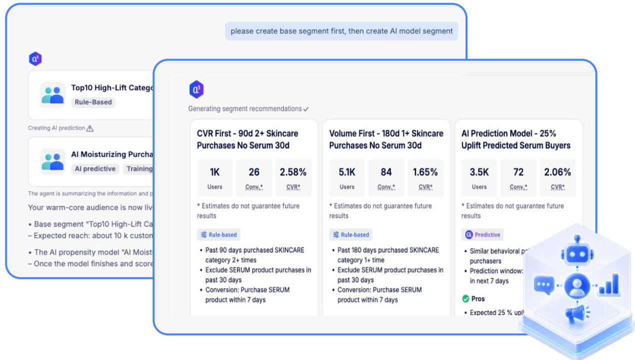
Google Sheets — Connect to your Google Sheets data

MySQL Query — Execute custom SQL queries

Unlock flexible, precise data value at scale

Auto data cleaning, unification, and integration to enable trusted data intelligence and governance.

Multi-Agent Orchestration



please create base segment first, then create AI model segment

Top10 High-Lift Catego

Rule-Based

Creating AI prediction ⚠

AI Moisturizing Purcha

AI predictive Training

The agent is summarizing the information and p

Your warm-core audience is now liv

- Base segment "Top10 High-Lift Ca
  – Expected reach: about 10 k custon
- The AI propensity model "AI Moist
  – Once the model finishes and score

Generating segment recommendations ✓

CVR First - 90d 2+ Skincare Purchases No Serum 30d	Volume First - 180d 1+ Skincare Purchases No Serum 30d	AI Prediction Model - 25% Uplift Predicted Serum Buyers
1K Users	5.1K Users	3.5K Users
26 Conv.*	84 Conv.*	72 Conv.*
2.58% CVR*	1.65% CVR*	2.06% CVR*
* Estimates do not guarantee future results	* Estimates do not guarantee future results	* Estimates do not guarantee future results
Rule-based	Rule-based	Predictive
• Past 90 days purchased SKINCARE category 2+ times • Exclude SERUM product purchases in past 30 days • Conversion: Purchase SERUM product within 7 days	• Past 180 days purchased SKINCARE category 1+ time • Exclude SERUM product purchases in past 30 days • Conversion: Purchase SERUM product within 7 days	• Similar behavioral p purchasers • Prediction window: in next 7 days Pros • Expected 25 % upl

Full-Stack Agentic AI for Growth

Multiple trustworthy, self-aware agents orchestrate end-to-end workflows precisely.

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.

Thank you!

Appendix

FY26 Guidance
& FY27 Financial Target

2026 Guidance

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

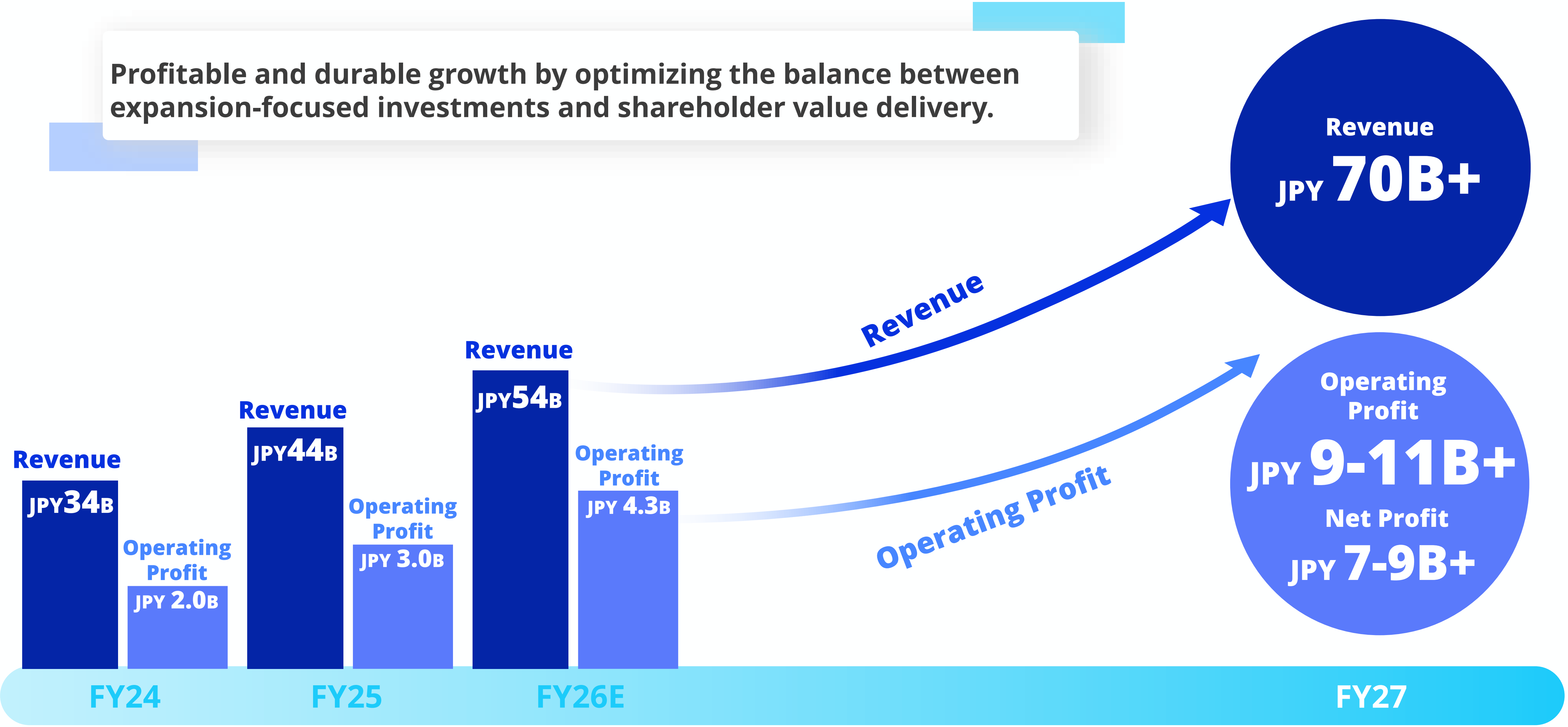
	1Q 2026	YoY	2026	YoY
Revenue	12.1B	+29%	54.0B	+24%
Gross Profit	6.5B 53.9%	+36% +2.5 p.p.	29.4B 54.5%	+25% +0.7 p.p.
Operating Income	185M 1.5%	+153% +0.9p.p.	4.3B 8.0%	+45% 1.2p.p.
EBITDA	1.3B 11.0%	+41% +0.7 p.p.	9.4B 17.4%	+37% +1.7 p.p.
Dividend	JPY 2.30 per share forecasted as year-end dividend payment			

Highlight

- 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
- 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.

