

NEWS RELEASE

GoPro Announces Third Quarter 2022 Results

11/3/2022

GoPro Subscribers Grew 55% year-over-year to 2.1 million

GAAP EPS of \$0.10 and non-GAAP EPS of \$0.19

Revenue of \$305 Million 3% Above Consensus

SAN MATEO, Calif., Nov. 3, 2022 /PRNewswire/ -- GoPro, Inc. (NASDAQ: GPRO) today announced financial results for its third quarter ended September 30, 2022, and posted management commentary in the investor relations section of its website at https://investor.gopro.com.

"In Q3 GoPro delivered revenue at the high-end of guidance and solid GAAP and non-GAAP earnings," said Nicholas Woodman, GoPro's founder and CEO. "GoPro's resilience during this challenging economic environment is testament to the meaningful role GoPro plays in the lives of the world's most active and creative people."

"GoPro continued to drive solid operating and financial results, including effective management of key balance sheet metrics," said Brian McGee, GoPro's CFO and COO. "Revenue of \$305 million was down 4% on a dollar basis and up 2% year-over-year on a constant currency basis, while subscription and service revenue grew 48% year-over-year to \$21 million for the quarter. Now that we have crossed the two million subscriber threshold, we are positioned to generate more than \$100 million in annual recurring high-margin subscription revenue moving forward."

Q3 2022 Financial Results & Recent Business Highlights

- Revenue was \$305 million, down 4% on a dollar basis, and up 2% in constant currency compared to the prior year period.
- **GoPro.com** revenue, including subscription and service revenue, increased 4% year-over-year to \$99 million, or 32% of total revenue. Subscription and service revenue increased 48% year-over-year to \$21 million.
- GoPro subscriber count increased 55% year-over-year to 2.1 million.
- Third quarter cash net of debt was \$205 million, nearly doubling from \$110 million in Q3'21.
- GAAP and non-GAAP gross margin was 38.0% and 38.2% respectively, down from the prior year period at 43.6% and 43.8%, respectively.
- GAAP net income was \$18 million, or \$0.10 per share, down year-over-year from net income of \$312 million or \$1.92 per share, which was primarily driven by the release of a \$263 million tax valuation allowance during the third quarter of 2021.
- Non-GAAP net income was \$32 million, or \$0.19 per share, down 42% from \$55 million, or \$0.34 per share in the prior year period.
- Adjusted EBITDA was \$35 million, or 12% of revenue, compared to \$60 million, or 19% of revenue in the prior year period.
- Cameras with retail prices at or above \$400 represented 87% of Q3 2022 camera revenue, down from 88% in Q3 2021.
- Q3 2022 Street ASP increased 1% year-over-year to \$383, or up 6% year-over-year in constant currency.
- Days' sales outstanding was 25 days, down from 28 days in Q3'21.
- Announced three new cameras HERO11 Black, HERO11 Black Creator Edition and HERO11 Black Mini and auto highlight videos for subscribers.
- Revenue grew sequentially across all geographies led by Asia Pacific, which also delivered year-over-year revenue growth.

Results Summary:

	Three months ended September 30,							
(\$ in thousands, except per share amounts)		2022		2021	% Change			
Revenue	\$	305,130	\$	316,669	(3.6) %			
Gross margin GAAP Non-GAAP		38.0 % 38.2 %		43.6 % 43.8 %	-560 bps -560 bps			
Operating income GAAP Non-GAAP Net income	\$ \$	24,431 33,356	\$ \$	48,601 58,798	(49.7) % (43.3) %			
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GAAP Non-GAAP	\$ 17,570 31,847	\$ 311,761 55,224	(94.4) % (42.3) %
Diluted net income per share			
GAAP	\$ 0.10	\$ 1.92	(94.8) %
Non-GAAP	\$ 0.19	\$ 0.34	(44.1) %
Adjusted EBITDA	\$ 35,200	\$ 60,442	(41.8) %

Conference Call

GoPro management will host a conference call and live webcast for analysts and investors today at 2 p.m. Pacific Time (5 p.m. Eastern Time) to discuss the Company's financial results.

Prior to the start of the call, the Company will post Management Commentary on the "Events & Presentations" section of its investor relations website at https://investor.gopro.com. Management will make brief opening comments before taking questions.

