

Outline of Initial Listing Issue

*As of Mar. 22, 2021, the Company has revised the breakdown of the numbers of shares scheduled to be issued through domestic and international offerings. The revisions are underlined>.

Company Name	Appier Group, Inc.
Scheduled Listing Date	Mar. 30, 2021
Market Section	Mothers
Current Listed Market	N/A
Name and Title of Representative	Chih-Han Yu, Representative Director and CEO
Address of Main Office	2-5-1 Atago, Minato-ku, Tokyo, 105-6240 Tel. +81-3-6435-6617
(Closest Point of Contact)	(Same as above)
Home Page	https://www.appier.com/
Date of Incorporation	Apr. 20, 2018
Description of Business	We provide AI platform which enables enterprises to unlock value from data across the entire marketing and sales funnel by leveraging our advanced AI and ML technologies
Category of Industry / Code	Information & Communication / 4180 (ISIN JP3160960005)
Authorized Total No. of Shares to be Issued	300,000,000 shares
No. of Issued Shares	90,771,490 shares (As of Feb. 24, 2021)
No. of Issued Shares (incl. treasury shares) at the Time of Listing	99,872,490 shares (Note 1) The number includes newly issued shares issued through the public offering. (Note 2) The number could increase as a result of the exercise of the share options.
Capital	JPY 6,063 thousand (As of Feb. 24, 2021)
No. of Shares per Share Unit	100 shares
Business Year	From Jan. 1 to Dec. 31
General Shareholders Meeting	Within 3 months after the end of the business year
Record Date	Dec. 31
Record Date of Surplus Dividend	Jun. 30 and Dec. 31
Transfer Agent	Mitsubishi UFJ Trust and Banking Corporation
Auditor	PricewaterhouseCoopers Aarata LLC
Managing Trading Participant	SMBC Nikko Securities Inc., Mizuho Securities Co., Ltd.

(Reference Translation)

<Overview of Public Offering / Secondary Offering >

Public Offering / Secondary Offering	Public Offering (Newly Issued Shares) (Note) The number of shares scheduled to be issued through the public offering is <u>1,716,600</u> shares and <u>7,384,400</u> shares respectively for the domestic and international offerings.	9,101,000 shares
	Secondary Offering (Placement Underwritten and Purchased by Principal Underwriting Participants) (Note) The number of shares scheduled to be offered through secondary distribution is 2,203,000 shares and 7,328,200 shares respectively for the domestic and international distributions.	9,531,200 shares
Original Share Offerers	Secondary Offering (Placement by over-allotment scheme)	984,700 shares
	SoftBank Group Corp.	2,203,000 shares
	ASEAN CHINA INVESTMENT FUND III L.P.	1,760,000 shares
	Fabrizio Caruso	976,000 shares
	Others	4,592,200 shares
Offering Price Determination Method	Book-building method	
Provisional Conditions Determination Date	Mar. 12, 2021	
Book-building Period	Mar. 15, 2021 to Mar. 19, 2021	
Offering Price Determination Date	Mar. 22, 2021	
Subscription Period	Mar. 23, 2021 to Mar. 26, 2021	
Payment Date	Mar. 29, 2021	
Settlement Date	Mar. 30, 2021	
Principal Underwriting Participants	SMBC Nikko Securities Inc. Mizuho Securities Co., Ltd. BofA Securities Japan Co., Ltd. Nomura Securities Co., Ltd. Rakuten Securities, Inc. SBI SECURITIES Co., Ltd. UBS Securities Japan Co., Ltd.	

(Note 1) Tokyo Stock Exchange, Inc. approves new listings based on the results of the examination by Japan Exchange Regulation.

(Note 2) The “Initial Listing Application Securities Report (Part I)” (only in Japanese) of the company is available on the JPX official website. Please refer to such release for details.