Appear ASA - First day of trading

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Oslo, 6 November 2025, Appear ASA (Appear, OSE:APR the "Company"), a global leader[1] in live production technology, powering Tier-1 sports and events globally, today announces the first day of trading on Euronext Oslo Børs.

Following the successful completion of the bookbuilding of the initial public offering of shares in Appear announced on 4 November 2025, the shares of the Company are as of today tradable on Euronext Oslo Børs under the ticker "APR" and ISIN NO 0013683821.

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 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.

Thomas Bostrøm Jørgensen, CEO of Appear, comments: *"The listing on Oslo Børs marks a huge step forward for Appear. We're thrilled and grateful for the confidence shown by our new shareholders, and following the IPO, we have more than 5000 new shareholders including a solid base of institutional investors. In just four years, we've grown revenue by 35% annually, built a truly global footprint, and proven our technology leadership with Tier-1 live sports customers around the world. Now, we're ready to enter the next stage of our journey, breaking into new segments and markets, and continue to redefine what's possible in live production technology."*

The Company will report the results from the third quarter of 2025 on Tuesday 25 November 2025.

Advisors
ABG Sundal Collier ASA and DNB Carnegie, a part of DNB Bank ASA, act as Joint Global Coordinators and Joint Bookrunners in the Listing and the Offering (the "Managers"). Advokatfirmaet CLP DA acts as legal advisor to the Company, and Advokatfirmaet Thommessen AS acts as legal advisor to the Joint Global Coordinators.

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Footnotes:

[1]The Group's market leading position refers to an estimate by the company where the Group's revenue for relevant product or product portfolios is divided by the projected market size included in an independent report prepared by Devoncroft Partners.

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European Economic Area

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