To listen to the live conference call, please call +1 833-927-1758 (US) or +1 929-526-1599 (International) and enter access code 695322, approximately 15 minutes prior to the start of the call. A live webcast of the conference call will be accessible on the "Events & Presentations" section of the Company's website at https://investor.gopro.com. A recording of the webcast will be available on GoPro's website, https://investor.gopro.com, from approximately two hours after the call through February 1, 2023.

About GoPro, Inc. (NASDAQ: GPRO)

Celebrating its 20th anniversary in 2022, GoPro helps the world to capture and share itself in immersive and exciting ways.

For more information, visit <u>GoPro.com</u>. Open roles can be found on our <u>careers page</u>. Members of the press can access official logos and imagery on our <u>press portal</u>. GoPro customers can submit their photos and videos to <u>GoPro Awards</u> for an opportunity to be featured on GoPro's social channels and receive gear and cash awards. Connect with GoPro on <u>Facebook</u>, <u>Instagram</u>, <u>LinkedIn</u>, <u>TikTok</u>, <u>Twitter</u>, <u>YouTube</u>, and GoPro's blog <u>The Current</u>.

GoPro, HERO and their respective logos are trademarks or registered trademarks of GoPro, Inc. in the United States and other countries.

GoPro's Use of Social Media

GoPro announces material financial information using the Company's investor relations website, SEC filings, press releases, public conference calls and webcasts. GoPro may also use social media channels to communicate about the Company, its brand and other matters; these communications could be deemed material information. Investors

and others are encouraged to review posts on <u>Facebook</u>, <u>Instagram</u>, <u>LinkedIn</u>, <u>TikTok</u>, <u>Twitter</u>, <u>YouTube</u>, and GoPro's <u>investor relations</u> website and blog, <u>The Current</u>.

Note Regarding Use of Non-GAAP Financial Measures

GoPro reports gross profit, gross margin, operating expenses, operating income (loss), other income (expense), tax expense, net income (loss) and diluted net income (loss) per share in accordance with U.S. generally accepted accounting principles (GAAP) and on a non-GAAP basis. Additionally, GoPro reports non-GAAP adjusted EBITDA. Non-GAAP items exclude, where applicable, the effects of stock-based compensation, acquisition-related costs, restructuring and other related costs, non-cash interest expense, gain on sale and license of intellectual property and the tax impact of these items. When planning, forecasting, and analyzing gross margin, operating expenses, operating income (loss), other income (expense), tax expense, net income (loss) and net income (loss) per share for future periods, GoPro does so primarily on a non-GAAP basis without preparing a GAAP analysis as that would require estimates for reconciling items which are inherently difficult to predict with reasonable accuracy. GoPro also reports revenue, gross profit, gross profit percentage, adjusted EBITDA as a percentage of revenue, and street average selling price on a constant currency basis to show performance unaffected by fluctuations in currency exchange rates. GoPro calculates constant currency amounts by translating current period amounts at the prior period's average exchange rate and compare that to current period performance.

Note on Forward-looking Statements

This press release may contain projections or other forward-looking statements within the meaning Section 27A of the Private Securities Litigation Reform Act. Words such as "anticipate," "believe," "estimate," "expect," "intend," "should," "will" and variations of these terms or the negative of these terms and similar expressions are intended to identify these forward-looking statements. Forward-looking statements in this press release may include but are not limited to statements regarding our expectations for profitability and subscription growth; and overall consumer demand for our products. These statements involve risks and uncertainties, and actual events or results may differ materially. Among the important factors that could cause actual results to differ materially from those in the forward-looking statements include the inability to achieve our revenue growth or profitability in the future, and if revenue growth or profitability is achieved, we may not be able to sustain it; the fact that an economic downturn or economic uncertainty in our key U.S. and international markets, inflation, and fluctuations in interest rates or currency exchange rates may adversely affect consumer discretionary spending and demand for our products; the risk that growing our direct-to-consumer and subscription business while reducing our reliance on our other sales channels could impact profitability; our reliance on third party suppliers, some of which are sole source suppliers, to provide services and components for our products which may be impacted due to supply shortages, long lead times for components, and supply changes, any of which could disrupt our supply chain or our operations and may

