

Appear ASA – Update on post lockup share transactions by co-founders

Oslo, 19 May 2026, Appear ASA (“Appear” or the “Company”) announces that a group of the Company's co-founders have completed sales of shares in Appear on 19 May 2026, following the expiry of their lockup on 6 May 2026.

The aggregate number of shares sold represents approximately 2.4 per cent of the total outstanding shares in the Company and 23.5 per cent of the total holding of the co-founders subject to the expired lockup.

Disclosure of the transactions are not mandatory under applicable MAR regulations, including that none of the sellers are primary insiders in Appear. The Company is nonetheless making this announcement in the interest of transparency.

Following the transactions, the founding team remains a significant shareholder in the Company, as a whole retaining more than 50 per cent of its pre-listing shareholdings (prior to Appear's listing on Euronext Oslo Børs on 6 November 2025).

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.