
Investor Relations Policy

This investor relations policy (the “**IR Policy**”) applies to Appear ASA (“**Appear**” or the “**Company**”) and is based on Oslo Børs’ recommendation for companies listed on Oslo Børs, in particular the Oslo Børs Code of Practice for Investor Relations, last amended on 1 March 2021.

1 PURPOSE

Investor relations in Appear is committed to providing the public with accurate, comprehensive, and timely information to enable informed decisions regarding the valuation and trading of Appear's shares. The objective of sharing such information is to minimize investor risk and reduce volatility in Appear's share price, and contributing to a pricing of the share that reflects Appear's underlying value and future prospects.

2 EQUAL INFORMATION

Appear's main communication channels are stock exchange releases, press releases, and its own web pages (www.appear.net) in order to secure that the same information is made available to all audiences simultaneously. Although Appear holds regular meetings for analysts, investors, journalists and employees, all material new information shall first be published on Oslo Børs' news platform www.newsweb.no and on Appear's web pages.

Appear will provide a consistent level of information regardless of whether the news is positive or negative.

3 AUTHORISATIONS

Appear's spokespersons to the financial markets (investors, analysts and financial media) are the chairman of the board of directors, the chief executive officer or the chief financial officer or others authorized by these. Questions from investors and financial analysts to Appear employees shall be referred to the chief executive officer.

4 REPORTING DATES AND SILENT PERIODS

Appear publishes its interim and yearly financial results in line with its financial calendar, which is updated annually on Appear's website and shared with Oslo Børs. During the 15 days period leading up to the end of the respective reporting period and until the announcement of the respective financial report, known as the "silent period," Appear exercises caution in external communications. However, the chairman of the board of directors may decide upon a longer "silent period". During the "silent period", the Company's representatives avoid discussing its performance or future outlook with analysts, investors, media, or other parties, for the purpose of reducing the risk of unequal access to information in the market.

5 GUIDING

Appear operates based on financial targets set by its board of directors. These targets guide the operations of the Appear group during a defined strategic period. As a general rule, the Company does not provide specific guidance on its future financial results. Any exceptions to this rule must be approved by the board of directors and clearly communicated to the market.

6 COMPLIANCE

All disclosure, communication and reporting shall be in compliance with the applicable laws and regulations, in particular the Norwegian Securities Trading Act (as applicable), regulation (EU) No. 596/2014 on market abuse, as implemented in Norway in accordance with section 3-1 of the Securities Trading Act as of 1 March 2021 and as amended from time to time (MAR), the Norwegian Accounting Act and Oslo Rulebook I and Rulebook II. The Company shall also comply with the relevant recommendations and market practices for reporting financial and other IR information. Appear complies with the Oslo Børs Code of Practice for IR of 1 March 2021.