Press Release
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Appear ASA – Petter Lade appointed Chief Financial Officer

Oslo, 2 November 2026 – Appear ASA (Appear, OSE: APR) today announces the appointment of Petter Lade as Chief Financial Officer (CFO). Lade will join Appear and assume the position as CFO no later than 1 May 2027.

Petter Lade brings extensive experience in finance, strategy and capital markets. He spent 17 years at the Oslo listed tech company Opera Software, later Otello Corporation, serving as CFO from 2017 to 2023 and previously holding roles in finance, M&A, corporate development and investor relations. Since January 2024, he has served as CFO of Dr. Dropin, a fast-growing Norwegian healthcare and health-tech group combining clinics with digital and telemedicine services across primary care, specialist care and occupational health. Lade holds a Master of Science in Business (siviløkonom) from BI Norwegian Business School.

“We are very pleased to welcome Petter to Appear. He brings extensive CFO experience from Opera, one of the most prominent successes in Norwegian tech. Petter has a strong background in finance, M&A and investor relations. With his strategic mindset, I am confident he will be a strong addition to our management team as we continue to develop and grow the company,” says Thomas Bostrøm Jørgensen, CEO of Appear.

“I am very pleased to join Appear at an exciting stage in the company’s development. With a unique technology and a proven value proposition for some of the most demanding customers in the world, Appear has built a strong position in an attractive global market. Now, I look forward to working with Thomas and the team to support the company’s continued growth and development,” says Petter Lade.

As previously announced, Torbjørn Blom-Hagen will serve as interim CFO from 1 December 2026 until Petter Lade assumes the position. Blom-Hagen was appointed interim CFO following Per Øyvind Stene’s decision to step down.

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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 information is information that Appear is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2026-11-02 07:00 CET.