

Notification and public disclosure of transactions by Primary Insiders and their Close Associates

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Phika Ventures AS	
2	Reason for the notification		
a)	Position/status	Close associate of the Chief Executive Officer, Thomas Bostrøm Jørgensen	
b)	Initial notification/ Amendment	Initial notification	
3	Details of the issuer		
a)	Name	Appear ASA	
b)	LEI	636700OJYMZPJZ0Z0361	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument Identification code	Shares in Appear ASA ISIN NO 0013683821	
b)	Nature of the transaction	Sale of shares in the initial public offering	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		NOK 66.5	326,456
d)	Aggregated information - Aggregated volume - Price	Sale of a total of 326,456 shares, each at a subscription price of NOK 66.5, for a total sales amount of NOK 21,709,324.	
e)	Date of the transaction	4 November 2025	
f)	Place of the transaction	Outside trading venue	