



NEWS RELEASE

GoPro Launches Opt-In AI Training Program

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SAN MATEO, Calif., July 30, 2025 /PRNewswire/ -- **GoPro**, Inc. (NASDAQ: GPRO) today announced a new opt-in program that enables U.S. subscribers to monetize their GoPro cloud-based video content by making it available to help train AI models.

GoPro subscribers can opt-in to make their user-generated content (UGC) available for license to leading technology companies seeking diverse, real-world footage to enhance the performance and accuracy of their AI models. GoPro subscribers will earn 50% of the license revenue that GoPro expects to generate on their behalf.

Participation is entirely voluntary—no action is required from those who choose not to join, and their content will not be included in the program.

"The GoPro community is one of the most prolific groups of documentarians in the world, and we're excited to help them monetize the growing demand for authentic, real-world video to train AI models," said Nicholas Woodman, GoPro's founder and CEO.

The GoPro subscriber community's vast data lake—containing more than 450 petabytes of cloud-based, high-quality video content captured across a wide range of experiences and environments—represents a valuable opportunity for AI developers to train their models with a rich and varied dataset. GoPro is excited to empower its community to participate, on an opt-in basis, in the advancement of AI video technology and get paid for doing so.

The AI Training program will launch by invitation-only in early August and expand to all U.S. subscribers over time. Learn more about the program [here](#).

About GoPro, Inc. (NASDAQ: GPRO)

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

GoPro has been recognized as an employer of choice by both **Outside Magazine** and **U.S. News & World Report** for being among the best places to work. Open roles can be found on our [careers page](#). For more information, visit [GoPro.com](#).

Connect with GoPro on **Facebook**, **Instagram**, **LinkedIn**, **TikTok**, **X**, **YouTube**, and GoPro's blog, **The Current**. GoPro customers can submit their photos and videos to **GoPro Awards** for an opportunity to be featured on GoPro's social channels and receive gear and cash awards. Members of the press can access official logos and imagery on our [press portal](#).

GoPro, HERO and their respective logos are trademarks or registered trademarks of GoPro, Inc. in the United States and other countries.

Note on Forward-looking Statements

This press release may contain projections or other forward-looking statements within the meaning Section 27A of the Private Securities Litigation Reform Act. Words such as "anticipate," "believe," "estimate," "expect," "intend," "should," "will," "plan" and variations of these terms or the negative of these terms and similar expressions are intended to identify these forward-looking statements. Forward-looking statements in this press release may include, but are not limited to, statements related to the Company's new opt-in AI learning program, revenue opportunities for participants and the Company, licensing of user-generated content, and program rollout timing. These forward-looking statements are based on the Company's current expectations and inherently involve significant risks and uncertainties. The Company's actual results and the timing of events could differ materially from those anticipated in such forward-looking statements as a result of these risks and uncertainties, which include, without limitation, risks related to regulatory developments affecting AI and data usage, privacy concerns, market adoption, competition, and technical implementation challenges. A further description of the risks and uncertainties relating to the business of the Company is contained in the Company's Annual Report on Form 10-K for the year ended December 31, 2024, filed with the Securities and Exchange Commission (the "SEC") on March 17, 2025, and as updated in filings with the SEC including the Quarterly Report on Form 10-Q for the quarter ended March 31, 2025. These forward-looking statements speak only as of the date hereof or as of the date otherwise stated herein. The Company undertakes no duty or obligation to update any forward-looking statements contained

herein as a result of new information, future events or changes in its expectations.

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