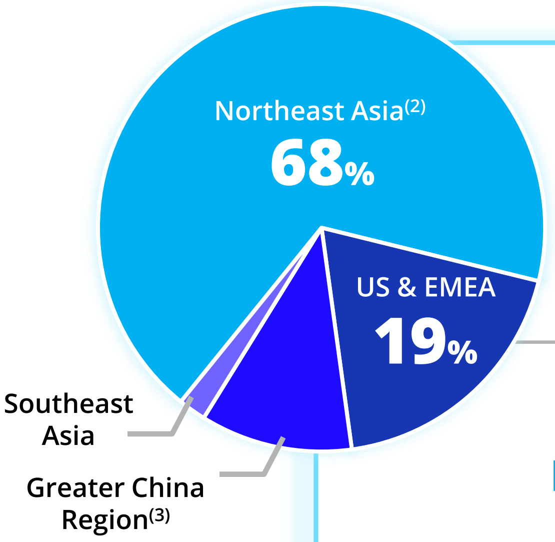
FY27 Mid-term Outlook

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

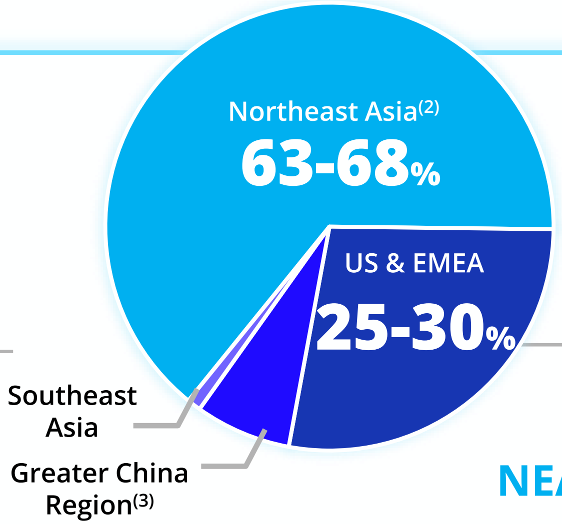


Robust Expansion in Key Focus Regions

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

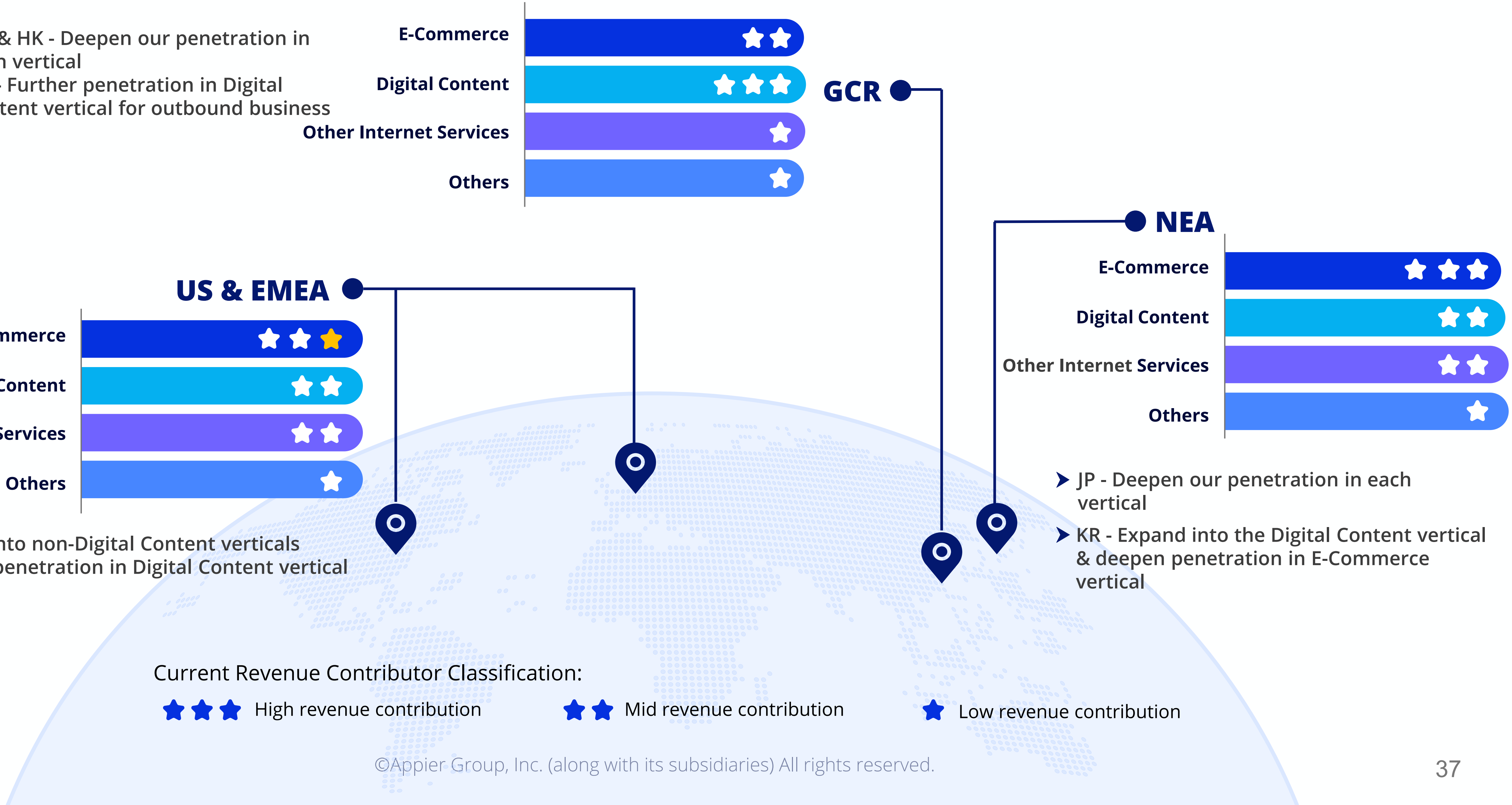
US & EMEA

- +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

Business Growth Outlook: Key Focus Regions & Verticals



GCR

- TW & HK - Deepen our penetration in each vertical
- CN - Further penetration in Digital Content vertical for outbound business

E-Commerce	★★
Digital Content	★★★
Other Internet Services	★
Others	★

US & EMEA

E-Commerce	★★★
Digital Content	★★
Other Internet Services	★★
Others	★

- Expand into non-Digital Content verticals
- Deepen penetration in Digital Content vertical

NEA

E-Commerce	★★★
Digital Content	★★
Other Internet Services	★★
Others	★

- JP - Deepen our penetration in each vertical
- KR - Expand into the Digital Content vertical & deepen penetration in E-Commerce vertical

Current Revenue Contributor Classification:

★★★ High revenue contribution

★★ Mid revenue contribution

★ Low revenue contribution

Appier

Growth Levers to Expand and Diversify Revenue Sources

Potential upside

Potential upside includes inorganic opportunities, broader expansion, and faster penetration via global partnerships.

2027 JPY **70B+**

Unlocking new revenue sources

Cultivate additional key accounts[1] in key regions and key verticals

+

Widening Geo coverage

Global vertical expansion leveraging regional achievement

+

Balanced growth through innovation

Balanced growth drivers across products, with increased cross-selling and synergy effects as our product portfolio becomes more comprehensive

2024 JPY **34B**

---

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

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

Potential upside

Potential upside comes from stronger revenue growth from key account penetration, better profit margins of AdCreative.ai and higher productivity through AI-driven transformation

2027

JPY **9-11B+**

Tech-driven gross margin gains

Gross margin expansion through better product mix and continuous technological advancements

+

AI-powered innovation

Integrate AI into product development to boost software productivity and shorten the time-to-market

+

Efficient R&D investments

Growth-oriented R&D investment to strengthen competitiveness, with expected GenAI training and inference cost reductions

+

Driving ROI-focused S&M efficiency

ROI-driven S&M investment focused on productive growth

2024

JPY **2.0B**

Financial Data

Selected Financial Data

Consolidated Statements of Profit or Loss

(Millions of JPY)	2025 Q1 3 months	2026 Q1 3 months	YoY	2023	2024	2025	YoY
Revenue	**9,352**	**12,102**	**29.4%**	**26,418**	**34,057**	**43,737**	**28.4%**
Cost of sales	(4,547)	(5,575)		(12,710)	(16,255)	(20,219)	
Gross profit	**4,805**	**6,527**	**35.8%**	**13,708**	**17,802**	**23,518**	**32.1%**
Gross margin	**51.4%**	**53.9%**		**51.9%**	**52.3%**	**53.8%**	
Sales and marketing expenses	(2,855)	(4,061)		(8,263)	(9,682)	(13,224)	
% of Revenue	*30.5%*	*33.6%*		*31.3%*	*28.4%*	*30.2%*	
Research and development expenses	(1,233)	(1,685)		(3,141)	(4,650)	(5,343)	
% of Revenue	*13.2%*	*13.9%*		*11.9%*	*13.7%*	*12.2%*	
General and administrative expenses	(705)	(703)		(1,829)	(1,850)	(2,362)	
% of Revenue	*7.5%*	*5.8%*		*6.9%*	*5.4%*	*5.4%*	
Other income	66	114		334	390	417	
Other expenses	(5)	(6)		(9)	(29)	(30)	
Operating income	**73**	**185**		**801**	**1,981**	**2,976**	
Operating margin	**0.8%**	**1.5%**		**3.0%**	**5.8%**	**6.8%**	
Finance income	45	32		547	448	162	
Finance costs	(56)	(126)		(285)	(367)	(464)	
Profit before tax	**62**	**91**		**1,063**	**2,062**	**2,674**	
Income taxes	(27)	(22)		(61)	865	(116)	
Profit for the year	**35**	**69**		**1,002**	**2,927**	**2,558**	
Basic earnings per share (JPY)	**0.34**	**0.68**		**9.85**	**28.70**	**25.14**	
Diluted earnings per share (JPY)	**0.34**	**0.67**		**9.75**	**28.47**	**24.99**	

Selected Financial Data

Consolidated Statements of Financial Position

(Millions of JPY)	2024	2025	2026 Q1
Cash and cash equivalents	5,496	11,734	11,894
Time deposits	6,727	2,569	80
Other financial assets – current assets (1)	5,794	6,051	6,210
Liquidity on hand	**18,017**	**20,354**	**18,184**
Accounts receivables (2)	9,361	15,369	17,421
Other current assets	621	839	1,002
Total current assets	27,999	36,562	36,607
Right-of-use assets (Lease assets) (3)	2,197	1,492	1,299
Goodwill and intangible assets (4)	12,528	20,539	21,498
Deferred tax assets	1,117	1,085	1,098
Other non-current assets	796	819	792
Total non-current assets	16,638	23,935	24,687
Total assets	**44,637**	**60,497**	**61,294**

(Millions of JPY)	2024	2025	2026 Q1
Contract liabilities & trade payables	3,524	5,853	5,610
Other liabilities (5) (6)	2,736	5,935	5,175
Lease liabilities (3) (7)	2,279	1,570	1,367
Borrowings	1,500	9,541	11,012
Others	283	449	424
Total liabilities	**10,322**	**23,348**	**23,588**
Shareholders' equity (8)	25,153	27,656	27,531
Other components of equity (9)	9,162	9,493	10,175
Total equity	**34,315**	**37,149**	**37,706**

(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) Other liabilities here includes both Other liabilities and Other non-current liabilities in the consolidated statement of financial position.
(6) Other liabilities increased in FY25 due to the recognition of a contingent consideration liability associated with the M&A transaction.
(7) Represents the total of current and non-current lease liabilities.
(8) Shareholders' equity = Share capital + Capital surplus + Treasury shares + Retained earnings
(9) Other components of equity consist mainly of translation differences arising from the financial statements of subsidiaries outside Japan. A weakening of the Japanese yen against other currencies leads to an increase in this amount.

Selected Financial Data

Consolidated Statements of Cash Flows

(Millions of JPY)		2025	2025 Q1	2026 Q1
Cash flows from operating activities	**(A)**	**3,273**	**(1,164)**	**(1,380)**
Excluding change in working capital		6,601	1,042	1,234
Change in working capital		(3,328)	(2,206)	(2,614)
Cash flows from investing activities		**(4,332)**	**(801)**	**436**
Payments for intangible assets	(B)	(5,034)	(1,130)	(1,515)
Payments for acquisition of subsidiaries		(3,299)	(2,520)	(534)
Withdrawal and placement of time deposits		4,079	3,662	2,495
Acquisition and disposal of other financial assets – current (2)		(25)	-	-
Others		(53)	(813)	(10)
Cash flows from financing activities		**7,041**	**1,617**	**1,048**
FX impact on cash and cash equivalents		256	(158)	56
Change in cash and cash equivalents		**6,238**	**(506)**	**160**
Ending balance of cash and cash equivalents		11,734	4,990	11,894
Core free cash flow (1)	**(A)+(B)**	**(1,761)**	**(2,294)**	**(2,895)**

Change in liquidity on hand

(Millions of JPY)	2025	2025 Q1	2026 Q1
Balance of liquidity on hand	**20,354**	**14,165**	**18,184**
Cash and cash equivalents	11,734	4,990	11,894
Time deposits	2,569	2,825	80
Other financial assets – current (2)	6,051	6,350	6,210
Change in liquidity on hand	**2,337**	**(3,852)**	**(2,170)**
Core Free cash flow (1)	(1,761)	(2,294)	(2,895)
Payments for acquisition of subsidiaries	(3,299)	(2,520)	(534)
Cash flows from other investing activities (3)	(53)	(34)	(10)
Cash flows from Financing activities	7,041	1,617	1,048
Fair value assessment on other financial assets – current (2)	265	64	73
FX impact	144	(685)	148
FX impact on cash and cash equivalents	256	(158)	56
FX impact on time deposits	(79)	(240)	6
FX impact on other financial assets – current (2)	(33)	(287)	86

