



NEWS RELEASE

# GoPro Expands Camera Trade-Up Program to Include Countries in the European Union

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Send in Any Older-Generation GoPro - or Any Other Digital Camera - and Receive EUR 100 off HERO7 Black or Fusion at GoPro.com

SAN MATEO, Calif., May 24, 2019 /PRNewswire/ -- GoPro, Inc. (NASDAQ: GPRO) today announced the expansion of its camera Trade-Up program to countries in the European Union, offering the ability to trade up from any previous-generation GoPro, or any other digital camera, to experience HERO7 Black or Fusion.

Now anyone in the 28 countries included in European Union can receive EUR 100 (or the equivalent in local currency) off a new HERO7 Black or Fusion by participating in the program at **GoPro.com**. Returned cameras will be recycled responsibly via zero landfill and recycling method appropriate to material type.

To participate in GoPro's Trade-Up Program, customers should visit the Trade-Up website, select the new camera of their choice, and follow the instructions to return their old GoPro or digital camera. To learn more about GoPro's Trade-Up Program, visit <https://shop.gopro.com/tradeup>.

## About GoPro

GoPro helps the world celebrate 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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