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## GoPro Appoints Danny Coster Vice President of Design

### Coster brings more than 20 years of storied design experience to GoPro

SAN MATEO, Calif., April 13, 2016 /PRNewswire/ -- GoPro (NASDAQ: GPRO) today announced that Daniel (Danny) Coster has been named Vice President of Design, effective the end of April. He will report to GoPro CEO and founder Nick Woodman.

Mr. Coster will influence all aspects of design at GoPro in his new role, including hardware and software and services, lending his strategic vision and expertise to maximizing the GoPro user's experience from end to end.

"Ironically, Danny and I first met in December, 2001, on the beach in Sayulita, Mexico at the very start of the five month surfing trip where I developed and tested the first GoPro prototype," said Woodman. "His design pedigree speaks for itself, but I will say that we feel energized to have him join GoPro."

A core member of Apple's elite industrial design team for more than 20 years, Mr. Coster is credited for his contributions to a wide range of now iconic consumer electronics ranging from the iPhone 4 to the iPad wireless keyboard. He holds more than 500 design patents and several utility patents, and has been recognized by several international design organizations for his work.

"I'm honored to join the GoPro team," said Coster. "This extraordinary company is close to the hearts of so many people around the world. Its brand and products inspire us to capture and share our lives' most important moments. I'm excited to shape the future the incredible team at GoPro."

**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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