



NEWS RELEASE

GoPro Expects Third-Quarter 2017 Revenue And Gross Margin Will Be At The High-End Of Guidance

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Seeing Strong Consumer Demand for the Brand

HERO6 and Fusion Cameras are Tracking for launch in 2017

SAN MATEO, Calif., Sept. 7, 2017 /PRNewswire/ -- **GoPro, Inc.** (NASDAQ: GPRO) today announced revenue and gross margin for the third quarter of 2017 are both expected to be at the high end of their previously announced respective ranges of between \$290-\$310 million and 36-38 percent. GoPro also forecasts the third quarter to be profitable on a non-GAAP basis, though not profitable on a GAAP basis.

"Consumer demand for GoPro products is strong," said GoPro Chief Operating Officer CJ Prober. "Channel inventories have been reduced and we're incredibly excited about the upcoming launch of two great new products, HERO6 and our 5.2K spherical camera, Fusion."

CJ Prober and Chief Financial Officer Brian McGee are scheduled to present at 2:10pm EDT today at the Citi Global Technology Conference in New York City. A live webcast of that presentation can be heard here: <https://www.veracast.com/webcasts/citigroup/technology2017/35209364888.cfm>

About GoPro, Inc. (NASDAQ: GPRO)

GoPro makes it easy for people to celebrate and share experiences. We believe life is more meaningful when shared. We build cameras, software and accessories that help the world share itself in immersive and exciting

ways.

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Investor Contact: (855) GOPROHD or (855) 467-7643, investor@gopro.com; or Media Contact: Jeff Brown (650) 332-7600 x 9997