



EQUITY OWNERSHIP GUIDELINES

(As most recently amended October 30, 2025)

The Board of Directors (the “**Board**”) of AppLovin Corporation (the “**Company**”) has adopted these Equity Ownership Guidelines (“**Equity Ownership Guidelines**”), originally effective as of November 3, 2023 (the “**Effective Date**”), to further align the interests of the Company’s executive officers and non-employee directors with the interests of the Company’s stockholders.

Covered Persons

These Equity Ownership Guidelines apply to all of the Company’s executive officers (each, an “**Executive Officer**”, defined for purposes of this policy as each “executive officer” of the Company within the meaning of Rule 3b-7 promulgated under the Securities Exchange Act of 1934, as amended) and all of the Company’s non-employee directors (each such individual, a “**Covered Person**”).

Equity Ownership Guidelines for Executive Officers

Each Executive Officer is expected to accumulate and hold Qualifying Equity with an aggregate “value” (as defined below) equal to at least the following:

Position	Ownership Requirement
Chief Executive Officer and Chief Technology Officer	600% of base salary
Other Executive Officers	300% of base salary

and to maintain this minimum amount of Qualifying Equity ownership (such minimum amount, the “**Executive Officer Ownership Requirement**”) throughout his or her tenure as an Executive Officer.

Required Timing of Achievement of Executive Officer Ownership Requirement

All Executive Officers must meet the Executive Officer Ownership Requirement by the fifth (5th) anniversary of the Effective Date or, if later, the fifth (5th) anniversary of his or her first assuming an Executive Officer position (the “**Initial Executive Officer Compliance Period**”). In the event that the annual base salary for an Executive Officer is increased, such Executive Officer shall have through the later of the Initial Executive Officer Compliance Period or two (2) years from the date of such increase (the later-ending of such periods, the “**Extended Executive Officer Compliance Period**”) to acquire the amount of the Executive Officer Ownership Requirement attributable to such increase.

For the avoidance of doubt, the Initial Executive Officer Compliance Period or Extended Executive Officer Compliance Period, as applicable (the applicable period, the “**Applicable Executive Officer Compliance Period**”) will not be adjusted with respect to the Executive Officer Ownership Requirement applicable prior to an increase (or subsequent increase, as applicable) of the Executive Officer’s annual base salary.

Stock Ownership Guidelines for Non-Employee Directors

Each non-employee director who receives compensation for his or her service as a non-employee director is expected to accumulate and hold Qualifying Equity with an aggregate “value” (as defined below) equal to at least 500% of the value of his or her base annual cash

retainer for service on the Board, specifically excluding any cash retainers for committee or chair service (such base annual cash retainer, the “**Annual Retainer**”), and to maintain this minimum amount of Qualifying Equity ownership (such minimum amount, the “**Director Ownership Requirement**” and each of a Director Ownership Requirement and an Executive Officer Ownership Requirement, an “**Ownership Requirement**”) throughout his or her tenure on the Board. For the avoidance of doubt, the Director Ownership Requirement shall not apply to any non-employee director who elects not to receive compensation for his or her service as a non-employee director.

Required Timing of Achievement of Director Ownership Requirement

All non-employee directors subject to the Director Ownership Requirement must meet the Director Ownership Requirement by the fifth (5th) anniversary of the Effective Date or, if later, the fifth (5th) anniversary of his or her initial appointment or election to the Board (the “**Initial Director Compliance Period**”). In the event that the Annual Retainer for non-employee directors is increased, non-employee directors shall have through the later of the Initial Director Compliance Period or two (2) years from the date of such increase (the later-ending of such periods, the “**Extended Director Compliance Period**”) to acquire the amount of the Director Ownership Requirement attributable to such increase.

For the avoidance of doubt, the Initial Director Compliance Period or Extended Director Compliance Period, as applicable (the applicable period, the “**Applicable Director Compliance Period**” and each of an Applicable Director Compliance Period and an Applicable Executive Officer Compliance Period, an “**Applicable Compliance Period**”) will not be adjusted with respect to the Director Ownership Requirement applicable prior to an increase (or subsequent increase, as applicable) of the Annual Retainer.

Measurement Date

Compliance with the Ownership Requirement will be measured annually based on (i) the Executive Officer’s or non-employee director’s or base salary or Annual Retainer, as applicable, on the first Trading Day of the calendar year (the “**Measurement Date**”). For purposes of these Equity Ownership Guidelines, “**Trading Day**” means a day on which the national stock exchange upon which the Company’s Class A common stock is listed is open for trading.

