GoPro

# Q2 2021 Preliminary Earnings Results Summary

August 5, 2021

# SAFE HARBOR STATEMENT

This presentation 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 presentation may include, but are not limited to, planned growth and expansion of our total addressable market through subscription services; increased profitability in 2021 and beyond; overall consumer demand, and the impact of the COVID-19 pandemic on our business. 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 are our ability to achieve revenue growth or profitability in the future, and if revenue growth or profitability is achieved, we may not be able to sustain it; our ability to effectively grow our direct-to-consumer and subscription business; 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 plan to 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; the risk that growing our direct-to-consumer and subscription business while reducing our reliance on our other sales channels could impact profitability; the impact of the COVID-19 pandemic and its effect on the United States and global economies and our business in particular; 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; our transition away from some distributors and retailers; our reliance on third party suppliers, some of which are sole source suppliers, to provide 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 and may increase our costs; the fact that an economic downturn or economic uncertainty in our key U.S. and international markets, as well as fluctuations in currency exchange rates, may adversely affect consumer discretionary spending; 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 not be able to achieve revenue growth or profitability in the future; risks related to inventory, purchase commitments and long-lived assets; the importance of maintaining the value and reputation of our brand; the risk that the e-commerce technology systems that give consumers the ability to shop online do not function effectively; 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, 2020, and as updated in future filings with the Securities and Exchange Commission (SEC) including the Quarterly Report on Form 10-Q for the quarter ended June 30, 2021, each of which is on file with the SEC. These forward-looking statements speak only as of the date hereof or as of the date otherwise stated herein. Forward-looking statements are based only on our current beliefs, expectations and assumptions regarding the future of our business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Our actual results and financial condition may differ materially from those indicated in the forward-looking statements. Therefore, you should not rely on any of these forward-looking statements. GoPro disclaims any obligation to update these forward-looking statements.

# USE OF NON-GAAP METRICS

We report gross margin, operating expenses, operating income (loss), 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, we report non-GAAP adjusted EBITDA. We believe that non-GAAP information is useful because it can enhance the understanding of our ongoing economic performance. We use non-GAAP reporting internally to evaluate and manage our operations. We have chosen to provide this information to investors to enable them to perform comparisons of operating results in a manner similar to how we analyze our own operating results.

A full reconciliation of GAAP to non-GAAP financial data can be found in the appendix to this slide package and in our Q2 2021 earnings press release issued on August 5, 2021, which should be reviewed in conjunction with this presentation.

# QUARTERLY NON-GAAP INCOME STATEMENT SUMMARY

| *($ in millions, except per share data)* | Q2 2021 | Q1 2021 | Q4 2020 | Q3 2020 | Q2 2020 | Q1 2020 | Q4 2019 | Q3 2019 | Q2 2019 |
|---|---|---|---|---|---|---|---|---|---|
| **Revenue** | $ 249.6 | $ 203.7 | $ 357.8 | $ 280.5 | $ 134.2 | $ 119.4 | $ 528.3 | $ 131.2 | $ 292.4 |
| **Camera units shipped** *(in thousands)* | 724 | 556 | 1,108 | 923 | 448 | 341 | 1,857 | 479 | 1,082 |
| | | | | | | | | | |
| **Gross margin*** | 40.1% | 39.2% | 38.3% | 36.2% | 31.6% | 34.2% | 38.6% | 23.4% | 35.8% |
| **Operating expenses*** | $ 79.4 | $ 73.0 | $ 73.0 | $ 68.1 | $ 69.0 | $ 87.5 | $ 99.1 | $ 90.3 | $ 97.3 |
| **Operating income (loss)*** | $ 20.7 | $ 6.9 | $ 64.2 | $ 33.4 | $ (26.7) | $ (46.7) | $ 105.0 | $ (59.6) | $ 7.5 |
| **Net income (loss)*** | $ 19.9 | $ 4.8 | $ 61.1 | $ 31.0 | $ (29.7) | $ (49.6) | $ 102.5 | $ (61.3) | $ 4.2 |
| **Diluted net income (loss) per share*** | $ 0.12 | $ 0.03 | $ 0.39 | $ 0.20 | $ (0.20) | $ (0.34) | $ 0.70 | $ (0.42) | $ 0.03 |
| **Adjusted EBITDA*** | $ 25.1 | $ 10.7 | $ 67.7 | $ 39.2 | $ (22.4) | $ (41.4) | $ 112.1 | $ (52.7) | $ 13.6 |
| | | | | | | | | | |
| **Headcount** | 774 | 765 | 758 | 740 | 741 | 923 | 926 | 912 | 900 |

* Non-GAAP metric. See reconciliations in Appendix.

