

## **GOPRO, INC.**

### **POLICIES AND PROCEDURES FOR SHAREHOLDER COMMUNICATIONS TO INDEPENDENT DIRECTORS**

(Adopted May 1, 2014 and effective  
as of GoPro, Inc.'s initial public offering)

The Board of Directors (the “**Board**”) believes that management speaks for GoPro, Inc. (the “**Company**”). Individual Board members may, from time to time, communicate with various constituencies that are involved with the Company, but it is expected that Board members would do this with knowledge of management and, in most instances, only at the request of management.

In cases where shareholders wish to communicate directly with the Company’s non-management directors, messages can be sent to our General Counsel at GoPro, Inc., 3000 Clearview Way, San Mateo, California 94402, Attn: General Counsel. Our General Counsel will review all incoming shareholder communications (except for mass mailings, product complaints or inquiries, job inquiries, business solicitations and patently offensive or otherwise inappropriate material) and route such communications as appropriate to member(s) of the Board.

Our General Counsel may decide in the exercise of his or her judgment whether a response to any shareholder communication is necessary and shall provide a quarterly report to the Company’s Nominating and Governance Committee of shareholder communications where response was not necessary.

This procedure for shareholder communications with the non-management directors is administered by the Nominating and Governance Committee. This procedure does not apply to (a) communications to non-management directors from officers or directors of the Company who are shareholders, or (b) shareholder proposals submitted pursuant to Rule 14a-8 under the Securities and Exchange Act of 1934, as amended.

**Please note: Requests for investor relations materials should be made to GoPro, Inc., 3000 Clearview Way, San Mateo, California 94402, Attn: Investor Relations.**