increase our costs such as increased freight rates or shipping delays; the continuing impact of the COVID-19 pandemic and the war in Ukraine and their effects on the United States and global economies and our business in particular; our ability to maintain the value and reputation of our brand and protect our intellectual property and proprietary rights; the risk that our sales fall below our forecasts, especially during the holiday season; the risk we fail to manage our operating expenses effectively, and may result in our financial performance suffering the fact that our continued profitability depends in part on further penetrating our total addressable market, and we may not be successful in doing so; the fact that sales of our cameras, mounts and accessories for substantially all of our revenue, and any decrease in the sales or change in sales mix of these products could harm our business; any inability to successfully manage product introductions, product transitions, product pricing and marketing; the fact that a small number of retailers and distributors account for a substantial portion of our revenue and our level of business with them could be significantly reduced; the impact of fluctuations in foreign currency exchange rates on our results of operations; our ability to attract, engage and retain qualified personnel; any changes to trade agreements, trade policies, tariffs, and import/export regulations; the effects of the highly competitive market in which we operate, including new market entrants; the fact that we may experience fluctuating revenue, expenses and profitability in the future; risks related to inventory, purchase commitments and long-lived assets; the risk that we may not be able to maintain the value and reputation of our brand; the risk that we will encounter problems with our distribution system; the threat of a security breach or other disruption including cyberattacks; the concern that our intellectual property and proprietary rights may not adequately protect our products and services; and other factors detailed in the Risk Factors section of our Annual Report on Form 10-K for the year ended December 31, 2021, which is on file with the Securities and Exchange Commission (SEC), and as updated in future filings with the SEC including the Quarterly Report on Form 10-Q for the quarter ended September 30, 2022. These forward-looking statements speak only as of the date hereof or as of the date otherwise stated herein. GoPro disclaims any obligation to update these forward-looking statements.

GoPro, Inc.
Preliminary Condensed Consolidated Statements of Operations
(unaudited)

	Three	months end	ded Sept	ember 30,	Nine months ended September 30,			
(in thousands, except per share data)	2	2022	2	2021		.022	2021	
Revenue Cost of revenue	\$	305,130 189,085	\$	316,669 178,616	\$	772,520 469,995	\$	769,935 453,904
Gross profit		116,045		138,053		302,525		316,031
Operating expenses:								
Research and development		36,043		36,458		103,859		106,688
Sales and marketing		41,076		37,352		115,888		108,812
General and administrative		14,495		15,642		45,530		45,940
Total operating expenses		91,614		89,452		265,277		261,440
Operating income		24,431		48,601		37,248		54,591

Other income (expense): Interest expense Other income (expense), net Total other expense, net Income before income taxes Income tax expense (benefit) Net income	\$ (1,185) 284 (901) 23,530 5,960 17,570	\$ (5,748) (1,320) (7,068) 41,533 (270,228) 311,761	\$ (4,932) (523) (5,455) 31,793 6,019 25,774	\$ (17,160) 435 (16,725) 37,866 (280,679) 318,545
Net income per share: Basic	\$ 0.11	\$ 2.01	\$ 0.16	\$ 2.07
Diluted	\$ 0.10	\$ 1.92	\$ 0.16	\$ 1.96
Shares used to compute net income per share: Basic Diluted	155,819 173,184	155,009 162,746	156,464 180,038	153,618 162,728

GoPro, Inc. Preliminary Condensed Consolidated Balance Sheets (unaudited)

(in thousands)	September 30, 2022	December 31, 2021
Assets Current assets: Cash and cash equivalents Marketable securities Accounts receivable, net Inventory Prepaid expenses and other current assets	\$ 217,161 131,619 85,022 153,394 36,078	\$ 401,087 137,830 114,221 86,409 42,311
Total current assets Property and equipment, net Operating lease right-of-use assets Goodwill Other long-term assets	623,274 15,301 23,154 146,459 286,524 \$ 1,094,712	781,858 19,003 27,320 146,459 285,239 \$ 1,259,879
Total assets Liabilities and Stackholders! Equity	→ 1,034,712	Ψ 1,239,079
Liabilities and Stockholders' Equity Current liabilities: Accounts payable Accrued expenses and other current liabilities Short-term operating lease liabilities Deferred revenue Short-term debt Total current liabilities	\$ 138,789 99,115 9,509 48,592 — 296,005	\$ 171,545 128,572 9,819 42,505 122,391 474,832
Long-term taxes payable Long-term debt Long-term operating lease liabilities Other long-term liabilities Total liabilities	8,526 140,780 35,522 6,144 486,977	7,319 111,289 43,025 7,500 643,965
Stockholders' equity: Common stock and additional paid-in capital Treasury stock, at cost Accumulated deficit Total stockholders' equity Total liabilities and stockholders' equity	952,152 (145,231) (199,186) 607,735 \$ 1,094,712	1,008,872 (113,613) (279,345) 615,914 \$ 1,259,879

