

Appear ASA - Appear secures long-term strategic agreement with leading global telecommunications provider

Oslo, Norway, 16 April 2026, Appear today announces a four-year Master Supply Agreement (MSA) with a leading global telecommunications provider in Europe. The total value of the agreement is approximately NOK 64 million.

The agreement represents a strategic extension of a long-standing customer relationship, with the initial deployment dating back to 2019. The new MSA ensures predictable, recurring service revenue for Appear through March 2030 and further strengthens Appear's position within one of its most important global accounts. The agreement is expected to generate annual revenues of approximately NOK 16 million.

"This agreement reinforces our position within a strategically important customer and highlights the long-term value of our technology and services. By securing predictable service revenue and enabling simplified access to future product upgrades, we are well positioned to deepen this relationship further in the years ahead," said Thomas Bostrøm Jørgensen, CEO of Appear.

The agreement reflects the customer's need for long-term cost predictability and operational stability. Its structure provides clear visibility on operating expenses while incentivising broader adoption of Appear's existing and future product portfolio. Appear's solutions are integral to carrier-grade service delivery, enabling both large-scale broadcast infrastructure and high-value live sports distribution. This MSA positions Appear for continued growth within the account through increased equipment volumes and expanded technology adoption over time.

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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 viewers with ultra-low latency, 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 announcement is non-regulatory and made for information purposes only.