AppLovin Corporation Class Action Lawsuit

U.S. Securities Litigation

AppLovin Class Action Lawsuit Allegations

The AppLovin class action lawsuit asserts securities fraud claims under Sections 10(b) and 20(a) of the Securities Exchange Act of 1934 on behalf of investors in AppLovin securities. The class action is pending in the U.S. District Court for the Northern District of California. It is captioned *Talbot v. AppLovin Corp., et al.*, No. 26-cv-10584.

If you lost money on your AppLovin investment, you are encouraged to submit your information using the form on this page. You may also email <u>adam@bfalaw.com</u> or call 212.789.3619.

Why is AppLovin Being Sued for Securities Fraud?

AppLovin is an advertising solutions company. AppLovin claims its advertising products use artificial intelligence ("AI") models, among other things, to more effectively match advertisers to prospective customers.

According to the complaint, AppLovin touted the purported strength of the company's AI models as a major driver of the company's growth, telling investors that AppLovin was "constantly improving" its models and that "we don't really see a reason why that's going to slow down."

As alleged, the company's new generative AI video tool in its AppLovin Ads platform experienced significant development delays, which stymied improvements to AppLovin's AI model.

Why did AppLovin's Stock Drop?

On July 13, 2026, a Bank of America Securities analyst published a note stating that "AppLovin's eCommerce footprint expanded at a slower pace in June" and "[w]eekly data has not shown a clear uptick since AppLovin [Ads] opened to all eComm advertisers on 6/22, suggesting a muted GA start." Accordingly, Bank of America Securities lowered its estimate for AppLovin's annual revenue.

On this news, AppLovin's stock price dropped $64.13 per share, or 12.6%, from a closing price of $506.80 per share on July 10, 2026, to a closing price of $442.85 per share on July 13, 2026.

Then, on August 5, 2026, after the market closed, AppLovin announced that it missed consensus estimates for quarterly revenue, delivering $1.92 billion of revenue against consensus estimates of $1.94 billion. Defendants attributed the miss, in part, to delays in the roll out of AppLovin Ads' generative AI video creation tool, which led to lower-than-expected AppLovin Ads revenue and hampered AppLovin's AI "model performance[.]"

On this news, AppLovin's stock price dropped $82.13 per share, or 19.6%, from a closing price of $417.80 per share on August 5, 2026, to a closing price of $335.67 per share on August 6, 2026.

AppLovin ($APP) Stock Chart

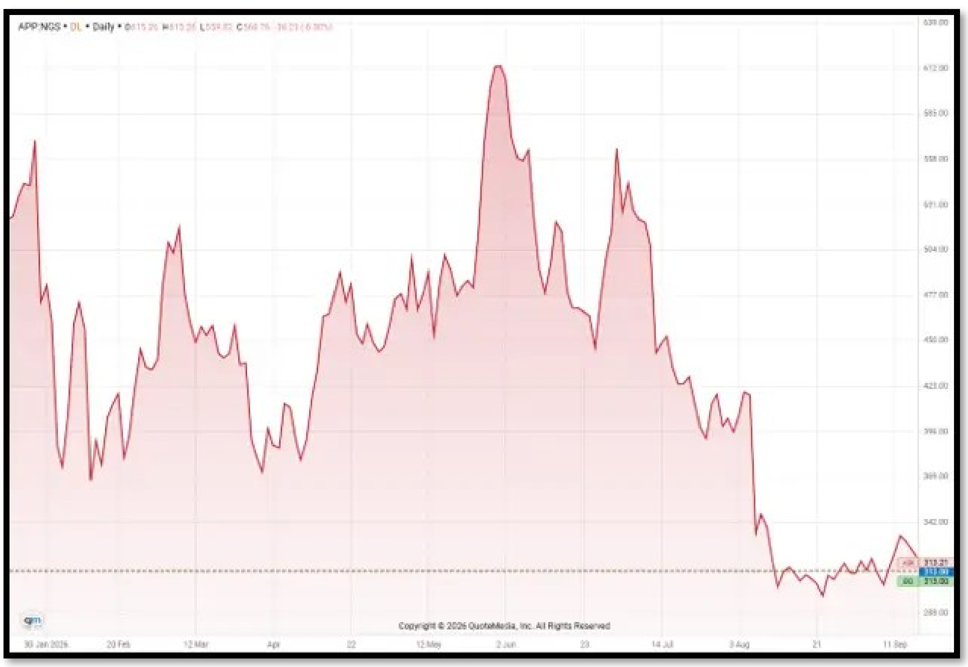

Image Caption: Nasdaq online chart showing the AppLovin (APP) stock drops following the July 2026 and August 2026 disclosures.

What is the AppLovin Lead Plaintiff Deadline?

You may ask the Court no later than November 16, 2026, to appoint you as Lead Plaintiff through counsel of your choice.

To be a member of the Class, you need not take any action at this time. The ability to share in any potential future recovery is not dependent on serving as Lead Plaintiff.

How Do I Submit My Information?

If you lost money when AppLovin securities dropped in price, you are encouraged to submit your information using the form on this page to speak with an attorney about your rights.

You can also contact:

Adam McCall
amccall@bfalaw.com
212.789.3619

All representation is on a contingency fee basis; there is no cost to you. Shareholders are not responsible for any court costs or expenses of any class action lawsuit. The firm will seek court approval for any potential fees and expenses.

Why Bleichmar Fonti & Auld LLP?

BFA is a leading international law firm representing plaintiffs in securities class actions and shareholder litigation. It has been named a top plaintiff law firm by *Chambers USA*, *The Legal 500*, and *ISS SCAS*.

BFA attorneys have been named "Elite Trial Lawyers" by the *National Law Journal*, "Litigation Stars" by *Benchmark Litigation*, among the top "500 Leading Plaintiff Financial Lawyers" by *Lawdragon*, "Titans of the Plaintiffs' Bar" by *Law360*, and "SuperLawyers" by *Thomson Reuters*.

Most recently, *The Legal 500* awarded BFA the most client satisfaction accolades of any plaintiff's securities litigation law firm, with clients noting: "[t]here is no better service provider in the practice area," "[t]he interest of the client is always front and center," and "[t]here isn't a better firm in this space." One testimonial described the firm as "nimble and entrepreneurial," with a "relentless focus on adding value for clients."

BFA's notable successes include a recovery of over $900 million in value from Tesla, Inc.'s Board of Directors, as well as $420 million from Teva Pharmaceutical Ind. Ltd.

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