



GoPro, Inc. UK Tax Strategy

For Tax Year Ended December 31, 2026

Introduction

GoPro, Inc. (GoPro) is a multinational business headquartered in San Mateo, California, USA. To date, our cameras, mountable and wearable accessories, and subscriptions have generated substantially all our revenue. Products are sold globally through retailers, wholesale distributors, and on our website.

The UK Finance Act 2016, Schedule 19, Paragraph 16(2), requires GoPro to publish the tax strategy of its UK companies and business operations. Our UK Tax Strategy is valid until it is superseded.

Approach to Risk Management and Governance

GoPro's tax risk management and strategy are aligned with the overall business strategy of implementing informed, prudent, and well-reasoned business decisions in a globally competitive environment and to comply with all relevant tax rules and regulations. We comply with all laws and disclosures and act with due professional care. These requirements are never more relevant than in ensuring the accuracy and completeness of the presentation of our tax position in the financial reporting of the Company.

GoPro seeks to reduce the level of tax risk by applying absolute transparency to ensure appropriate accounting and disclosure decisions for external reporting and includes an accurate and complete briefing to the Head of Tax, CAO, CFO, the Board of Directors, and the Audit Committee, where appropriate. We also seek appropriate professional advice from reputable firms to ensure that we evaluate current and ongoing tax obligations and implications.

Attitude Towards Tax Planning and Level of Risk

GoPro's commercial needs are paramount, and all tax planning will be undertaken in this context while conducted in line with the GoPro Code of Business Conduct and Ethics. Our Code reflects our commitment to the highest ethical standards.

GoPro seeks to manage the prevention of unnecessary disputes by structuring its affairs based on strong technical positions in accordance with relevant tax legislation. Due consideration will be given to GoPro's reputation, brand, and corporate and social responsibilities when considering tax initiatives, as well as the applicable legal and fiduciary duties of directors and employees, and each will form part of the overall decision-making and risk assessment process. Consistency and transparency of application across the Company are essential.

The level of risk which we accept is consistent with our overall objective of achieving transparency. The Company will not enter into any artificial or aggressive tax planning and will seek an acceptable after-tax result on commercially driven transactions.

Relationship with HMRC

GoPro strives to foster a transparent and constructive relationship in all interactions with HMRC through regular communication. GoPro commits to accurate disclosures in our tax returns and to a professional, courteous, and timely manner in correspondence with HMRC. Where there is a difference of opinion between GoPro and HMRC on certain issues, our goal is to work collaboratively with HMRC in order to resolve the difference and address the issues in a timely and collaborative manner.