

Appear ASA - Primary insider notifications: transactions by CEO and CFO

Oslo, Norway, 7 April 2026, Appear ASA (Appear, OSE:APR) has received notifications of transactions in the Company's shares by primary insiders in connection with the settlement of the Company's short-term incentive plan ("STIP").

Under the Company's remuneration policy, 50% of the gross STIP bonus is mandatorily used to acquire shares in the Company, while the remaining portion of the bonus is applied to cover tax obligations.

The shares are allocated at a price corresponding to the closing share price on the trading day on which the Board of Directors approved the annual report.

The transactions are mandatory, executed in accordance with the Company's remuneration policy, and are reportable pursuant to EU Market Abuse Regulation.

Transaction details

CEO – Thomas Bostrøm Jørgensen

- **Position:** Chief Executive Officer
- **Issuer:** Appear ASA (LEI 6367000JYMZPJZ0Z0361)
- **Instrument:** Shares in Appear ASA (ISIN: NO0013683821)
- **Nature of transaction:**
Acquisition of shares in connection with STIP settlement (mandatory transaction)
- **Price:** NOK 61.83 (closing price on 17 March 2026)
- **Volume:** 20,174
- **Total value:** NOK 1,247,358.42
- **Transaction date:** April 7th, 2026
- **Place of transaction:** Outside a trading venue (off-market transaction)

CFO – Per Øyvind Stene

- **Position:** Chief Financial Officer
- **Issuer:** Appear ASA (LEI 6367000JYMZPJZ0Z0361)
- **Instrument:** Shares in Appear ASA (ISIN: NO0013683821)
- **Nature of transaction:**
Acquisition of shares in connection with STIP settlement (mandatory transaction)
- **Price:** NOK 61.83 (closing price on 17 March 2026)
- **Volume:** 8,405
- **Total value:** NOK 519,681.15
- **Transaction date:** April 7th, 2026
- **Place of transaction:** Outside a trading venue (off-market transaction)

Additional information and clarifications

- The transactions have been settled through a transfer of treasury shares from the Company and do not represent on-market purchases
- The pricing mechanism (board approval date) is predefined in the Company's remuneration framework to ensure transparency and alignment
- The transactions are non-discretionary for the participants

For further information, please contact:

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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.

This information has been submitted pursuant to the Securities Trading Act § 5-12 and MAR. The information was submitted for publication, through the agency of the contact persons set out above, at 2026-04-07 14:30 CEST.