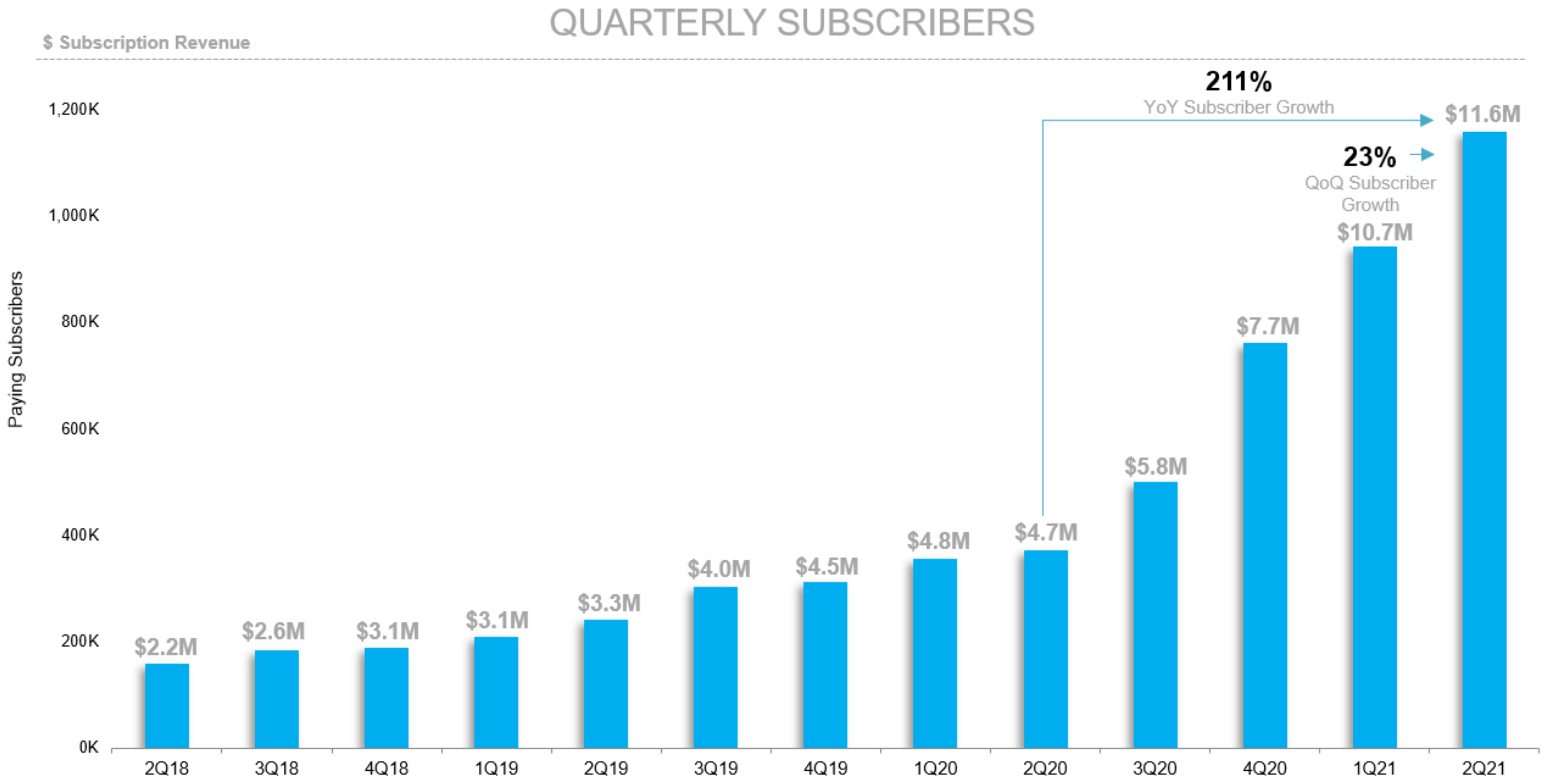
# QUARTERLY REVENUE METRICS

| ($ in millions) | Q2 2021 | | Q1 2021 | | Q4 2020 | | Q3 2020 | | Q2 2020 | |
|---|---|---|---|---|---|---|---|---|---|---|
| **Revenue by Channel:** | **$** | **% of Rev** | **$** | **% of Rev** | **$** | **% of Rev** | **$** | **% of Rev** | **$** | **% of Rev** |
| GoPro.com | $ 87.8 | 35.2 % | $ 82.1 | 40.3 % | $ 116.4 | 32.5 % | $ 81.3 | 29.0 % | $ 59.5 | 44.3 % |
| Retail | 161.8 | 64.8 | 121.6 | 59.7 | 241.4 | 67.5 | 199.2 | 71.0 | 74.7 | 55.7 |
| **Total Revenue** | **$ 249.6** | **100.0 %** | **$ 203.7** | **100.0 %** | **$ 357.8** | **100.0 %** | **$ 280.5** | **100.0 %** | **$ 134.2** | **100.0 %** |
| | | | | | | | | | | |
| **GoPro.com Revenue:** | **$** | **% of Rev** | **$** | **% of Rev** | **$** | **% of Rev** | **$** | **% of Rev** | **$** | **% of Rev** |
| Hardware | $ 76.2 | 86.8 % | $ 71.4 | 87.0 % | $ 108.7 | 93.4 % | $ 75.5 | 92.9 % | $ 54.8 | 92.1 % |
| Subscription | 11.6 | 13.2 | 10.7 | 13.0 | 7.7 | 6.6 | 5.8 | 7.1 | 4.7 | 7.9 |
| **Total GoPro.com Revenue*** | **$ 87.8** | **100.0 %** | **$ 82.1** | **100.0 %** | **$ 116.4** | **100.0 %** | **$ 81.3** | **100.0 %** | **$ 59.5** | **100.0 %** |
| | | | | | | | | | | |
| **Revenue by Geography:** | **$** | **% of Rev** | **$** | **% of Rev** | **$** | **% of Rev** | **$** | **% of Rev** | **$** | **% of Rev** |
| Americas | $ 146.6 | 58.8 % | $ 106.7 | 52.3 % | $ 185.7 | 51.9 % | $ 157.7 | 56.2 % | $ 82.6 | 61.6 % |
