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August 13, 2026

Company name: Appier Group, Inc.

Representative: Chih-Han Yu, Representative Director and CEO
(TSE Prime Code: 4180)

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Announcement on Revision of the Consolidated Full-year Guidance

Appier Group, Inc. (the “Company”) hereby announces that the Company, based on the latest business performance trends, resolved to revise its consolidated guidance for the year ending December 31, 2026 (from January 1, 2026 to December 31, 2026), which was disclosed on February 13, 2026, at the meeting of the Board of Directors dated as of August 13, 2026 as follows:

I Revision of the Consolidated Full-year Guidance (from January 1, 2026 to December 31, 2026)

	Revenue	EBITDA	Operating income	Income before income taxes	Net income	Net income attributable to owners of the parent company	Basic earnings per share
Previous Guidance (A)	Millions of yen 54,013	Millions of yen 9,403	Millions of yen 4,313	Millions of yen 3,663	Millions of yen 3,463	Millions of yen 3,463	Yen 33.95
Revised Guidance (B)	54,381	10,264	5,033	4,319	4,120	4,120	40.39
Difference (B – A)	368	861	720	656	657	657	6.44
% Change	0.7	9.2	16.7	17.9	19.0	19.0	19.0
(For reference) FY2025 result	43,737	6,854	2,976	2,674	2,558	2,558	25.14

*1 EBITDA = Operating income + Depreciation and amortization + Tax expenses included in operating expenses

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II Reasons for the Revision

For the six months ended June 30, 2026, revenue and each profit measure, including EBITDA, tracked ahead of the consolidated full-year guidance for the fiscal year ending December 31, 2026 announced on February 13, 2026 (the “Previous Guidance”). In addition, we have revised our outlook for the third quarter, taking into account the solid progress to date. In light of the foregoing, we have decided to make an upward revision to our consolidated full-year guidance for the fiscal year ending December 31, 2026.

The outperformance of revenue against the Previous Guidance was mainly driven by our business expansion in the NEA and US & EMEA regions, in addition to further penetration in verticals such as E-Commerce and Online Travel. Increasing usage from existing customers also contributed, and our existing business grew steadily.

On the profit side, our gross margin improved beyond our expectations, as the acceleration of our R&D cycles through the adoption of Agentic AI synergistically advanced improvements in our algorithms as well as the refinement and sophistication of our vertical AI models. In addition, the continuous contribution of AI-powered workflow automation and disciplined management of operating expenses kept operating expense growth below gross profit growth. As a result, the improvement in gross profit steadily contributed to the increase in operating income. Accordingly, we have made an upward revision to each profit measure, including EBITDA, from the Previous Guidance.

End