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## FINANCIAL DISCLOSURE POLICY

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### I. Purpose

This Financial Disclosure Policy sets out the principles governing Appear's external financial communication and disclosure practices. Appear is committed to ensuring timely, accurate and reliable information to the market, in full compliance with applicable laws and regulations. The Company's communication shall support its long-term equity story and promote sustainable value creation, while avoiding unnecessary speculation or short-term market focus.

### II. Regulatory framework

Appear complies with:

- The Norwegian Securities Trading Act
- The EU Market Abuse Regulation (MAR)
- Oslo Børs continuing obligations
- Applicable listing and disclosure requirements

The Company shall ensure equal treatment of shareholders and equal access to information.

### III. Inside information (MAR Article 7)

Inside information is information of a precise nature which:

- Has not been made public;
- Directly or indirectly concerns Appear or its financial instruments; and
- Would likely have a significant effect on the price of the Company's financial instruments if made public.

Inside information shall be disclosed as soon as possible in accordance with MAR and Oslo Børs requirements.

Disclosure may be delayed only where all statutory conditions for delayed disclosure are fulfilled. Any such decision shall be duly documented.

### IV. Disclosure categories

Appear classifies information as follows:

#### 4.1 Regulatory releases

Regulatory releases include inside information and other mandatory disclosures, including but not limited to:

- Contracts exceeding 10% of last twelve months (LTM) revenue;
- Changes to financial guidance;
- Material strategic transactions;
- Capital market transactions.

Such information shall be disclosed immediately via approved dissemination channels (MFN) to Oslo Børs Newsweb.

## 4.2 Non-Regulatory Releases

Non-regulatory releases, include significant commercial developments if::

- Contract exceeds NOK 30 million;
- Material R&D milestones are reached;
- Strategic partnerships are entered into.

These are published via MFN as non-regulatory press releases and Oslo Børs Newsweb and made available on the Company's website.

## 4.3 Other Corporate Information

General commercial, marketing and operational updates not considered material to investment decisions are published exclusively on the Company's website and relevant communication channels.

## V. Communication principles

Appear aims to maintain a consistent and predictable information flow, including 2–4 relevant financial releases per quarter in addition to statutory reporting, subject to material developments.

All market communication shall be fact-based, balanced and aligned with the Company's long-term strategic objectives.