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# Appear ASA – Disclosures of large shareholdings

**Oslo, 4 November 2025: Reference is made to the stock exchange announcement by Appear ASA ("Appear" or the "Company") on 28 October 2025 regarding the commencement of the bookbuilding and application period in the initial public offering (the "Offering") of shares in the Company (the "Offer Shares"). The Offering included a sale of existing shares in the Company by certain shareholders of the Company (the "Selling Shareholders"), as further described in the Company's prospectus dated 27 October 2025 (the "Prospectus").**

The following Selling Shareholders have, on 4 November 2025, sold Offer Shares in the Offering which implies that their holdings have crossed a notifiable threshold:

- Accelerator Ltd. has sold 5,191,750 Offer Shares in the Offering, and thereby reduced its holding below the notifiable 50% threshold. Following such sale, Accelerator Ltd. holds 15,575,250 shares in the Company, corresponding to 37.8% of the shares in the Company.
- Carl Walter Holst has sold 2,721,115 Offer Shares in the Offering, and thereby reduced his holding below the notifiable 5% threshold. Following such sale, Carl Walter Holst does not hold any shares in the Company.

In connection with the Offering, the Managers have elected to over-allocate 1,500,000 additional Offer Shares (the "**Additional Shares**"). In order to facilitate the delivery of the Additional Shares to applicants in the Offering, the Company has agreed to lend out 1,500,000 shares held in treasury to ABG Sundal Collier ASA (as Stabilisation Manager, on behalf of the Managers). This loan arrangement implies that the Company's shareholding will be reduced to 621,205 shares during the term of the loan, which implies that the Company crosses below the notifiable 5% threshold. During the term of the loan, the Company will hold 621,205 shares in treasury, corresponding to approximately 1.5% of the issued share capital upon completion of the Offering.

**Advisors**

ABG Sundal Collier ASA and DNB Carnegie, a part of DNB Bank ASA are acting as Joint Global Coordinators and Joint Bookrunners in the IPO (jointly, the "Managers").

Advokatfirmaet CLP DA is acting as legal advisor to the Company, and Advokatfirmaet Thommessen AS is acting as legal advisor to the Managers.

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**About Appear ASA**

Headquartered in Oslo, Norway, Appear designs and delivers high-capacity, sustainable solutions for media processing and live content delivery. The Company's technology enables the capture, transport, and processing of live video from sports stadiums, concert arenas, and other venues to the viewers within milliseconds, ensuring superior video quality and reliability. Appear serves broadcasters, production companies, content owners and network operators worldwide who rely on its live production technology to deliver the world's most demanding live productions.

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*This information is subject to disclosure under the Norwegian Securities Trading Act, §5-12. The information was submitted for publication at 2025-11-04 22:00 CET.*