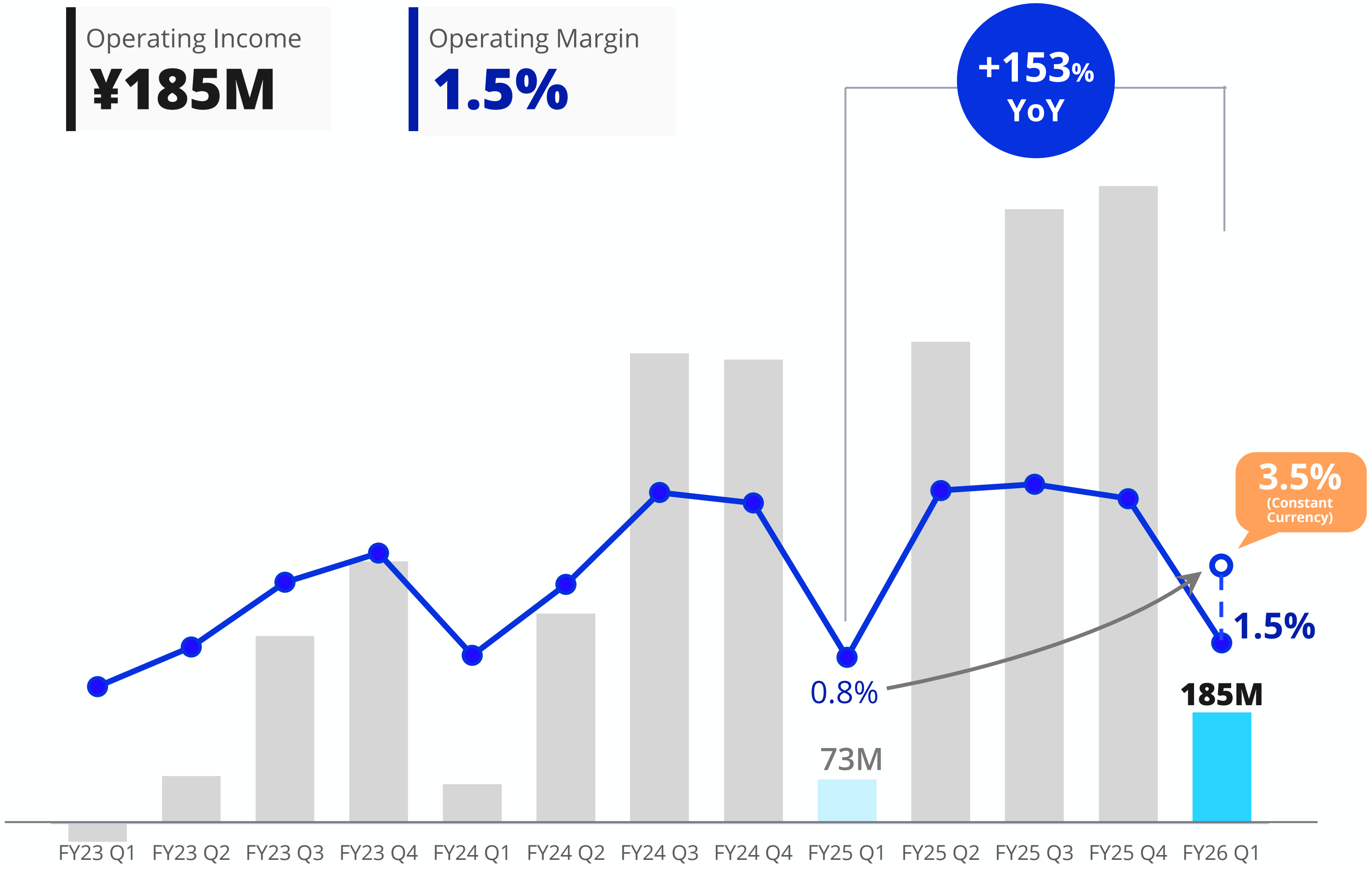
(1) Core free cash flow = Cash flows from operating activities + Payments for intangible assets
(2) Holding short-term, low-risk securities for cash management purposes
(3) Payments for property, plant and equipment and Increase in guarantee deposits

Operating Leverage Accelerating Profitability Growth

Operating Income(JPY) & Margin

Operating Income
¥185M

Operating Margin
1.5%

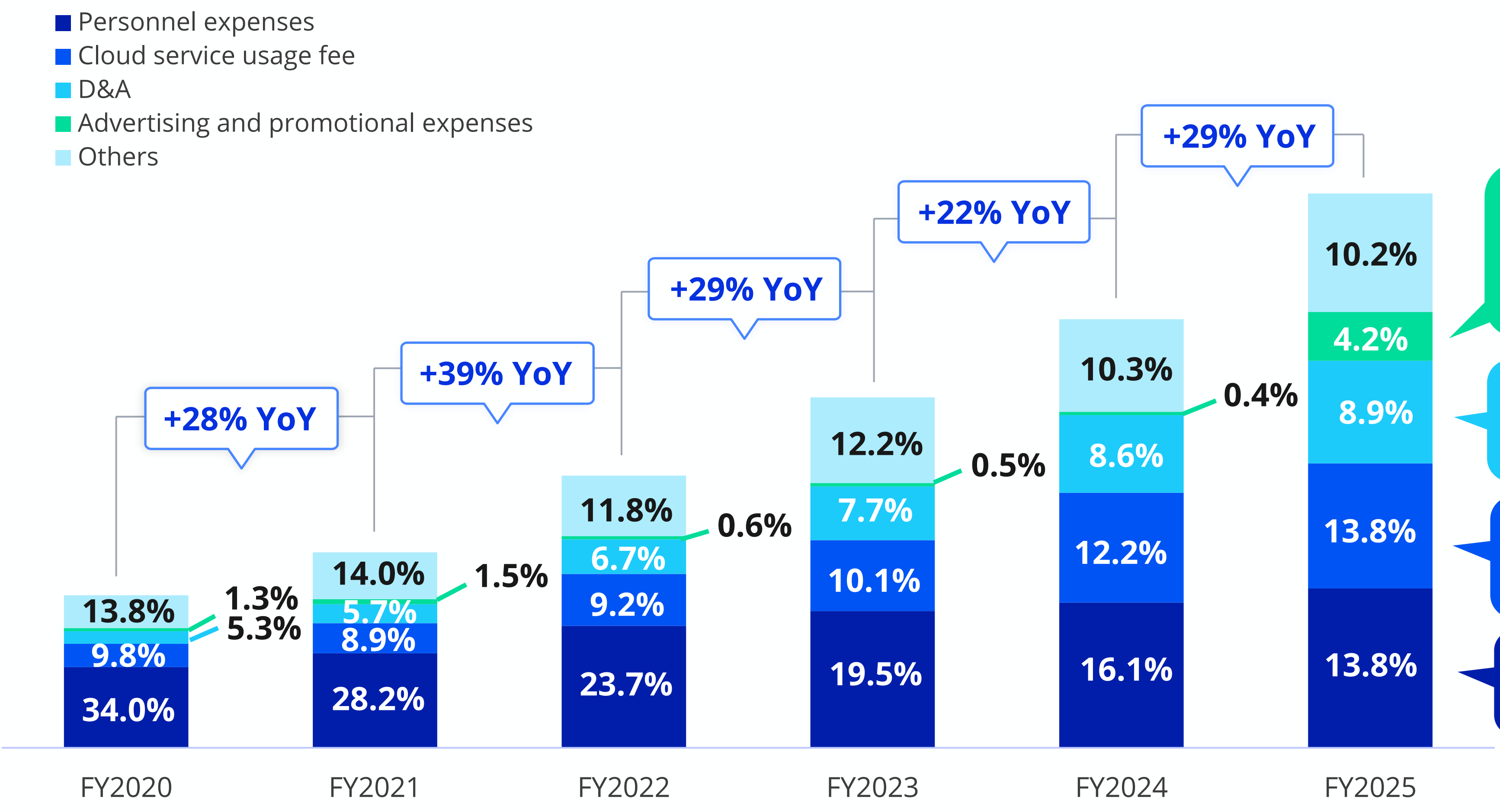


Operational Productivity & Scalable Growth

- Profitability was fueled by continued gross profit expansion and scaled AI-driven operational optimization across all business units.
- Efficiency gains absorbed AdCreative.ai consolidation costs, establishing a solid foundation for further earnings acceleration.

Main Components of OPEX

OPEX (JPY M) & Revenue%



Increased due to the consolidation of AdCreative.ai, while remaining stable on an organic basis

