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## **GoPro to Acquire Leading Mobile Editing Apps Splice and Replay to Simplify Mobile Editing and Sharing for GoPro and Smartphone Users**

### **GoPro content solutions coming to billions of smartphone users**

SAN MATEO, Calif., Feb. 29, 2016 /PRNewswire/ -- [GoPro, Inc.](#) (NASDAQ:GPRO) today announced agreements to acquire two leading mobile video editing apps [Replay](#) and [Splice](#). Merging Replay and Splice into GoPro's mobile strategy accelerates GoPro's ability to deliver ultra-convenient, yet powerful, mobile editing solutions to GoPro customers and billions of smartphone users.

Replay, developed by Stupeflix in Paris, France, is an award-winning app that allows users to quickly select video clips and photos and automatically combines them into a single video complete with transition effects, graphics, and synchronized music. Splice, developed by Vemory in Austin, Texas, is an award-winning mobile editor that allows users to manually create customized edits with advanced features normally found on desktop editing applications, but with the speed and efficiency of a mobile app interface.

"Splice, Replay and GoPro will combine to deliver what we believe will be the fastest and most enjoyable mobile editing experience," said Nicholas Woodman, founder and CEO of GoPro. "We believe the accessibility, speed and efficiency of mobile will make it the predominant editing platform of the future."

Both apps are currently available on iOS with Android releases planned for later this year. Both teams will maintain operations in their current locations, Paris and Austin.

### **Upcoming Events**

Management will participate in the Morgan Stanley Investor Conference on March 2, 2016 in San Francisco.

**About GoPro, Inc. (NASDAQ:GPRO)** GoPro, Inc. is transforming the way people visually capture and share their lives. What began as an idea to help athletes self-document themselves engaged in their sport, GoPro has become a standard for how people capture themselves engaged in their interests, whatever they may be. From extreme to mainstream, professional to consumer, GoPro enables the world to capture and share its passion in the form of immersive and engaging content.

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For more information, visit [www.gopro.com](http://www.gopro.com) or connect with GoPro on [YouTube](#), [Twitter](#), [Facebook](#), [Pinterest](#), [Instagram](#), or [LinkedIn](#).

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