



June 25, 2014

GoPro Announces Pricing of Initial Public Offering

SAN MATEO, Calif., June 25, 2014 /PRNewswire/ -- GoPro, Inc. (NASDAQ: GPRO) today announced the pricing of its initial public offering of 17,800,000 shares of its Class A common stock at a price to the public of \$24.00 per share. GoPro is offering 8,900,000 shares and certain selling stockholders are offering 8,900,000 shares. In addition, certain of the selling stockholders have granted the underwriters a 30-day option to purchase up to an additional 2,670,000 shares of Class A common stock. The shares are expected to begin trading on the NASDAQ Global Select Market on June 26, 2014, under the symbol "GPRO."

J.P. Morgan, Citigroup, and Barclays are acting as lead joint book-running managers for the offering. Allen & Company, Stifel, Baird, MCS Capital Markets, Piper Jaffray, and Raymond James are acting as co-managers for the offering.

A registration statement relating to these securities has been filed with, and declared effective by, the Securities and Exchange Commission. This press release shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

The offering is being made only by means of a prospectus. A copy of the final prospectus related to the offering may be obtained, when available, from J.P. Morgan Securities LLC, Attention: Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, New York 11717, or by phone at (866) 803-9204; from Citigroup Global Markets Inc., Attention: Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, New York 11717, or by phone at (800) 831-9146; or from Barclays Capital Inc., Attention: Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, New York 11717, or by phone at (888) 603-5847.

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