Maintaining a stable D&A-to-revenue ratio post-FY25

R&D investment for technology-led product differentiation

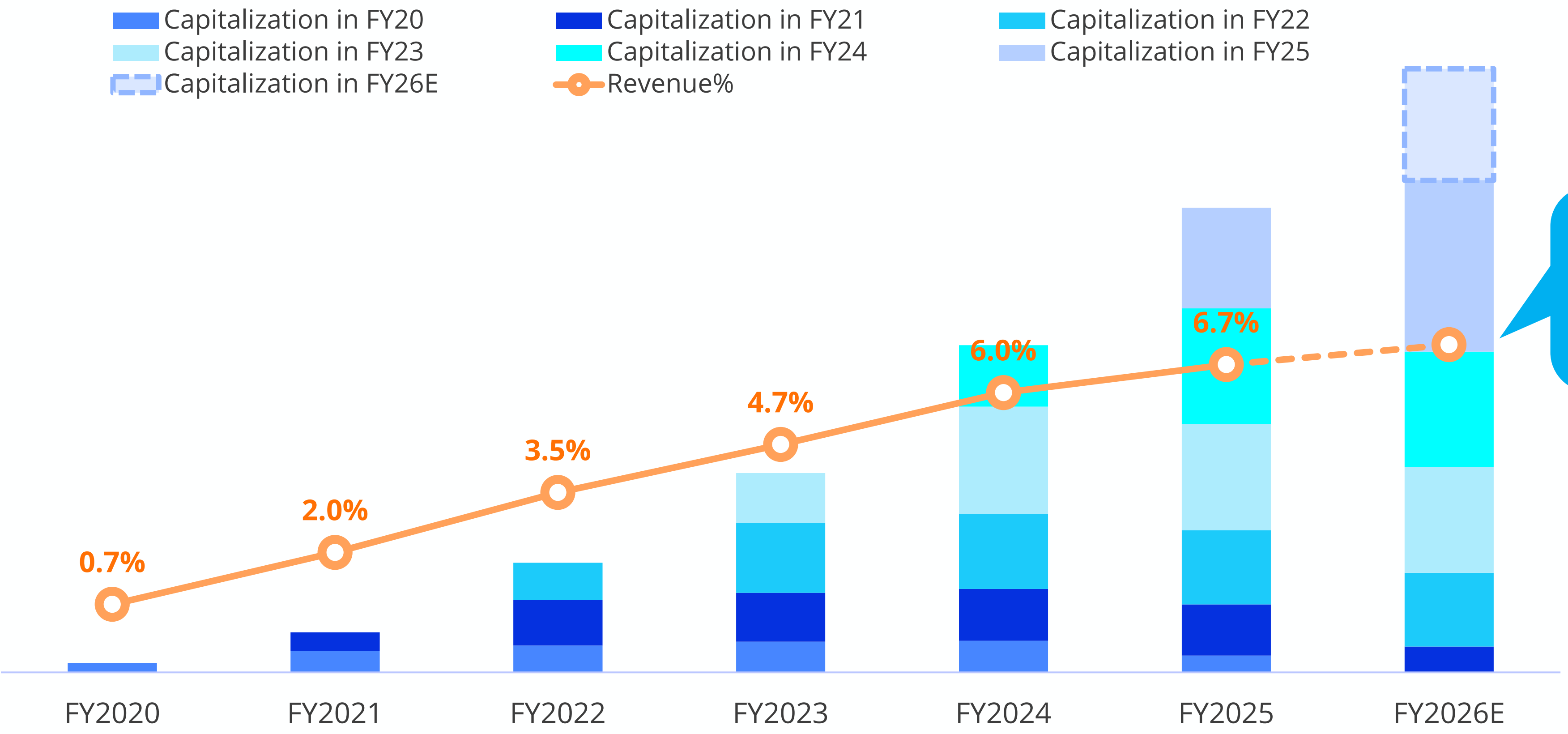
AI-powered productivity gains

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

Software Amortization

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

Software Amortization (JPY M) & Revenue Ratio



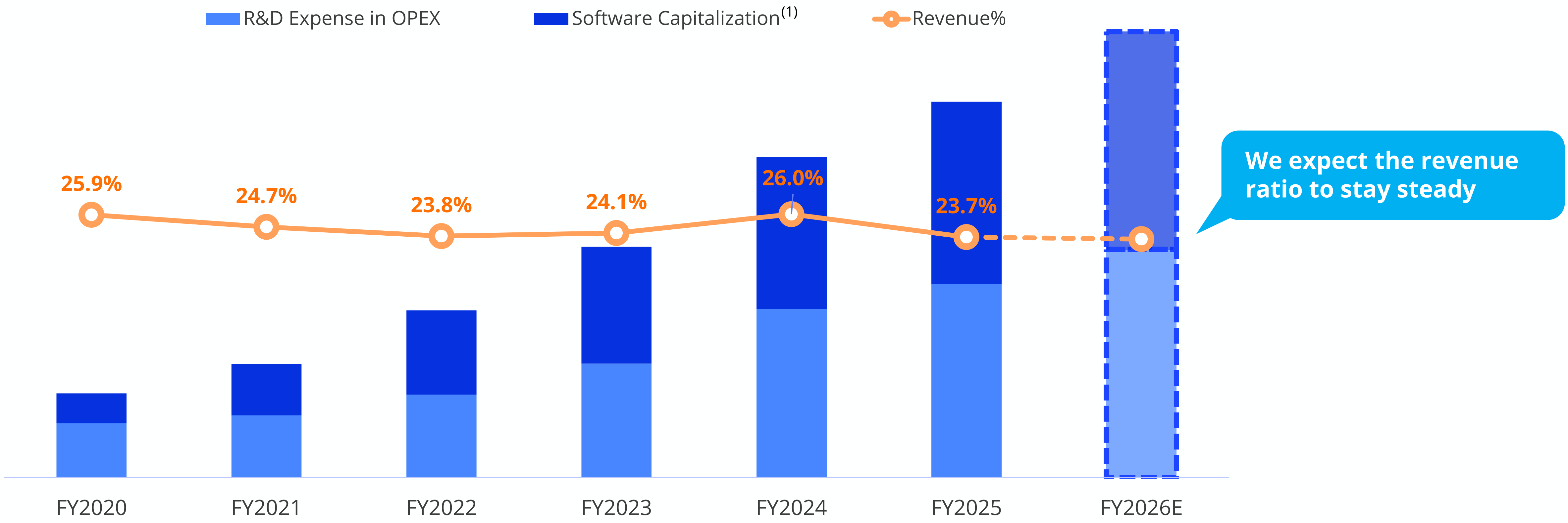
We expect the software amortization-to-revenue ratio to stay steady after FY25

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

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.

Business Overview

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

KDD

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

CBINSIGHTS ai.100 2017 | 2018

AI100
CB Insights (2017, 2018)

FORTUNE

Top 50
AI startups worldwide
(2017)

Gartner

Cool Vendor in AI
Gartner
(2017)

ROI INDEX 2025 TOP AD NETWORK Appier

Singular ROI Index
(2025)

LINE Biz-Solutions Tech Partner 2025 Gold

LINE Taiwan Biz-Solutions
Gold Partner
(2025)

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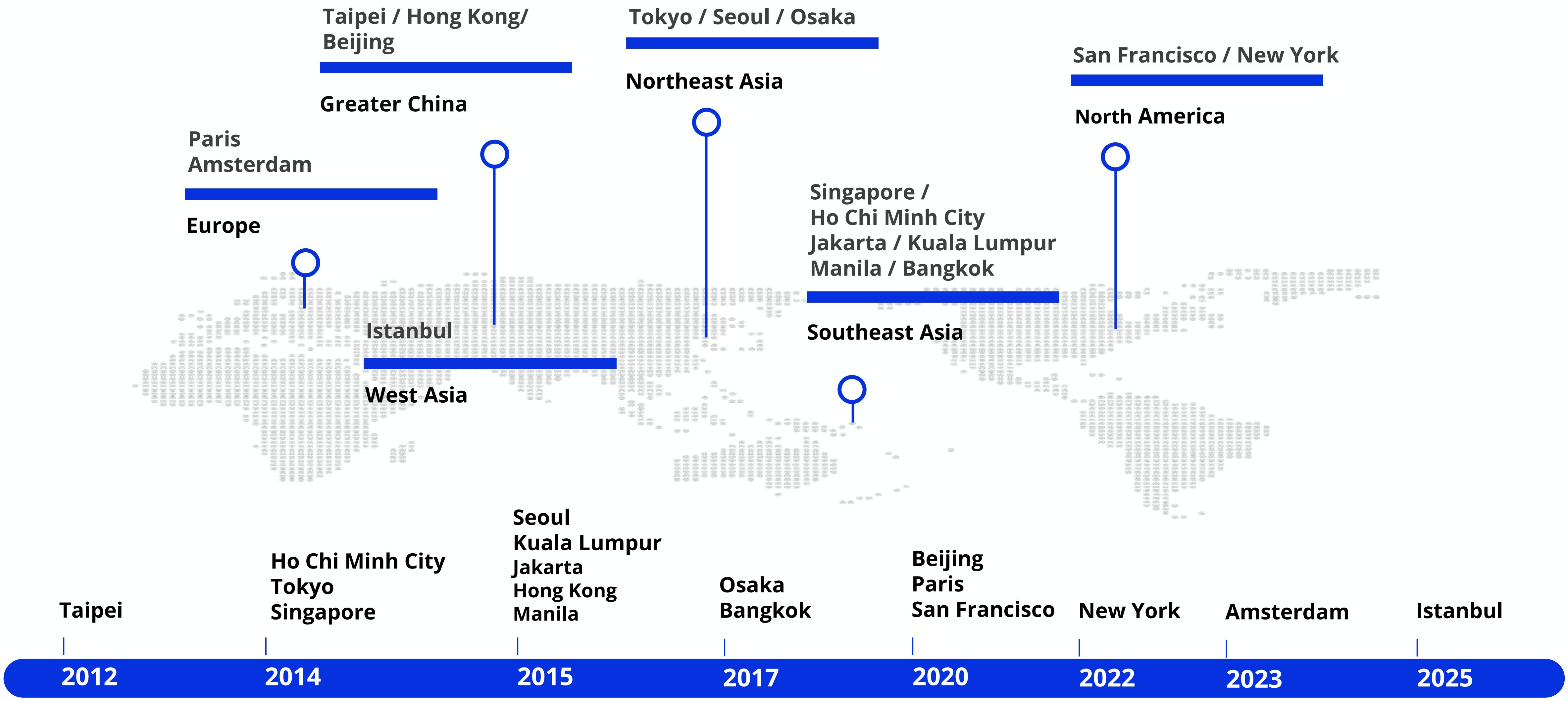
[1] Championships on which Appier employees were part of the winning team

Appier's Global Presence: 17 Offices Worldwide



Europe

Paris
Amsterdam

Greater China

Taipei / Hong Kong/
Beijing

West Asia

Istanbul

Northeast Asia

Tokyo / Seoul / Osaka

Southeast Asia

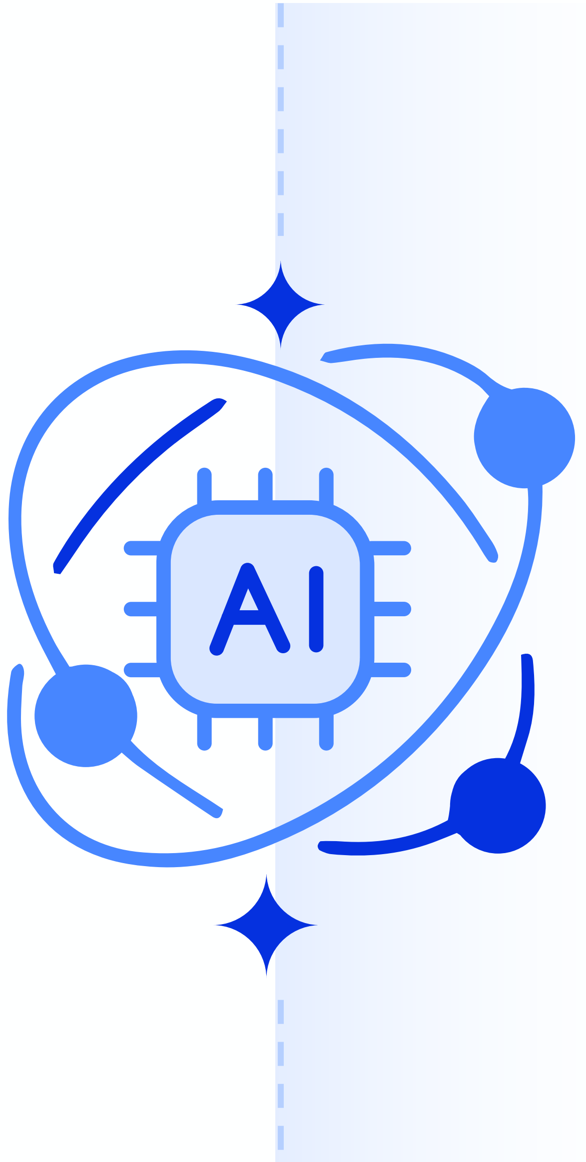
Singapore /
Ho Chi Minh City
Jakarta / Kuala Lumpur
Manila / Bangkok

North America

San Francisco / New York

2012	Taipei
2014	Ho Chi Minh City Tokyo Singapore
2015	Seoul Kuala Lumpur Jakarta Hong Kong Manila
2017	Osaka Bangkok
2020	Beijing Paris San Francisco
2022	New York
2023	Amsterdam
2025	Istanbul

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

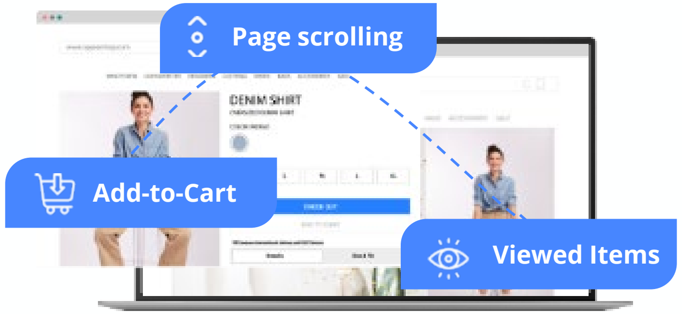
AI Is the Key Component in the 1st Party Data World