| Europe, Middle East and Africa | 61.2 | 24.5 | 49.8 | 24.5 | 89.5 | 25.0 | 64.6 | 23.0 | 34.9 | 26.0 |
| Asia and Pacific | 41.8 | 16.7 | 47.2 | 23.2 | 82.6 | 23.1 | 58.2 | 20.8 | 16.7 | 12.4 |
| **Total Revenue** | **$ 249.6** | **100.0 %** | **$ 203.7** | **100.0 %** | **$ 357.8** | **100.0 %** | **$ 280.5** | **100.0 %** | **$ 134.2** | **100.0 %** |

# SELECT BALANCE SHEET METRICS

| *($ in millions)* | Q2 2021 | Q1 2021 | Q4 2020 | Q3 2020 | Q2 2020 | Q1 2020 | Q4 2019 | Q3 2019 | Q2 2019 |
|---|---|---|---|---|---|---|---|---|---|
| **Cash, cash equivalents, restricted cash and marketable securities** | $ 318.7 | $ 296.8 | $ 327.7 | $ 146.9 | $ 79.7 | $ 124.9 | $ 165.1 | $ 79.0 | $ 130.1 |
| **Days sales outstanding** | 35 | 30 | 27 | 34 | 46 | 38 | 34 | 49 | 45 |
| **Inventory** | $ 106.8 | $ 111.8 | $ 97.9 | $ 132.8 | $ 142.2 | $ 172.0 | $ 144.2 | $ 250.0 | $ 129.2 |
| **Annualized inventory turns** | 5.5x | 4.7x | 7.6x | 5.2x | 2.3x | 2.0x | 6.6x | 2.1x | 6.0x |
| **Inventory days** | 64 | 81 | 40 | 67 | 139 | 197 | 40 | 224 | 62 |

# GOPRO SUBSCRIPTION



# Appendix

# APPENDIX: GAAP TO NON-GAAP RECONCILIATIONS

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 margin, operating expenses, operating income (loss), net income (loss), diluted net income (loss) per share and adjusted EBITDA. We use 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;