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GoPro, Inc. Preliminary Condensed Consolidated Statements of Cash Flows (unaudited)

				ember 30,	I VIII C II	TOTICITS CITAC	u septe	ember 30,
(in thousands)	2022		2(021	2	2022	2	021
Operating activities:								
Net income Adjustments to reconcile net income to net cash	\$ 17,5	70	\$	311,761	\$	25,774	\$	318,545
provided by (used in) operating activities:								
Depreciation and amortization	2,0			2,370		6,590		8,598
Non-cash operating lease cost Stock-based compensation	1,8 9,3			1,352 9,329		4,166 29,426		3,798 28,227
Deferred income taxes	3,7			(269,913)		6,147		(269,922)
Non-cash restructuring charges Non-cash interest expense		_		3,590		_		(99) 10,535
Other '				1,705		2,383		874
Net changes in operating assets and liabilities	5,8			7,429		(94,301)		(35,251)
Net cash provided by (used in) operating activities	40,7	36		67,623		(19,815)		65,305
Investing activities:								
Purchases of property and equipment, net Purchases of marketable securities	(1,9			(2,822)		(3,205)		(4,840)
Maturities of marketable securities	(56,6 44,5	00		(49,380)		(103,733) 109,649		(82,270) —
Net cash provided by (used in) investing activities	(14,0			(52,202)		2,711		(87,110)
Financing activities:								
Proceeds from issuance of common stock	2,0	00		3,025		4,686		7,225
Taxes paid related to net share settlement of equity awards	(3,8	39)		(7,038)		(12,327)		(15,013)
Repurchase of outstanding common stock	(9,8			(7,030)		(31,618)		(13,013)
Repayment of borrowings	(11.0			(4.013)		(125,000)		(7.700)
Net cash used in financing activities Effect of exchange rate changes on cash,	(11,6	95)		(4,013)		(164,259)		(7,788)
cash equivalents and restricted cash	(1,0	92)		(857)		(2,563)		(1,704)
Net change in cash, cash equivalents and restricted cash	13,8	82		10,551		(183,926)		(31,297)
Cash, cash equivalents and restricted cash at beginning of period	203,2	79		285,806		401,087		327,654
Cash, cash equivalents and restricted cash at end of period	\$ 217,1	61	\$	296,357	\$	217,161	\$	296,357

GoPro, Inc.

Reconciliation of Preliminary GAAP to Non-GAAP Financial Measures

To supplement our unaudited selected financial data presented on a basis consistent with GAAP, we disclose certain non-GAAP financial measures, including non-GAAP gross profit, gross margin, operating expenses, operating income (loss), other income (expense), tax expense, net income (loss), diluted net income (loss) per share and adjusted EBITDA. Additionally, we present revenue, gross profit, gross profit percentage, adjusted EBITDA as a percentage of revenue, and street average selling price on a constant currency basis to show performance unaffected by fluctuations in currency exchange rates. We calculate constant currency amounts by translating current period amounts at the prior period's average exchange rate and compare that to current period performance. We also provide forecasts of non-GAAP gross margin, non-GAAP operating expenses, non-GAAP other income (expense), non-GAAP tax expense, non-GAAP net income (loss) and non-GAAP diluted net income (loss) per

share. We use these non-GAAP financial measures to help us understand and evaluate our core operating performance and trends, to prepare and approve our annual budget, and to develop short-term and long-term operational plans. Our management uses, and believes that investors benefit from referring to these non-GAAP financial measures in assessing our operating results. These non-GAAP financial measures should not be considered in isolation from, or as an alternative to, the measures prepared in accordance with GAAP, and are not based on any comprehensive set of accounting rules or principles. We believe that these non-GAAP measures, when read in conjunction with our GAAP financials, provide useful information to investors by facilitating:

- the comparability of our on-going operating results over the periods presented;
- the ability to identify trends in our underlying business; and
- the comparison of our operating results against analyst financial models and operating results of other public companies that supplement their GAAP results with non-GAAP financial measures.