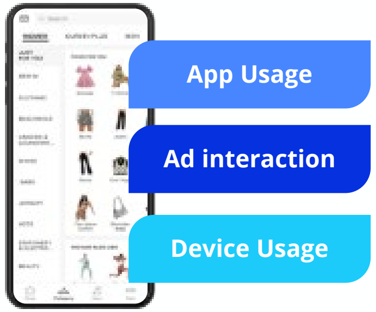
With Only 1st Party Data

Key Differentiators

- Real-time prediction
- Precise prediction from sparse data

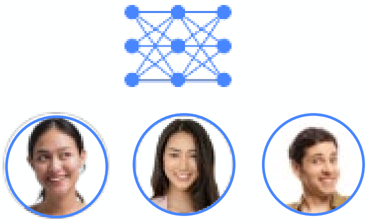
User generated 1st party data





Real-time user preference prediction

Real-time learning of behavioral patterns



Real-time AI recommendation

Discover valuable users

With 3rd Party Data

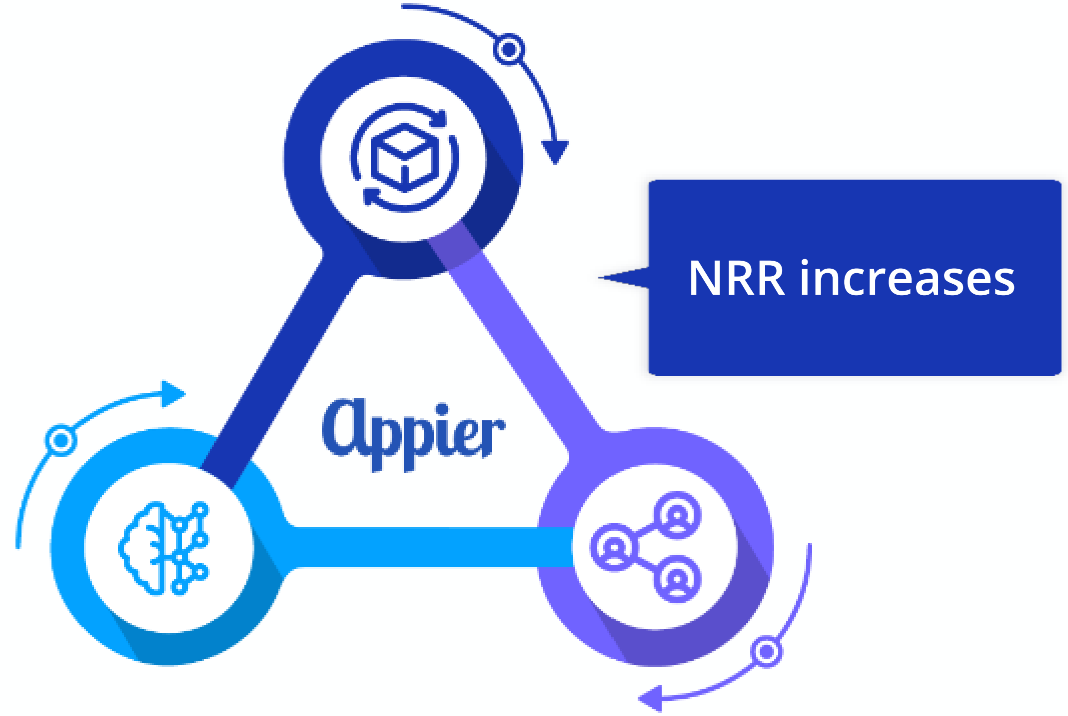
Deliver content based on 3rd party cookie mapping

3rd party ID synchronization

3rd party database

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

Appier's Strong Network Effects Drive Platform Value


Complementary and Relevant Products

NRR increases

AI Model Learning & Improvement

Data Synergy Across Products

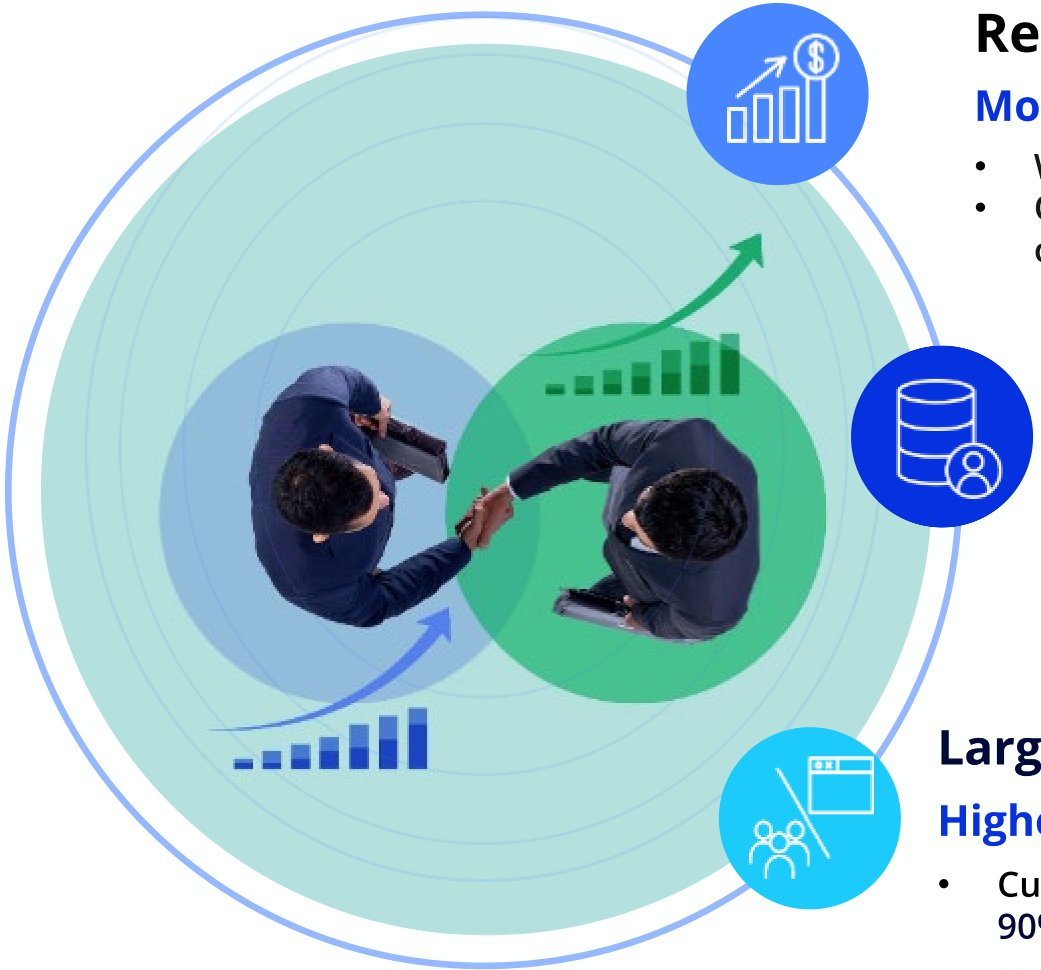

Higher Sales Productivity

Number of new customers rises

Higher ROI for S&M investment

Higher Gross Profit per Customer

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

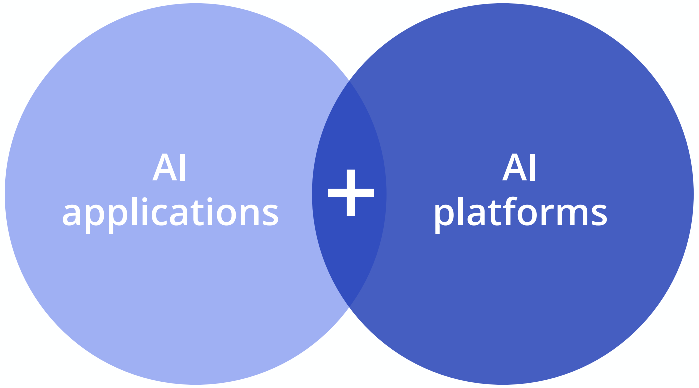
Higher business resilience

- 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

Massive Market Opportunity

Top-Down View 2026

IDC (1)



US$ **123 B**

(estimated)

Bottom-Up View 2026

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(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.

Products

Comprehensive AI-Powered Solutions Across the Funnel

Ad Cloud	CrossX AIXPERT AdCreative.ai	PROSPECTING & ACQUISITION	Predict user lifetime value, target high-value audiences, and auto-generate top-performing ad creatives—turning marketing spend into predictable returns.	Consumption pricing & Subscription pricing (AIXPERT)
Personalization Cloud	AIQUA BotBonnie	RETENTION & ENGAGEMENT	Increase quality engagement via AI-personalized messages proactively across all channels with the optimal timing.	Subscription pricing
	AIDEAL	TRANSACTION	Predict and only distribute incentives to hesitant buyers to drive revenue while maintaining profitability.	Subscription pricing
Data Cloud	AIXON AIRIS	AUDIENCE INTELLIGENCE	Unify user data in real-time from various sources with intuitive data visualization to predict end user behaviors in a holistic way via Auto-ML.	Subscription pricing

Appier

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.

