



NEWS RELEASE

# GoPro Enhances PLUS Subscription Service at GoPro.com

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Unlimited Cloud Storage, Damaged Camera Replacement and 50% Accessory Discounts for \$4.99 a Month  
SAN MATEO, Calif., June 18, 2019 /PRNewswire/ -- GoPro, Inc. (NASDAQ: GPRO) today announced that its PLUS Subscription service is now integrated into the **GoPro.com** checkout experience, giving customers the opportunity to seamlessly subscribe to PLUS when purchasing a camera.

"We continue to see consistent global PLUS subscriber growth, and by giving our customers the ability to subscribe to PLUS when buying a camera at **GoPro.com**, we expect to accelerate that growth," said GoPro Founder and CEO Nick Woodman.

GoPro PLUS subscribers enjoy the following benefits for \$4.99 a month:

- Damaged Camera Replacement – No questions asked, period.
- Unlimited Cloud Storage – Unlimited backup of videos and photos at original quality. Your GoPro footage automatically transfers from your camera to your phone to the cloud.
- 50% off Mounts and Accessories – Save 50% on most mounts and accessories at **GoPro.com**.
- VIP Support – Jump to the front of the queue for phone and chat support.

To learn more about GoPro PLUS, international pricing and more, visit **GoPro.com/plus**.

## About GoPro, Inc. (NASDAQ: GPRO)

GoPro helps the world capture and share itself in immersive and exciting ways.

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For more information, visit [www.gopro.com](http://www.gopro.com). GoPro users can submit their photos, raw clips and video edits to GoPro Awards for social stoke, GoPro gear and cash prizes. Learn more at [www.gopro.com/awards](http://www.gopro.com/awards). Connect with GoPro on **Facebook**, **Instagram**, **LinkedIn**, **Pinterest**, **Twitter**, **YouTube**, and GoPro's blog **The Inside Line**.

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