These non-GAAP financial measures have limitations in that they do not reflect all of the amounts associated with our results of operations as determined in accordance with GAAP. Some of these limitations are:

- adjusted EBITDA does not reflect tax payments that reduce cash available to us;
- adjusted EBITDA excludes depreciation and amortization and, although these are non-cash charges, the property and equipment being depreciated and amortized often will have to be replaced in the future, and adjusted EBITDA does not reflect any cash capital expenditure requirements for such replacements;
- adjusted EBITDA excludes the amortization of point of purchase (POP) display assets because it is a non-cash charge, and is treated similarly to depreciation of property and equipment and amortization of acquired intangible assets;
- adjusted EBITDA and non-GAAP net income (loss) exclude restructuring and other related costs which
 primarily include severance-related costs, stock-based compensation expenses, facilities consolidation
 charges recorded in connection with restructuring actions, including right-of-use asset impairment charges,
 and the related ongoing operating lease cost of those facilities recorded under Accounting Standards
 Codification 842, Leases. These expenses do not reflect expected future operating expenses and do not
 contribute to a meaningful evaluation of current operating performance or comparisons to the operating
 performance in other periods;
- adjusted EBITDA and non-GAAP net income (loss) exclude stock-based compensation expense related to
 equity awards granted primarily to our workforce. We exclude stock-based compensation expense because
 we believe that the non-GAAP financial measures excluding this item provide meaningful supplemental
 information regarding operational performance. In particular, we note that companies calculate stock-based
 compensation expense for the variety of award types that they employ using different valuation
 methodologies and subjective assumptions. These non-cash charges are not factored into our internal
 evaluation of net income (loss) as we believe their inclusion would hinder our ability to assess core

operational performance;

- non-GAAP net income (loss) excludes acquisition-related costs including the amortization of acquired intangible assets (primarily consisting of acquired technology), the impairment of acquired intangible assets (if applicable), as well as third-party transaction costs incurred for legal and other professional services. These costs are not factored into our evaluation of potential acquisitions, or of our performance after completion of the acquisitions, because these costs are not related to our core operating performance or reflective of ongoing operating results in the period, and the frequency and amount of such costs vary significantly based on the timing and magnitude of our acquisition transactions and the maturities of the businesses being acquired. Although we exclude the amortization of acquired intangible assets from our non-GAAP net income (loss), management believes that it is important for investors to understand that such intangible assets were recorded as part of purchase accounting and contribute to revenue generation. Additionally, in connection with the adoption of ASU 2020-06 on January 1, 2022, we add back the tax effected cash interest expense associated with our 2022 Notes and 2025 Notes, as if converted at the beginning of the period, if the impact is dilutive;
- non-GAAP net income (loss) excludes non-cash interest expense. Prior to the adoption of ASU 2020-06 in fiscal year 2022, we were required to recognize non-cash interest expense related to the amortization of a debt discount associated with our 2022 Notes and 2025 Notes in accordance with the prior authoritative accounting guidance for convertible debt that may be settled in cash. From fiscal year 2022 and onwards, this debt discount accounting requirement was removed, and as a result, non-cash interest expense will no longer be a reconciling item between GAAP and non-GAAP net income (loss);
- non-GAAP net income (loss) includes income tax adjustments. We utilize a cash-based non-GAAP tax expense approach (based upon expected annual cash payments for income taxes) for evaluating operating performance as well as for planning and forecasting purposes. This non-GAAP tax approach eliminates the effects of period specific items, which can vary in size and frequency and does not necessarily reflect our long-term operations. Historically, we computed a non-GAAP tax rate based on non-GAAP pre-tax income on a quarterly basis, which considered the income tax effects of the adjustments above;
- GAAP and non-GAAP net income (loss) per share includes the dilutive, tax effected cash interest expense associated with our 2022 Notes and 2025 Notes, as if converted at the beginning of the period in connection with the adoption of ASU 2020-06 on January 1, 2022; and,
- other companies may calculate these non-GAAP financial measures differently than we do, limiting their usefulness as comparative measures.

