



2021/03/30

AI Technology Company Appier completes IPO listing in Japan
AI SaaS company makes its debut on the Tokyo Stock Exchange Mothers Section

Taipei, TAIWAN - 30 March 2021 - Appier Group Inc. announced today the completion of its IPO listing on the Tokyo Stock Exchange (“TSE”) Mothers Section under the ticker number [4180]. Appier’s core business is in AI and machine-learning software that helps businesses make data-driven decisions by making AI easy, and software intelligent. As an AI enterprise solutions provider, Appier helps companies solve their business challenges from every stage of consumer journey. The IPO only marks a new chapter and we will continue to strengthen and scale Appier’s current product suite to drive innovation in AI for new industries beyond digital marketing.

“We have always believed that AI has the power to fundamentally change the way people engage in business activities and solve problems.,” said Dr. Chih-han Yu, Appier’s CEO and co-founder. “This revolution is similar to the way the internet changed how we access services, and the way mobile devices changed how we interact with software. Going public is just one milestone in our journey, and we will continue to help our customers grow and succeed by empowering them to make data-driven decisions. The Appier team will maintain our ‘Day One’ spirit, growing Appier into an enduring business, and continue to provide value to our customers and investors”.

Sequoia Capital India is one of Appier’s longest-standing investors, having led Series A funding. Appier was its first investment outside India. “The Asian tech scene is dynamic, and the success of an AI SaaS company like Appier is no accident,” said Abheek Anand, Managing Director of Sequoia India. “More broadly, today’s listing is testament to the increasing wealth of talent and innovation potential in Asia-Pacific. This is just the first of many milestones. As the region charts its course out of the Covid-19 pandemic, and software adoption in our markets keep growing, we can expect many years of strong growth ahead for Appier—and an increasing number of such exceptional companies in our region.”

Clarissa Loh, Senior Director of UOB Venture Management, which led a Series B investment, said “The use of artificial intelligence in digital marketing has been rising and Appier is a leading player in this field in Asia Pacific. We are proud to be a key investor in the company and we congratulate the management team on achieving a major milestone with the successful public listing.”

TGVest Capital, a tech-focused growth and buyout fund, invested in a Series D funding round. DC Cheng, the firm’s chairman, said “Appier has brought a whole new angle in a time when organizations are stepping up their game in data-driven marketing. It would be an understatement to say that Appier has lived up to our expectations. We are proud to have been a long-standing partner of Appier’s ongoing



growth and are more than excited to have more investors share in Appier's continued success in the future."

Teck Sien Lau, Chairman of HOPU-Arm Innovation Fund and CEO of HOPU Investments, which was also part of the series D funding leg, added: "Appier's journey to this point has been remarkable and it has shown market-leading potential not just in Asia-Pacific but globally. It has a solid business model and customer base, but most importantly it has the expertise and passion needed to dramatically advance the application of AI in business."

Yoshiyuki Shibusawa, President and CEO of JAFCO Asia, Series B and D investor, "Within Taiwan's software industry, Appier has had its eye on global strategy from its inception. Appier's IPO marks a turning point for startups and its trajectory of growth will certainly contribute to the development of Taiwan's startup ecosystem and inspire all entrepreneurs aspiring to expand globally from Asia."

Prior to Appier's IPO, the AI company received a total of US\$162M in funding from global investors including Sequoia Capital, Softbank, and LINE. Founded in 2012 by a collective of artificial intelligence (AI) and data analytics experts, Appier offers four core products: CrossX, an AI-powered customer acquisition and segmentation tool to identify high quality users for our customers; AIQUA, an AI-based customer engagement platform to retain loyal customer efficiently; AiDeal, which uses AI to discern customer intent and trigger purchase by deliver right incentives to hesitant buyers; AIXON, and a data science platform that unifies data to generate actionable insights.

About Appier

Appier is an AI SaaS company on a mission to make AI easy, by making software intelligent. Founded in 2012, Appier has 17 offices across APAC, U.S. and Europe and is listed on the Tokyo Stock Exchange. Visit www.appier.com for more information.

Disclaimer:

This press release is not an offer to sell or a solicitation of any offer to buy the securities of [Appier Group Inc.] (the "Company") in the United States or elsewhere. The securities may not be offered or sold in the United States without registration or an exemption from registration under the United States Securities Act of 1933, as amended (the "Securities Act"). Any public offering of securities to be made in the United States will be made by means of an English language prospectus prepared in accordance with the Securities Act that may be obtained from the Company and that will contain detailed information about the Company and its management, as well as the Company's financial statements. However, the Company will not undertake a public offering and sale of the securities in the United States, and the securities have not been and will not be registered under the Securities Act.

