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May 9, 2025

Company name: Appier Group, Inc.
Representative: Chih-Han Yu, Representative Director and CEO
(TSE Prime Code: 4180)
Contact: Koji Tachibana, Senior Vice President of Finance
(TEL. + 81 – 3 – 6435 – 6617)

Appier Receives MSCI ESG Rating of “AA”

Appier Group, Inc. (the “Company”) is pleased to announce that the Company has been awarded its first ever “AA” rating by MSCI ESG Research.

Based on our corporate vision of “Making AI Easy by Making Software Intelligence”, we continue to work proactively in our sustainability.

ESG activities and its disclosures, and in recognition of these efforts, the rating was upgraded to “AA” rating, especially for addressing key issues in governance.

MSCI
ESG RATINGS



CCC	B	BB	BBB	A	AA	AAA
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MSCI ESG Ratings are based on an analysis of how well a company manages environmental, social, and governance (ESG) risks, and are rated on a seven-point scale ranging from the lowest CCC rating to the highest AAA rating.

We will continue to further strengthen our efforts towards promoting sustainability/ESG initiatives and actively disclose such information to realize both a sustainable society and medium-to-long term enhancement of corporate value through our corporate activities.

Please refer to the following for more information on the Company’s sustainability/ESG initiatives:
<https://www.appier.com/en/esg>

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