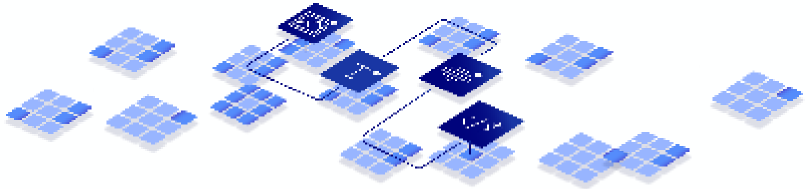
Applications

••• Fintech | Marketing | Cybersecurity •••

Appier

- Data Moat
- Domain Knowledge
- Verticalized model adaption

Foundation Models/ Utility Layer



- Data Breadth
- Model size & sophistication

Hardware

- 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

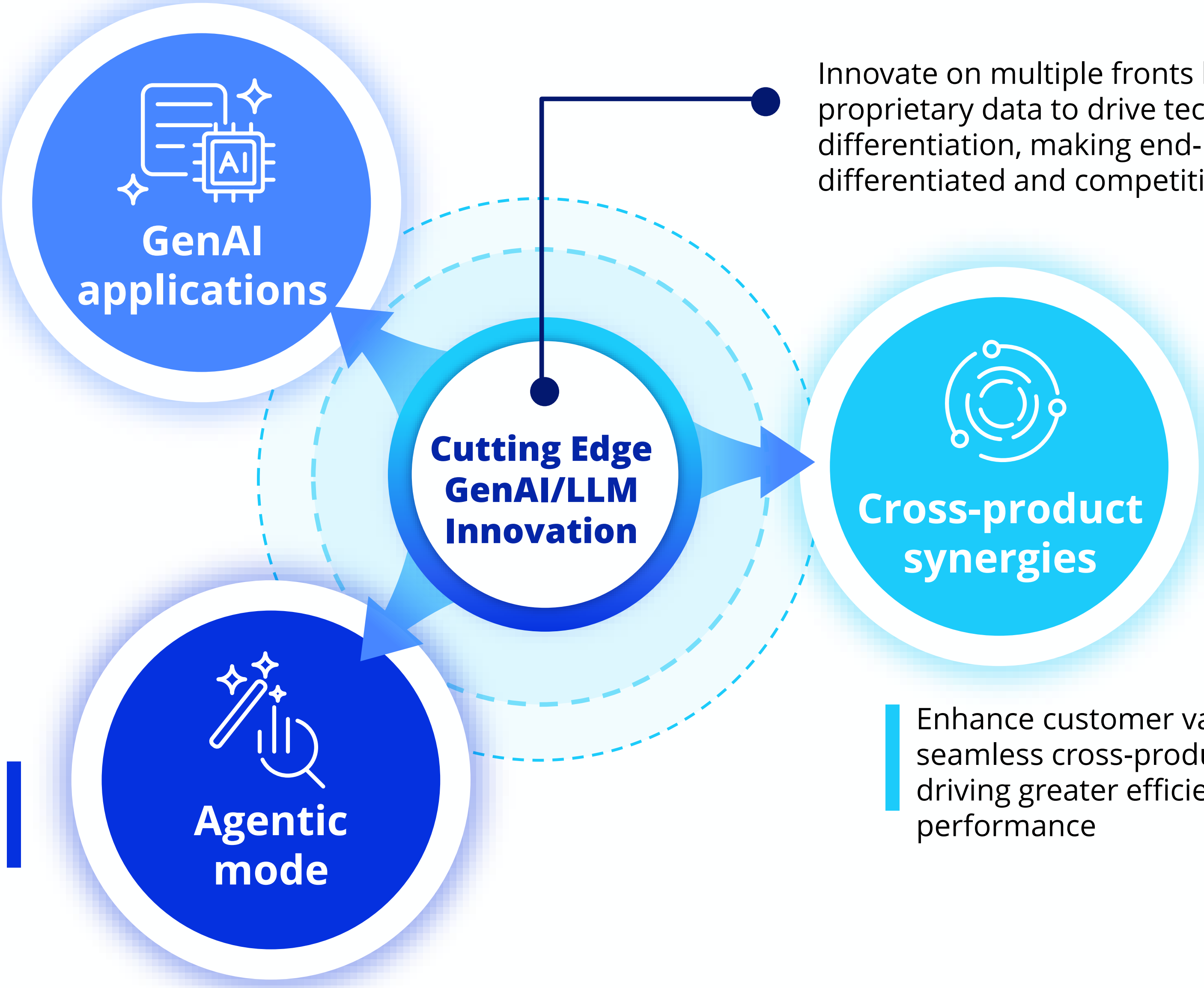
AI Technologies

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

Product Development Strategy



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

GenAI applications

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

Cutting Edge GenAI/LLM Innovation

Cross-product synergies

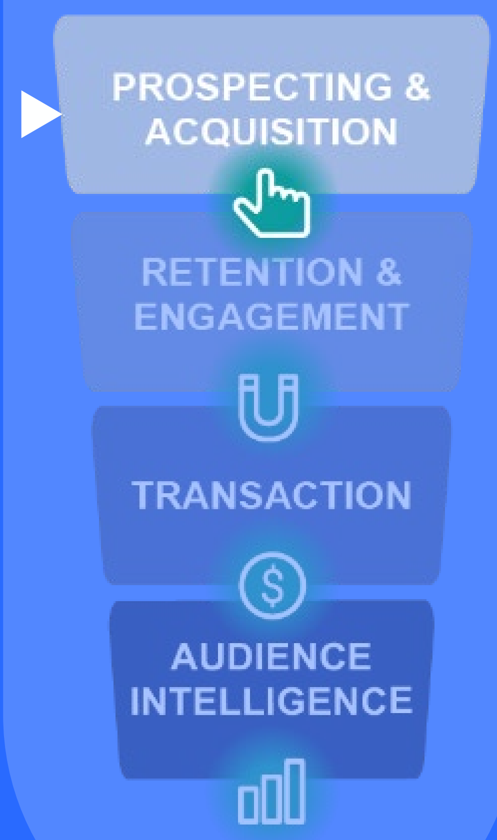
Enhance customer value through seamless cross-product integration, driving greater efficiency and performance

Agentic mode

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

Why Appier Wins

Existing Solutions		Why Customers Choose Appier	
Manual A/B testing - Leading to waste of budget and unlikely to outperform machines	Prospecting & Acquisition	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
Marketing Cloud solutions - Mostly based on a reactive approach based on past behaviors	Retention & Engagement	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
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	Transaction	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
AI vendors or building an inhouse data scientist team - Potentially hard to scale and more costly	Audience Intelligence	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



PROSPECTING & ACQUISITION

RETENTION & ENGAGEMENT

TRANSACTION

AUDIENCE INTELLIGENCE

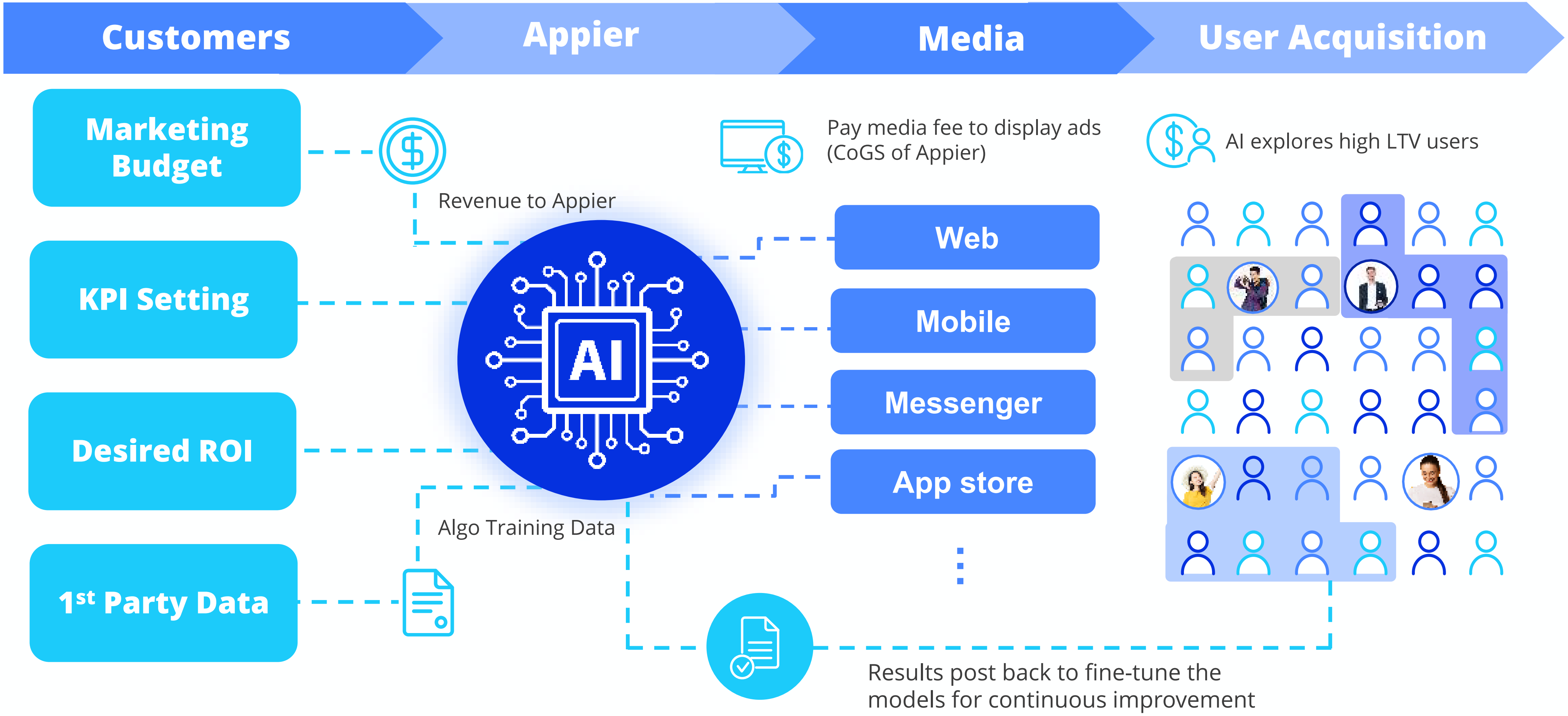
CrossX

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**

CrossX

How CrossX Works- Full AI Automation for Better ROI



Customers

Appier

Media

User Acquisition

Marketing Budget

KPI Setting

Desired ROI

1st Party Data

Revenue to Appier

Algo Training Data

AI

Pay media fee to display ads (CoGS of Appier)

Web

Mobile

Messenger

App store

⋮

AI explores high LTV users

Results post back to fine-tune the models for continuous improvement

Appier

CrossX

AI Strength: Bring Predictivity & Accuracy to Digital Ads

Better Visibility & Return

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

Upsell Opportunity

Predicable ROI brings more usage of CrossX

Technology Moat

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

Barriers to Entry

Higher AI accuracy with accumulated data learning

Auto Algo Exploration

Continuous experiments to improve prediction accuracy and maintain our leading edge

Win-Win with Customer

Better ROI for customers and revenue growth for Appier

NEXON

CrossX

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

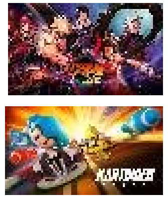
Solution

- 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

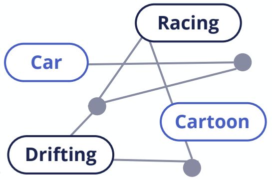
In-app user behavior

Graphics Style



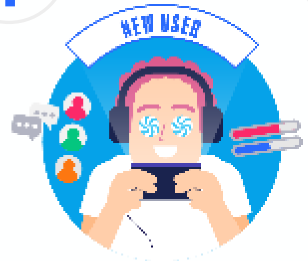
- Cartoonish
- 3D visual
- Fantasy

App contextual data



Acquire users with high interests to the app & ROAS

Day 1 — Day 2 — Day 7 — Day 30



Secure the day 1 retention

Level 20 completion

+6.9%

In-app purchase

+1.4x

Re-target TOP future CVR & ROAS users

Uplift user's LTV[1]

