

Q2 trading update and revised FY 2026 outlook

Oslo, 6 July 2026, Appear ASA (Appear, OSE: APR) today issues a trading update for the second quarter ending 30 June 2026.

The preliminary results for the second quarter of 2026 show revenue at NOK 189.6 million compared to an exceptionally strong Q2 2025 of NOK 271 million. The preliminary H1 2026 revenues came in at 421.3 million, compared to 433.3 million for H1 2025.

“We continued to grow year-on-year in our key US market in the first half of the year, while implementing strong measures to turn around disappointing short-term commercial execution in other geographies. Short-term fluctuation is the nature of our business, as large infrastructure decisions don’t tandem with calendar quarters. Nevertheless, the Q2 revenues are weak, amplified by the strength in the overall live sports market and our state-of-the-art technology. We continue to see positive developments during the quarter across products, innovation and commercial opportunities, but certain contracts have been pushed to the second half of the year, and it will take some months to get our commercial offering and capabilities outside the US on track,” says Thomas Bostrøm Jørgensen, Chief Executive Officer.

To accommodate Q2 revenues and current short-term run-rate, the company expects full-year 2026 revenues in the range of NOK 880 - 920 million, representing a growth of approximately 10-15% year-on-year. The previous guidance was approximately NOK 1 billion.

Beyond 2026, Appear’s medium-to-long-term financial targets remain unchanged: annual revenue growth of 25–30%, gross margins of approximately 70%, and an EBITDAC margin of 17–20%.

Appear will host a conference call for financial analysts and investors on Monday 6 July at 8:00 CEST, where CEO Thomas Bostrøm Jørgensen and CFO Per Øyvind Stene will take questions. Join on Teams on the following link:

<https://teams.microsoft.com/meet/320053565969237?p=l5orp6c4WTrRkj9lgj>

Meeting ID: 320 053 565 969 237

Passcode: rS6zy3Ag

Appear will report the financial results for the second quarter of 2026 Friday 14 August 2026 at 07:00 CEST.

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,



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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 has been submitted pursuant to the Securities Trading Act § 5-12 and MAR. The information was submitted for publication, through the agency of the contact persons set out above, at 2026-07-06 07:00 CEST.