

## Appear lists on Euronext

- **Market capitalisation at IPO of approximately NOK 2.7 billion**
- **The 59<sup>th</sup> listing on Euronext in 2025**
- **The 38<sup>th</sup> IPOready alumnus to list on Euronext**



**Oslo – 6 November 2025** – Euronext congratulates Appear ASA (ticker: APR) on its listing on Euronext Oslo Børs. This marks the 59<sup>th</sup> listing on Euronext markets and the 16<sup>th</sup> on Euronext Oslo Børs' markets in 2025.

Appear is a global leader in live production technology, redefining how content is transported, processed and delivered worldwide. Headquartered in Oslo, Norway, Appear designs and delivers high-capacity, energy-efficient solutions for media processing and content delivery, empowering broadcasters and operators to capture, transport and process live video and audio from venue to viewer with exceptional quality and reliability.

Appear was listed through the admission to trading on 6 November 2025 of 41,217,000 shares, including 1,500,000 new shares issued under the initial public offering (IPO), before the potential exercise of the greenshoe option amounting to 1,500,000 additional shares.

The offer price for Appear shares was set at NOK 66.50 per share, implying a market capitalisation of NOK 2.74 billion on the day of listing. The IPO raised gross proceeds of around NOK 100 million for the company. In total, 14,450,000 shares were allocated in the offering, representing roughly 35% of the outstanding shares, and the offering was more than 12 times oversubscribed. Appear welcomed more than 5,000 new shareholders as its shares commenced trading on Euronext Oslo Børs.

Appear is an alumnus of IPOready, Euronext's pre-IPO educational programme. IPOready helps fast-growing European companies planning to list on the stock market by providing their executive teams with exclusive tools and insights from industry leaders, advisors and experts. This is the 38<sup>th</sup> IPOready alumnus to list on Euronext.

**Thomas Bostrøm Jørgensen, CEO of Appear, said:** *"The listing on Euronext Oslo Børs marks a huge step forward for Appear. We're thrilled and grateful for the confidence shown by our new shareholders, and following the IPO, we have more than 5000 new shareholders including a solid base of institutional investors. In just four years, we've grown revenue by 35% annually, built a truly global footprint, and proven our technology leadership with Tier-1 live sports customers around the world. Now, we're ready to enter the next stage of our journey, breaking into new segments and markets, and continue to redefine what's possible in live production technology."*



**Caption:** Thomas Bostrøm Jørgensen, CEO of Appear rang the bell this morning together with colleagues to celebrate the listing of the company on Euronext Oslo Børs. The company was welcomed by Eirik Høiby Ausland, Head of Listing Nordics in Euronext. (Photo: Thomas Brun | NTB)

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### About Appear ASA

Headquartered in Oslo, Norway, Appear is a leader in live production technology, specialising in high-capacity, sustainable solutions for media processing and content delivery. The company's portfolio is designed to support the most complex scenarios of live event contribution, adapting seamlessly to the ever-evolving dynamics of the media, entertainment, and sports industries. Over the past 20 years, Appear's world-renowned team of experts have made the company the most progressive and forward-thinking company in the industry. Their relentless emphasis on modularity and functional versatility places us at the forefront of driving innovation in live production technology. Appear proudly count the world's leading content creators amongst their esteemed list of customers who trust their solutions to deliver the highest profile live media with integrity and efficiency. Appear's global operation includes centres of excellence in London and Los Angeles.

### About Euronext

Euronext is the leading European capital market infrastructure, covering the entire capital markets value chain, from listing, trading, clearing, settlement and custody, to solutions for issuers and investors. Euronext runs MTS, one of Europe's leading electronic fixed income trading markets, and Nord Pool, the European power market. Euronext also provides clearing and settlement services through Euronext Clearing and its Euronext Securities CSDs in Denmark, Italy, Norway and Portugal.

As of June 2025, Euronext's regulated exchanges in Belgium, France, Ireland, Italy, the Netherlands, Norway and Portugal host nearly 1,800 listed issuers with €6.3 trillion in market capitalisation, a strong blue-chip franchise and the largest global centre for debt and fund listings. With a diverse domestic and international client base, Euronext handles 25% of European lit equity trading. Its products include equities, FX, ETFs, bonds, derivatives, commodities and indices.

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