Day 45 — Day X

CVR[2]	Purchase event
+55%	+16%

Appier

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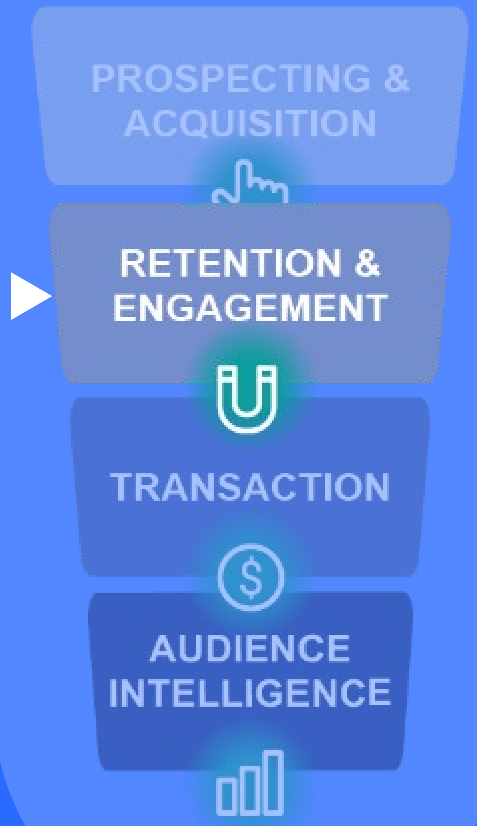
(1) LTV= Lifetime value
(2) CVR= Conversion Rate



PROSPECTING & ACQUISITION

RETENTION & ENGAGEMENT

TRANSACTION

AUDIENCE INTELLIGENCE

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**


PROSPECTING & ACQUISITION

RETENTION & ENGAGEMENT

TRANSACTION

AUDIENCE INTELLIGENCE

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

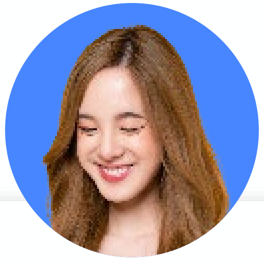
Data Collection → **Integrate & analyze** → **Create user profiles** → **Engagement** → **Conversion**

CRM data

Social data
- Chat history
- Push engagements

Onsite behavior
- Browsing history
- Device
- Member registration
- User engagement

→ AI →

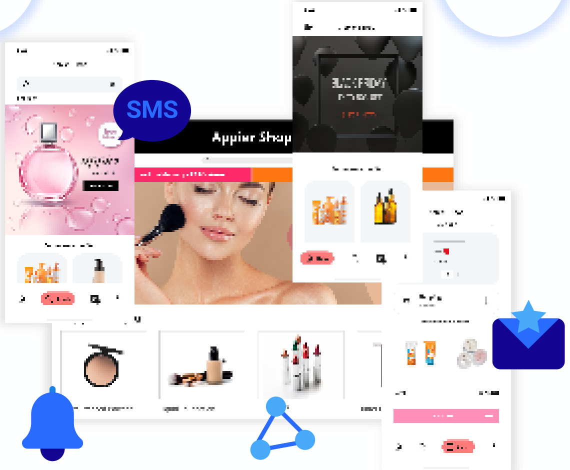


- Interacted on LINE
- Has not returned for 30 days
- Abandoned cart
- Viewed product A
- Gold member

→

With full suite of
AI recommendation model

- ✓ Personalized contents
- ✓ Right channel
- ✓ Right timing



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Higher click-through rate

Maximize user's lifetime value

Appier

Key Strengths

Optimize ROI with AI Recommendation Models

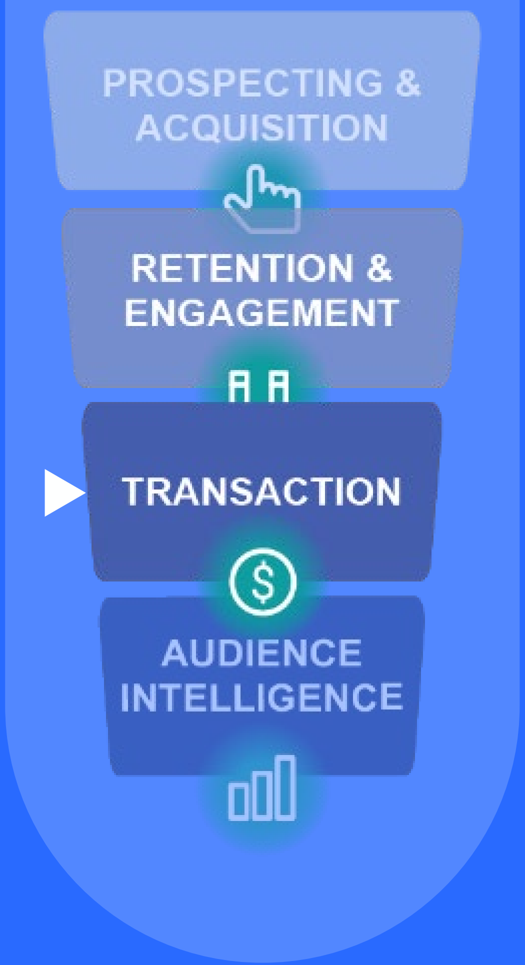
Provide highly personalized user experience to boost conversions and maximize users' LTV

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



PROSPECTING & ACQUISITION

RETENTION & ENGAGEMENT

TRANSACTION

AUDIENCE INTELLIGENCE

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.

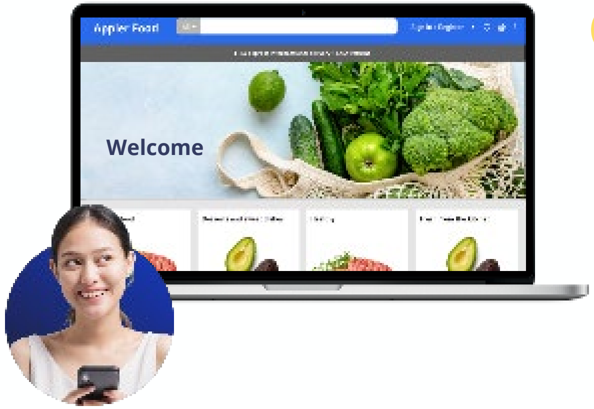
Predict Purchase Intent with Machine Learning and Deep Learning | **Optimized Incentives with a Sense of Urgency** | **Real-Time Analytics**

AIDEAL

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

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AI

AI uncovers insights of hesitant buyers

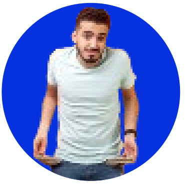
Dynamically decided optimal offering to individuals

Free Delivery

First time visitor

10% OFF

Hesitating on high-priced items



SAVE $5

Bargain hunter

Key Strengths

Analysis of Users' Behavior with Advanced Algorithm

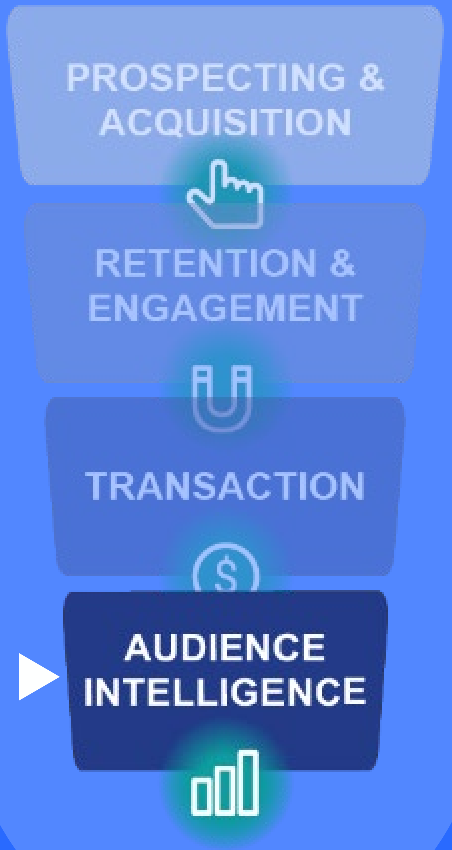
Generate accurate and reliable outputs with extensive training data

