



NEWS RELEASE

GoPro Launches Close-Up Filters That Add Cinematic Depth of Field to MISSION 1 and MISSION 1 PRO Cameras

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Close-Up Filter and Close-Up Filter Set, Made by PolarPro, Are Available Now Globally at **GoPro.com**

SAN MATEO, Calif., Oct. 22, 2026 /PRNewswire/ -- Today, GoPro, Inc. (NASDAQ: GPRO) announced three new close-focus diopters that make it easy to add subject separation and background blur to any shot. Made by PolarPro from durable, optical-grade multi-coated glass that maintains the sharpness and color accuracy of the shot, the transparent filters slide over a MISSION 1 or MISSION 1 PRO camera lens or ND filter and use static focus with no adjustment required. The look draws the viewer's eye straight to the subject, right out of the camera.

Since launching earlier this year, the MISSION 1 Series has earned 14 top industry awards from 12 leading news, lifestyle, consumer technology, photography, and outdoor publications.

Customers have the option of a standalone filter or a three-filter set:

- Close-Up Filter (PolarPro +0.5 Diopter): A low-strength, everyday diopter that adds a touch of cinematic flair to close-up shots. It's ideal for vlog-style content, lifestyle footage and travel shots, or anytime creators want to subtly define the subject and create a tighter, more flattering frame with background separation. The +0.5 strength strikes a balance between cinematic and authentic, with a softened background blur that looks

polished and intentional but still natural. The focus range begins at 19.6in (50cm) with a far focus distance of 59in (150cm) to maintain versatility.¹

- Close-Up Filter Set (PolarPro +0.5 / +1 / +2 Diopters): A set of +0.5, +1 and +2 strength diopters that create a range of close-focus effects, from subtly polished to dramatic detail and just the right amount of bokeh. Simply increase the diopter strength to increase subject separation and create a shallower depth of field in the shot, while storing unused filters securely in the included travel case.
 - Focus distances are:
 - +0.5 diopter: 19.6in (50cm) to 59in (150cm)¹
 - +1 diopter: 17.7in (45cm) to 35.4in (90cm)
 - +2 diopter: 11.8in (30cm) to 19.6in (50cm)²

Both the standalone **Close-Up Filter** (\$49.99) and the **Close-Up Filter Set** (\$99.99) are available now globally at **GoPro.com**. Both are compatible with **MISSION 1** and **MISSION 1 PRO**, as well as **MISSION 1 PRO Grip Edition**, **MISSION 1 PRO Creator Edition** and **MISSION 1 PRO Ultimate Creator Edition**, and are backed by PolarPro's Adventure Assurance™. **GoPro Premium** and **Premium+ subscribers** save 20% on Close-Up Filters at **GoPro.com**.³ Subscribers get the most out of their GoPro with unlimited cloud storage, automatic highlight videos, exclusive savings and a lot more.

About GoPro, Inc. (NASDAQ: GPRO)

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

Connect with GoPro on **Instagram**, **YouTube**, **TikTok**, **Facebook**, **X**, **LinkedIn**, and GoPro's blog, **The Current**. Members of the press can access official logos and imagery on our **press portal**. For more information, visit <https://gopro.com/en/us>.

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Note on Forward-looking Statements

This press release may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act, including statements related to the Company's product availability, pricing, specifications and compatibility. These statements are based on the Company's current expectations and involve risks and uncertainties that could cause actual results to differ materially, including risks related to product launch execution, reliance on third-party suppliers and partners, supply chain disruptions, consumer demand, and competition. Additional risks are described in the Company's Annual Report on Form 10-K for the year ended December 31, 2025, filed with the SEC on March 12, 2026, and subsequent SEC filings, including its Quarterly Report on Form 10-Q for the quarter ended June 30, 2026. These statements speak only as of the date hereof, and the Company

undertakes no obligation to update them.

Footnotes

1 In order to create subject separation and depth-of-field effects, far focus range is limited to 150cm.

2 High-vibration activities and quick camera movements may affect video stabilization when using the +2 diopter.

3 Subscriber pricing is available to GoPro subscribers only upon subscription renewal. GoPro subscription available in select territories. Cancel anytime. See **terms + conditions** for more details.

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