# APPENDIX: GAAP TO NON-GAAP RECONCILIATIONS

- 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 and facilities consolidation charges recorded in connection with restructuring actions announced in the fourth quarter of 2016, first quarter of 2017, first quarter of 2018 and second quarter of 2020, 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;
- adjusted EBITDA and non-GAAP net income (loss) exclude the loss on extinguishment of debt because it is not reflective of ongoing operating results in the period, and such losses vary in the frequency and amount;

# APPENDIX: GAAP TO NON-GAAP RECONCILIATIONS

- 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;

- non-GAAP net income (loss) excludes non-cash interest expense. In connection with the issuance of the Convertible Senior Notes in April 2017 and November 2020, we are required to recognize non-cash interest expense, such as the amortization of debt discounts, in accordance with the authoritative accounting guidance for convertible debt that may be settled in cash;

- 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; and

- other companies may calculate these non-GAAP financial measures differently than we do, limiting their usefulness as comparative measures.

# APPENDIX: GAAP TO NON-GAAP RECONCILIATIONS

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| ($ in thousands, except per share data) | Q2 2021 | Q1 2021 | Q4 2020 | Q3 2020 | Q2 2020 | Q1 2020 | Q4 2019 | Q3 2019 | Q2 2019 |
|---|---|---|---|---|---|---|---|---|---|
| **GAAP net income (loss)** | $ 16,952 | $ (10,168) | $ 44,413 | $ 3,307 | $ (50,975) | $ (63,528) | $ 95,820 | $ (74,810) | $ (11,287) |
| Stock-based compensation: | | | | | | | | | |
| Cost of revenue | 508 | 429 | 373 | 340 | 332 | 503 | 419 | 448 | 522 |
| Operating expenses | 9,521 | 8,440 | 7,664 | 8,073 | 5,544 | 7,134 | 6,609 | 9,321 | 10,084 |
| Total stock-based compensation | 10,029 | 8,869 | 8,037 | 8,413 | 5,876 | 7,637 | 7,028 | 9,769 | 10,606 |
| Acquisition-related costs: | | | | | | | | | |
| Cost of revenue | 288 | 723 | 723 | 964 | 1,024 | 1,887 | 1,864 | 1,863 | 2,009 |
| Total acquisition-related costs | 288 | 723 | 723 | 964 | 1,024 | 1,887 | 1,864 | 1,863 | 2,009 |
| Restructuring and other costs: | | | | | | | | | |
| Cost of revenue | 49 | 50 | 11 | 938 | 336 | (4) | — | — | 71 |
| Operating expenses | 856 | 783 | 58 | 14,277 | 11,015 | (60) | 29 | — | 1,793 |
| Total restructuring and other costs | 905 | 833 | 69 | 15,215 | 11,351 | (64) | 29 | — | 1,864 |
| Non-cash interest expense | 3,512 | 3,433 | 3,018 | 2,498 | 2,477 | 2,373 | 2,354 | 2,255 | 2,236 |
| Loss on extinguishment of debt | — | — | 5,389 | — | — | — | — | — | — |
| Income tax adjustments | (11,824) | 1,145 | (585) | 652 | 526 | 2,082 | (4,597) | (342) | (1,235) |
| **Non-GAAP net income (loss)** | $ 19,862 | $ 4,835 | $ 61,064 | $ 31,049 | $ (29,721) | $ (49,613) | $ 102,498 | $ (61,265) | $ 4,193 |
| **GAAP shares for diluted net income (loss) per share** | 164,857 | 152,181 | 156,464 | 151,849 | 148,497 | 147,560 | 147,052 | 145,617 | 144,668 |
| Add: dilutive shares | — | 7,671 | — | — | — | — | — | — | 1,622 |
| **Non-GAAP shares for diluted net income (loss) per share** | 164,857 | 159,852 | 156,464 | 151,849 | 148,497 | 147,560 | 147,052 | 145,617 | 146,290 |
| **GAAP diluted net income (loss) per share** | $ 0.10 | $ (0.07) | $ 0.28 | $ 0.02 | $ (0.34) | $ (0.43) | $ 0.65 | $ (0.51) | $ (0.08) |
| **Non-GAAP diluted net income (loss) per share** | $ 0.12 | $ 0.03 | $ 0.39 | $ 0.20 | $ (0.20) | $ (0.34) | $ 0.70 | $ (0.42) | $ 0.03 |