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


PROSPECTING & ACQUISITION

RETENTION & ENGAGEMENT

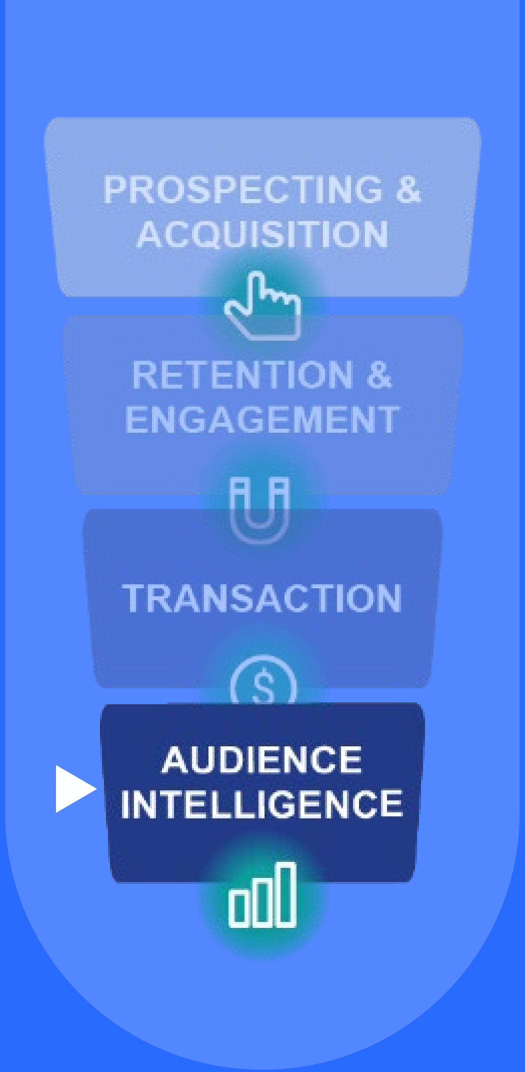
TRANSACTION

AUDIENCE INTELLIGENCE

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**



PROSPECTING & ACQUISITION

RETENTION & ENGAGEMENT

TRANSACTION

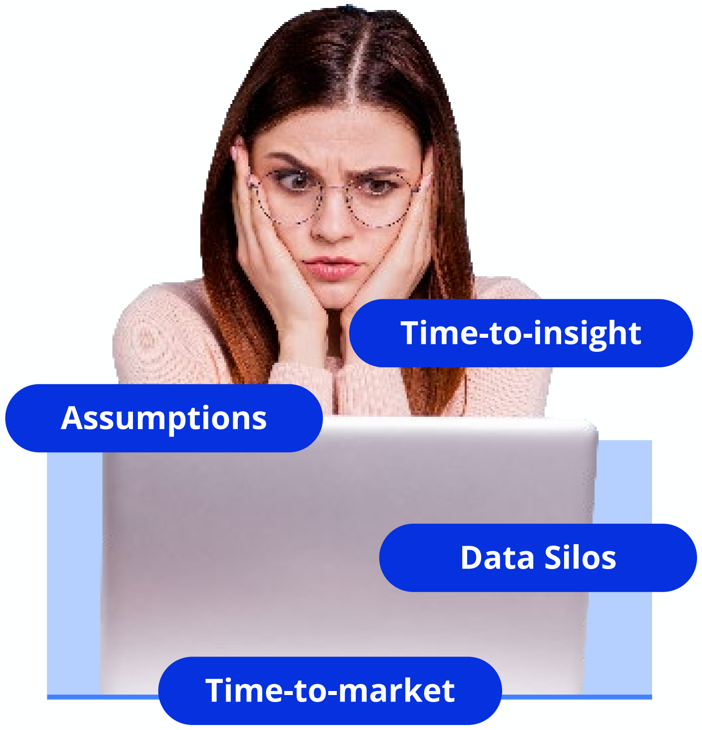
AUDIENCE INTELLIGENCE

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**

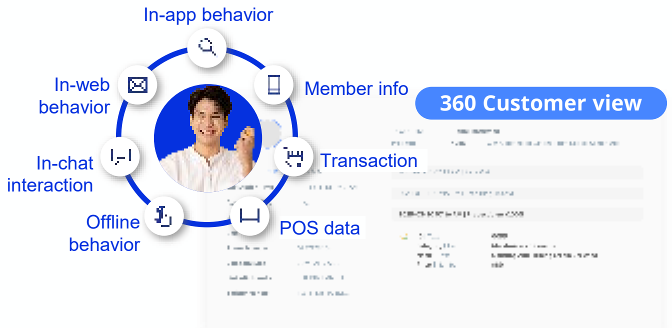
Empower Business Growth with AI CDP



Marketers' pain points

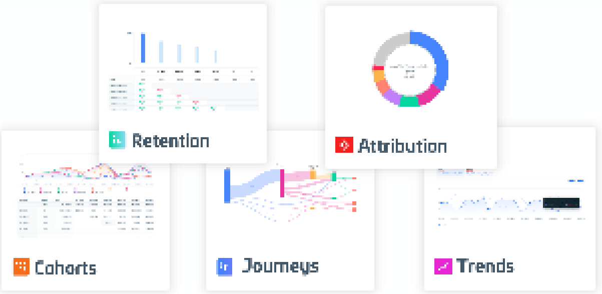
Real-time data ingestion

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



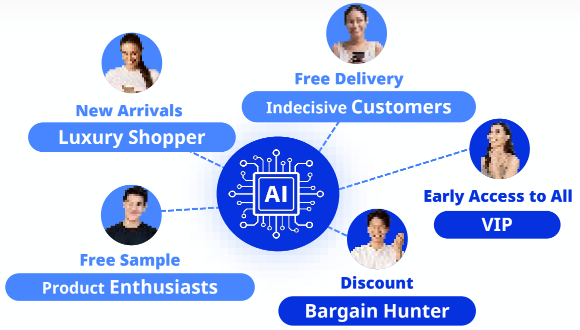
Fastest code-free visualization analytics

- 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



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

ESG Initiatives

Our Commitment

MSCI
ESG RATINGS
AA

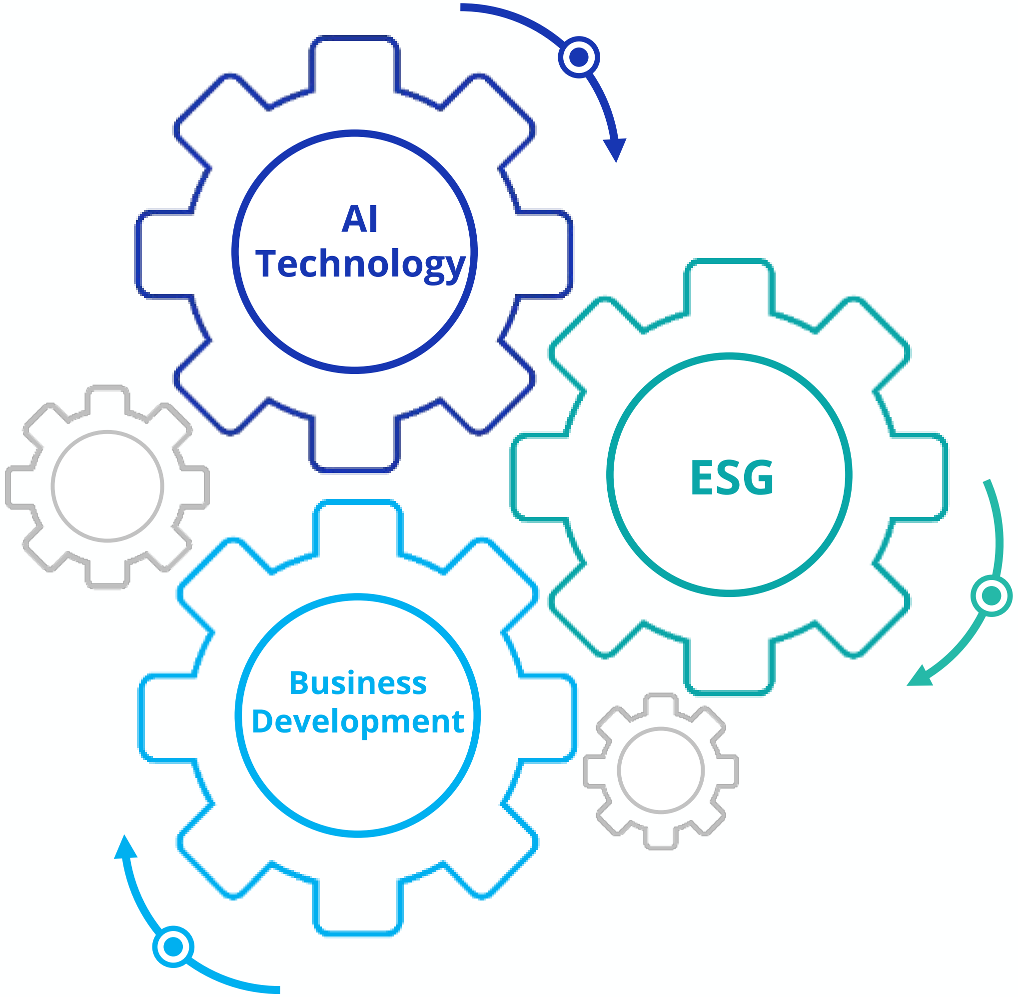
CCC	B	BB	BBB	A	AA	AAA

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.



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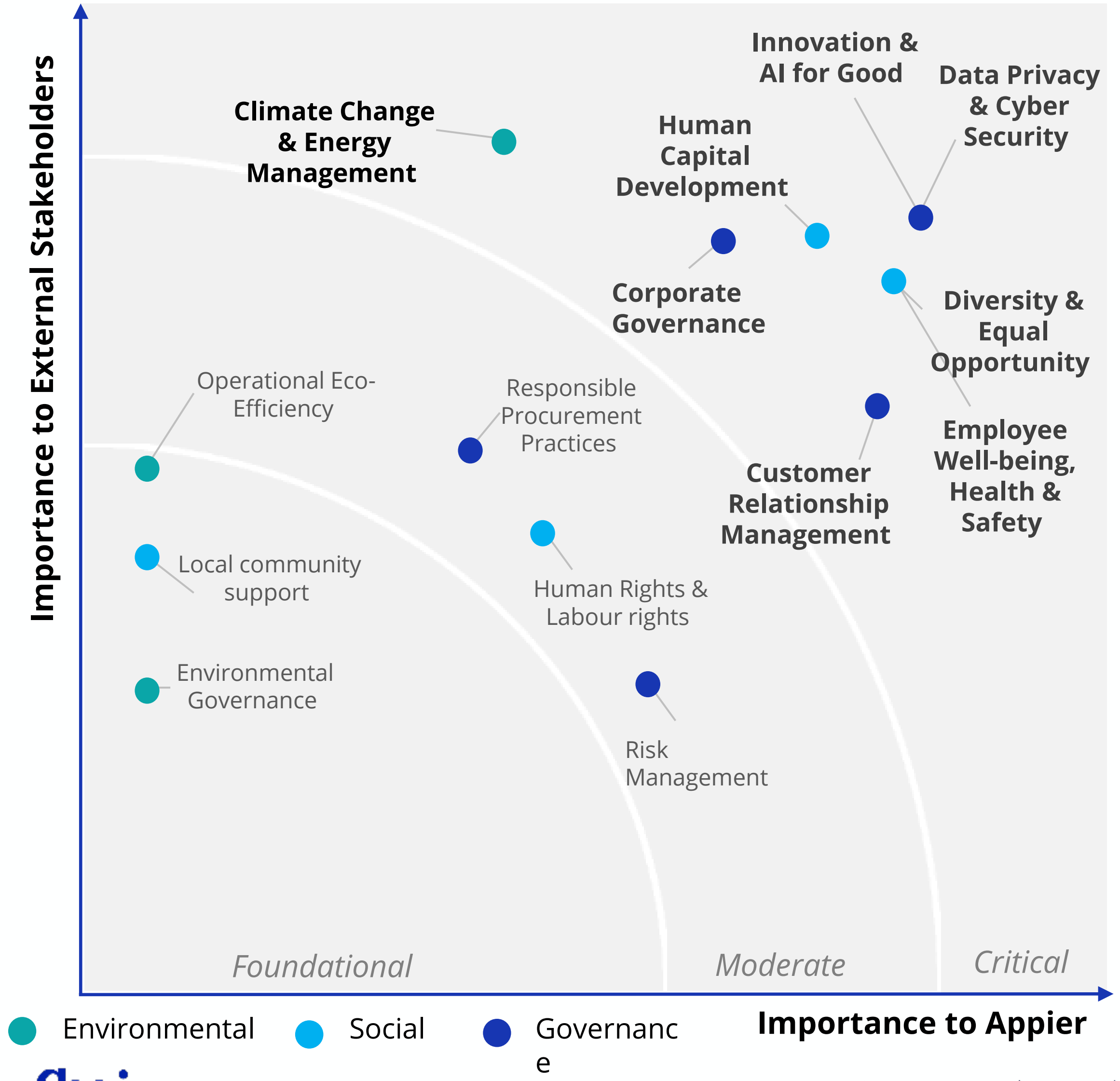
(1) MSCI ESG Research provides MSCI ESG Ratings on more than 8,500 global public and a few private companies on a scale of AAA (leader) to CCC (laggard), according to exposure to industry-specific ESG risks and the ability to manage those risks relative to peers. MSCI ESG research is today known as one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

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.

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

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.

Appier

Appier Group Inc
2024 TCFD REPORT

Appier's Task Force on Climate-Related Financial Disclosures (TCFD) report

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

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