GoPro, Inc. Reconciliation of Preliminary GAAP to Non-GAAP Financial Measures (unaudited)

Reconciliations of non-GAAP financial measures are set forth below:

				ed September 30,	
(in thousands, except per share data)	 022	2021	 .022		021
GAAP net income Stock-based compensation:	\$ 17,570	\$ 311,761	\$ 25,774	\$	318,545
Cost of revenue Research and development Sales and marketing General and administrative Total stock-based compensation	441 4,395 1,819 2,684 9,339	483 4,380 1,950 2,516 9,329	 1,371 12,958 6,171 <u>8,926</u> 29,426		1,420 13,131 5,968 7,708 28,227
Acquisition-related costs: Cost of revenue Total acquisition-related costs	 	70 70	 <u>47</u> 47		1,081 1,081
Restructuring and other costs: Cost of revenue Research and development Sales and marketing General and administrative Total restructuring and other costs	(21) (216) (116) (61) (414)	51 417 199 131 798	(12) (134) (70) (35) (251)		150 1,290 677 419 2,536
Non-cash interest expense Income tax adjustments Non-GAAP net income	\$ 5,352 31,847	\$ 3,590 (270,324) 55,224	\$ 4,837 59,833	\$	10,535 (281,003) 79,921
GAAP net income - basic Add: Interest on convertible notes, tax	\$ 17,570	\$ 311,761	\$ 25,774	\$	318,545
effected* GAAP net income - diluted	\$ 485 18,055	\$ 311,761	\$ 2,721 28,495	\$	318,545
Non-GAAP net income - basic Add: Interest on convertible notes, tax effected*	\$ 31,847 485	\$ 55,224	\$ 59,833 2,721	\$	79,921
Non-GAAP net income - diluted	\$ 32,332	\$ 55,224	\$ 62,554	\$	79,921
GAAP and non-GAAP shares for diluted net income per share	173,184	162,746	180,038		162,728
GAAP diluted net income per share	\$ 0.10	\$ 1.92	\$ 0.16	\$	1.96
Non-GAAP diluted net income per share	\$ 0.19	\$ 0.34	\$ 0.35	\$	0.49

^{*} Reflects the use of the if-converted method for our convertible notes, effective January 1, 2022 due to the adoption of ASU 2020-06.

	Three months ended September 30,				Nine months ended September 30,			
(dollars in thousands)	20	022	20	021	2022		2021	
GAAP gross profit as a % of revenue Stock-based compensation Acquisition-related costs		38.0 % 0.2 —		43.6 % 0.2 —		39.2 % 0.1 —		41.0 % 0.2 0.2
Non-GAAP gross profit as a % of revenue		38.2 %		43.8 %		39.3 %		41.4 %
GAAP operating expenses Stock-based compensation Restructuring and other costs	\$	91,614 (8,898) 393	\$	89,452 (8,846) (747)	\$	265,277 (28,055) 239	\$	261,440 (26,807) (2,386)
Non-GAAP operating expenses	\$	83,109	\$	79,859	\$	237,461	\$	232,247
GAAP operating income Stock-based compensation Acquisition-related costs	\$	24,431 9,339 —	\$	48,601 9,329 70	\$	37,248 29,426 47	\$	54,591 28,227 1,081

Restructuring a	nd other costs
Non-GAAP o	perating income

 (414)	/98	 (251)	 2,536
\$ 33,356	\$ 58,798	\$ 66,470	\$ 86,435

	Three months ended September 30,					Nine months ended September 30			
(in thousands)	ds) 2022		2021		2022		2021		
GAAP net income Income tax expense (benefit)	\$	17,570 5,960 262	\$	311,761 (270,228)	\$	25,774 6,019	\$	318,545 (280,679)	
Interest expense, net Depreciation and amortization POP display amortization		2,035 448		5,697 2,371 714		3,617 6,590 1,565		16,977 8,599 2,022	
Stock-based compensation Restructuring and other costs		9,339 (414)		9,329 798		29,426 (251)		28,227 2,536	
Adjusted EBITDA	\$	35,200	\$	60,442	\$	72,740	\$	96,227	

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SOURCE GoPro, Inc.