# APPENDIX: GAAP TO NON-GAAP RECONCILIATIONS

| ($ in thousands) | Q2 2021 | Q1 2021 | Q4 2020 | Q3 2020 | Q2 2020 | Q1 2020 | Q4 2019 | Q3 2019 | Q2 2019 |
|---|---|---|---|---|---|---|---|---|---|
| **GAAP gross margin** | 39.8 % | 38.6 % | 38.0 % | 35.4 % | 30.3 % | 32.2 % | 38.2 % | 21.7 % | 34.9% |
| Stock-based compensation | 0.2 | 0.2 | 0.1 | 0.2 | 0.2 | 0.4 | 0.1 | 0.3 | 0.2 |
| Acquisition-related costs | 0.1 | 0.4 | 0.2 | 0.3 | 0.8 | 1.6 | 0.3 | 1.4 | 0.7 |
| Restructuring and other costs | — | — | — | 0.3 | 0.3 | — | — | — | — |
| **Non-GAAP gross margin** | 40.1% | 39.2% | 38.3% | 36.2% | 31.6% | 34.2% | 38.6% | 23.4% | 35.8% |
| | | | | | | | | | |
| **GAAP operating expenses** | $ 89,780 | $ 82,208 | $ 80,728 | $ 90,458 | $ 85,606 | $ 94,541 | $ 105,725 | $ 99,630 | $ 109,132 |
| Stock-based compensation | (9,521) | (8,440) | (7,664) | (8,073) | (5,544) | (7,134) | (6,609) | (9,321) | (10,084) |
| Restructuring and other costs | (856) | (783) | (58) | (14,277) | (11,015) | 60 | (29) | — | (1,793) |
| **Non-GAAP operating expenses** | $ 79,403 | $ 72,985 | $ 73,006 | $ 68,108 | $ 69,047 | $ 87,467 | $ 99,087 | $ 90,309 | $ 97,255 |
| | | | | | | | | | |
| **GAAP operating income (loss)** | $ 9,502 | $ (3,512) | $ 55,355 | $ 8,854 | $ (44,914) | $ (56,114) | $ 96,100 | $ (71,198) | $ (6,947) |
| Stock-based compensation | 10,029 | 8,869 | 8,037 | 8,413 | 5,876 | 7,637 | 7,028 | 9,769 | 10,606 |
| Acquisition-related costs | 288 | 723 | 723 | 964 | 1,024 | 1,887 | 1,864 | 1,863 | 2,009 |
| Restructuring and other costs | 905 | 833 | 69 | 15,215 | 11,351 | (64) | 29 | — | 1,864 |
| **Non-GAAP operating income (loss)** | $ 20,724 | $ 6,913 | $ 64,184 | $ 33,446 | $ (26,663) | $ (46,654) | $ 105,021 | $ (59,566) | $ 7,532 |

# APPENDIX: GAAP TO NON-GAAP RECONCILIATIONS

| *($ in thousands)* | Q2 2021 | Q1 2021 | Q4 2020 | Q3 2020 | Q2 2020 | Q1 2020 | Q4 2019 | Q3 2019 | Q2 2019 |
|---|---|---|---|---|---|---|---|---|---|
| **GAAP net income (loss)** | $ 16,952 | $ (10,168) | $ 44,413 | $ 3,307 | $ (50,975) | $ (63,528) | $ 95,820 | $ (74,810) | $ (11,287) |
| Income tax expense (benefit) | (11,670) | 1,219 | 116 | 1,242 | 1,069 | 2,399 | (3,928) | (273) | (605) |
| Interest expense, net | 5,484 | 5,796 | 5,442 | 5,241 | 4,629 | 4,681 | 5,032 | 4,278 | 4,479 |
| Depreciation and amortization | 2,694 | 3,534 | 3,570 | 4,802 | 4,711 | 5,982 | 6,445 | 6,421 | 6,552 |
| POP display amortization | 671 | 637 | 708 | 959 | 972 | 1,537 | 1,666 | 1,900 | 2,007 |
| Stock-based compensation | 10,029 | 8,869 | 8,037 | 8,413 | 5,876 | 7,637 | 7,028 | 9,769 | 10,606 |
| Loss on extinguishment of debt | — | — | 5,389 | — | — | — | — | — | — |
| Restructuring and other costs | 905 | 833 | 69 | 15,215 | 11,351 | (64) | 29 | — | 1,864 |
| **Adjusted EBITDA** | $ 25,065 | $ 10,720 | $ 67,744 | $ 39,179 | $ (22,367) | $ (41,356) | $ 112,092 | $ (52,715) | $ 13,616 |