

Appear announces major contract with total value of 37M NOK

Oslo, 4 February 2026, Appear today announces that it received an order from a major U.S. sports league. The total value of the order is approximately NOK 37 million, comprising NOK 27 million in product and NOK 10 million in services over a five-year period.

Revenue recognition related to product is expected to amount to NOK 27 million in Q1 2026, with total revenue recognised in 2026 expected to be approximately NOK 28.5 million.

The order represents a significant commercial milestone for Appear and supports the company's growth strategy to expand within key existing customers. No further details regarding the agreement will be disclosed.

"This order confirms the strong market demand for our X Platform and our ability to support Tier 1 sports leagues as they upgrade their live production infrastructure to increase production value and reduce operational cost," said Thomas Bostrøm Jørgensen, CEO of Appear.

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 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.