人工智慧科技公司 Appier 於日本掛牌上市

以 AI SaaS 為核心在東京證券交易所 Mothers 創業版正式亮相

【台北訊】專精於人工智慧 (AI) 的沛星互動科技 (以下簡稱 Appier)，今 (30) 日於日本東京證券交易所 Mothers 創業版正式掛牌上市，股票代碼 4180。Appier 以人工智慧與機器學習為核心，致力實現軟體智慧化讓 AI 更容易 (Making AI Easy by Making Software Intelligent) 的願景。作為一家為企業提供解決方案的 AI 科技公司，Appier 協助企業解決顧客旅程 (Consumer Journey) 每一階段所面臨的商業挑戰。IPO 對 Appier 而言只是開啟新的篇章，未來我們仍將持續強化並開拓產品組合，不僅在數位行銷領域站穩腳步，更矢志將創新的 AI 應用至其他領域。

Appier 執行長暨共同創辦人游直翰表示：「我們始終相信 AI 能徹底改變商業運行的方式，正如同網際網路改變人們獲取資訊的方式，以及行動裝置改變人們與軟體互動的方式。上市對 Appier 來說只是一個里程碑，我們仍然將協助客戶運用數據進行決策，持續成長並且取得成功。Appier 將秉持我們 Day One 創立時的精神，持續用 AI 為我們的客戶及投資人帶來價值。」

印度紅杉資本是 Appier A 輪資金的投資人，也是陪伴 Appier 最久的投資人。作為紅杉資本第一個在印度以外市場投資的新創公司，紅杉資本印度董事總經理 Abheek Anand 表示：「亞洲的科技創新近年來相當活躍，像 Appier 這樣以 AI 與 SaaS 為核心的公司能夠成功並非偶然。」他強調「Appier 的掛牌上市，彰顯了亞太地區的人才實力和創新潛力，這僅只是眾多里程碑的開端。隨着亞太地區逐漸揮別疫情走向復甦，以及對軟體服務的採用率不斷增加，我們可以期待 Appier 在未來幾年將持續展現強勁的成長動能，也樂見有越來越多傑出的企業將在此嶄露頭角。」

Appier B 輪資金的領投者，大華創業投資管理 (UOB Venture Management) 資深總監 Clarissa Loh 表示：「在 Appier 的引領之下，AI 已成為亞太地區數位行銷的顯學。我們很高興能成為 Appier 的主要投資人之一，也祝賀管理團隊因著成功上市實現了一項重要的里程碑。」

參與 D 輪投資、專注於科技產業的亞洲私募基金閎鼎資本 (TG Vest Capital) 董事長鄭敦謙表示：「當越來越多企業採用數據驅動行銷成效，市場競爭也越發加劇，而 Appier 為此局面另闢出新的視角與方向。Appier 的表現遠超出我們的期待，我們很榮幸能成為彼此長期的合作夥伴，也為能與更多投資人一起見證並分享 Appier 持續可預見的成功感到振奮。」

同樣參與 D 輪投資，厚安創新基金主席暨厚樸投資執行長 Teck Sien Lau 表示：「Appier 截至今日的發展歷程表現出色，他們展現了引領市場的潛能，市場拓展上不僅深耕亞太、更立足全球。Appier 除了擁有穩健的商業模式和豐富的顧客群外，更擁有無比的專業與熱忱，持續將 AI 應用到更廣泛的商業領域。」



作為 B 輪和 D 輪投資人的集富亞洲 (JAFCO Asia) 總裁暨執行長 Yoshiyuki Shibusawa 表示：「 Appier 從創立初期就定下放眼全球的營運策略。Appier 的掛牌上市標記著台灣新創產業正邁向新的轉捩點，Appier 的成長軌跡也將作為台灣新創產業發展佈局的參考，激勵眾多亞洲的有志創業者將業務拓展至全球市場。」

在上市之前，Appier 已獲得紅杉資本、軟銀集團與 LINE 等全球投資人的青睞，獲得總額逾 1.62 億美元 (超過 50 億新台幣) 的資金挹注。Appier 於 2012 年由一群充滿熱情的人工智慧與數據分析專家共同創立。Appie 全方位人工智慧解決方案，具備四個核心產品：

- CrossX 用戶獲取平台：運用領先業界的「深度學習」技術來預測每個用戶的終生價值，並從中獲取最高價值的新客，幫助企業將行銷預算轉化為可預測的投資回報。
- AIQUA 用戶互動行銷平台：透過人工智慧技術在多個行銷渠道中建置自動化訊息，以最有效率的方式在最佳的時機與用戶互動及溝通。
- AiDeal 智慧轉換優化平台：透過機器學習及深度學習技術預測買家購買意圖，只遞送優惠給猶豫客，在不損及利潤的情況下提升營收。
- AIXON 資料科學平台：整合並豐富現有顧客資料，輕鬆透過自動機器學習模型，建立完整的用戶輪廓輪廓，並預測用戶未來的行為動向。

關於 Appier

Appier 以人工智慧 (AI) 與軟體即服務 (SaaS) 為核心，運用 AI 協助企業解決棘手的商業挑戰。Appier 於 2012 年由一群充滿熱情的電腦科學家和資訊工程師共同創立。如今，Appier 在亞太地區、歐洲及美國擁有 17 個營業據點，並於東京證券交易所掛牌上市。欲了解更多訊息，請造訪 www.appier.com。

免則聲明

本新聞稿並非在美國或其他地區出售或購買沛星互動科技 (以下簡稱 Appier 或「公司」) 證券的邀約或請求。根據美國《1933 年證券法修正案》經修訂 (《修正案》)，未經登記或經豁免登記，這些證券不得在美國境內提呈發售或出售。任何在美國上市的證券，將透過根據《證券法》所擬訂的英文招股說明書來進行，該招股說明書將包含公司及其管理階層的詳細資訊以及相關財務報表。公司並不會在美國公開發售和出售這些證券，且這些證券尚未並且也不會根據《證券法》來進行註冊。

媒體聯絡人

Appier
Claire Ke
(02) 8780-2800 #6130
0919-222-015
claire.ke@appier.com