Qualifying Equity Holdings

The following equity holdings qualify towards satisfaction of the Ownership Requirement under these Equity Ownership Guidelines (“**Qualifying Equity**”):

- Shares of Company common stock, including Class A and Class B common stock (“**Shares**”), directly, indirectly or beneficially owned by the Covered Person, as applicable, including unvested Shares of restricted stock but not including unexercised stock options;
- Shares held in trust, limited partnerships, or similar entities for the benefit of the Covered Person, as applicable, or his or her Immediate Family;
- Shares held in retirement or deferred compensation accounts or other savings plans for the benefit of the Covered Person, as applicable; and

- Shares subject to Full-Value Awards, whether vested or unvested, but not including performance-based Full-Value Awards that remain subject to performance-based vesting requirements as of the applicable Measurement Date.

For purposes of these Equity Ownership Guidelines, “**Immediate Family**” means children, stepchildren, parents, stepparents, spouse or domestic partner, siblings, mother-in-law, father-in-law, sister-in-law, brother-in-law, and any person (other than a tenant or employee) sharing the household of the applicable Covered Person.

Shares used as collateral for loans, held in margin accounts, or otherwise used in a hedging or pledging transaction pre-approved under the Company's Insider Trading Policy will not be deemed Qualifying Equity under these Equity Ownership Guidelines.

“Value” Determination – Timing and Methodology

The value of a Share shall be measured as the closing price of a Share on the Measurement Date. Similarly, for Shares underlying restricted stock units, performance Shares, performance units and other full-value awards (“**Full-Value Awards**”), the value of a Share shall be measured as the closing price of a Share on the Measurement Date.

Implications of Ownership Below Stock Ownership Guideline Thresholds

Covered Persons are not required to purchase Shares on the open market in order to comply with these Equity Ownership Guidelines. However, Covered Persons should remain mindful of the short-swing profit rules under Section 16 of the Securities Exchange Act of 1934, as amended. Under those rules, any non-exempt purchase of the Company's Class A common stock by a Covered Person may be matched against his or her sales of the Company's Class A common stock within six (6) months before or after that purchase and will give rise to liability equal to the difference between the highest sale and lowest purchase price during the six-month period.

After the Applicable Compliance Period, until they have met the Ownership Requirement, a Covered Person may not sell or transfer (other than in a manner that would retain the applicable holdings status as Qualifying Equity) more than 50% of the Net Shares received as a result of the exercise of Company stock options or stock appreciation rights or the vesting of Full-Value Awards or derived from the Covered Person's other direct holdings.

For purpose of these Equity Ownership Guidelines, “**Net Shares**” means those Shares that remain after Shares are sold or netted to pay the exercise price (if any) of equity awards and applicable taxes (i.e., the maximum individual tax rate in the applicable jurisdiction).

A Covered Person who has satisfied their Ownership Requirement but subsequently falls below the Ownership Requirement due entirely to a drop in the stock price is deemed to satisfy the Ownership Requirement but may not sell or transfer holdings counted under the policy until the Ownership Requirement again is met. If the Covered Person does not meet the guideline after one year due to continued lower stock price, they must hold until the Ownership Requirement is again met: (a) at least 50% of the Net Shares received as a result of the exercise of Company stock options or stock appreciation rights or the settlement of Full-Value Awards or other equity awards and (b) at least 50% of the net after tax value of any stock option exercise (e.g., via “buy and hold” or “cashless for shares” option exercise). For avoidance of doubt, under these circumstances and subject to satisfaction of two foregoing conditions, the Covered Person is still deemed to satisfy the Ownership Requirement.

Exceptions

These Equity Ownership Guidelines may be waived, at the discretion of the Compensation Committee of the Board (the “**Compensation Committee**”), for Covered Persons joining the Company from government, academia, or similar professions or in the event of other personal circumstances that require such a waiver. These Equity Ownership Guidelines may also be temporarily suspended for one or more Covered Persons, at the discretion of the Compensation Committee, if compliance would create severe hardship or prevent a Covered Person from complying with a court order.

Amendments

These Equity Ownership Guidelines may be amended by the Board or the Compensation Committee from time to time at the discretion of the Board or the Compensation Committee.