



NEWS RELEASE

GoPro MISSION 1 Series Earns 11 Top Industry Awards for Image Quality, Performance and Innovation

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MISSION 1, MISSION 1 PRO and MISSION 1 PRO ILS Earn Top Honors from WIRED, SlashGear, PCMag, Tom's Guide, Gizmodo, TechRadar, Mashable, Digital Camera World, The Shortcut, and SURFER

SAN MATEO, Calif., Sept. 24, 2026 /PRNewswire/ -- Today, GoPro, Inc. (NASDAQ: GPRO) announced that its **MISSION 1 Series** of compact cinema cameras has earned 11 top industry awards from 10 leading consumer technology, photography, and outdoor publications. The honors include Best Camera and Best Action Camera on SlashGear's Hot List 2026, Best Overall Action Camera from WIRED, editor's choice awards from PCMag, Tom's Guide, Gizmodo, and The Shortcut, recommendation awards from TechRadar and Digital Camera World, a Mashable Choice Award, and Best Waterproof Camera in the 2026 SURFER Awards. The recognition spans the core three-camera lineup: MISSION 1, MISSION 1 PRO, and MISSION 1 PRO ILS, GoPro's first camera with an interchangeable lens mount.

Built around a new 50MP 1" sensor and GoPro's ultra-efficient GP3 processor, the MISSION 1 Series delivers powerful 8K60 video, impressive low-light performance, dramatic slow motion, and category-leading runtimes for everything from local adventures and tropical vacations to vlogging and even commercial productions. The series comprises **MISSION 1**, **MISSION 1 PRO**, **MISSION 1 PRO Grip Edition**, **MISSION 1 PRO Creator Edition**, **MISSION 1 PRO Ultimate Creator Edition**, and **MISSION 1 PRO ILS**. All are available now at **GoPro.com** and at retailers globally, alongside the new **MISSION Monitor app** for iPhone® and iPad®.1

"We built the MISSION 1 Series because our customers kept asking us for more performance from their GoPros, and you don't have to be a pro to see the difference. It shows up in the early-morning waves, the sunset hikes, and the weekend bike rides," said Pablo Lema, GoPro's Senior Vice President of Product Management. "Eleven awards from the reviewers who test everything in this category tell us we got it right."

AWARDS SUMMARY

- WIRED: Named MISSION 1 PRO the Best Overall Action Camera in its 2026 action camera buying guide and scored the camera 9 out of 10, citing its 1" sensor, 8K video, slow-motion range and more cinematic look than any other action camera tested.
- SlashGear: Named MISSION 1 PRO Best Action Camera and MISSION 1 PRO ILS Best Camera on SlashGear's Hot List 2026, the publication's annual selection of the most innovative and impactful products of the year.
- PCMag: Awarded MISSION 1 its Editors' Choice with a 4.5 out of 5 Outstanding rating, crediting exceptional image quality, battery life, durability, features, and value.
- Tom's Guide: Selected MISSION 1 PRO as an Editor's Choice with a 4.5 out of 5 rating, highlighting 8K30 Open Gate and 8K60 capture, pro features, internal audio and best-in-class battery life and thermal performance.
- Gizmodo: Awarded MISSION 1 PRO its Editor's Choice 2026 with a 4 out of 5 rating, calling out the best footage of any action camera currently available, its range of slow-motion modes and easy Open Gate shooting.
- TechRadar: Gave MISSION 1 PRO ILS its TechRadar Recommends award with a 4.5 out of 5 rating, crediting the creative flexibility the Micro Four Thirds™ mount unlocks in GoPro's first interchangeable-lens camera.
- Mashable: Named the MISSION 1 Series a Mashable Choice Award winner with a 4.6 out of 5 score in its roundup of the best new gadgets of 2026, noting the line closes the gap between action cameras and true cinema-grade cameras.
- Digital Camera World: Gave MISSION 1 PRO its Digital Camera World Recommended award with a 4.5 out of 5 rating, crediting 8K60 recording, 10-bit log color, high-speed slow motion and a much faster user experience than previous GoPro cameras.
- The Shortcut: Awarded MISSION 1 PRO its Editor's Choice with a 4 out of 5 score, praising flexible Open Gate 8K30 and 4K120 capture, 32x slow motion, GP-Log2 recording and the four-microphone array.
- SURFER: Named MISSION 1 PRO Best Waterproof Camera in the 2026 SURFER Awards, citing durability, image quality, HyperSmooth stabilization and battery life for surf creators.

Additional Recognition

- Engadget: Scored MISSION 1 PRO 8.7 out of 10 and identified it as delivering the best action camera video quality on the market.

- NBC Select: Included MISSION 1 PRO in its Best New Products in May 2026 roundup, describing it as a significant step up from GoPro's other cameras in image quality and capability.

Availability

Every MISSION 1 Series camera is available now at **GoPro.com** and at retailers globally:

- MISSION 1: \$599.99 MSRP, or \$499.99 for existing GoPro subscribers.²
- MISSION 1 PRO: \$699.99 MSRP, or \$599.99 for existing GoPro subscribers.²
- MISSION 1 PRO Grip Edition: \$779.99 MSRP, or \$679.99 for existing GoPro subscribers.²
- MISSION 1 PRO ILS: \$699.99 MSRP, or \$599.99 for existing GoPro subscribers.^{2,3}
- MISSION 1 PRO Creator Edition: \$1,099.99 MSRP, or \$949.99 for existing GoPro subscribers.²
- MISSION 1 PRO Ultimate Creator Edition: \$1,199.99 MSRP, or \$1,049.99 for existing GoPro subscribers.²

The full suite of MISSION 1 Series mounts and accessories, including the MISSION 1 Series **Media Mod**, **Wireless Mic System**, **Volta 2 Battery Grip**, **Protective Housing**, and **Point-and-Shoot Grip**, is also available now at **GoPro.com** and at retailers globally.

The GoPro **MISSION Monitor app** is free and available on the **Apple App Store®** for devices running iOS 18 or later. Made for MISSION 1 Series cameras, it turns an iPhone® or iPad® into a professional monitor with Focus Peaking, Focus Assist, Zebra Pattern, real-time LUT preview, shot overlays and integrated camera controls.¹

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 projections or other forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Words such as "anticipate," "believe," "estimate," "expect," "intend," "should," "will," "may," "plan" and variations of these terms or the negative of these terms and words of similar

meaning 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 MISSION 1 Series camera and accessory availability, global retail availability, product performance and specifications, pricing and subscriber pricing, third-party lens and accessory compatibility, mobile application features and availability, and the Company's positioning in the premium and professional camera categories. These forward-looking statements are based on the Company's current expectations and assumptions and inherently involve significant risks, uncertainties, and changes in circumstances that are difficult to predict. 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 product launch timing and execution, supply chain and manufacturing disruptions, consumer demand and market acceptance, competition, the ability to manage product introductions, transitions, and pricing, and the ability to successfully enter and compete in professional and premium camera segments. 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, 2025, filed with the Securities and Exchange Commission (the "SEC") on March 12, 2026 as updated in filings with the SEC, including the Quarterly Report on Form 10-Q for the quarter ended June 30, 2026. Unlisted factors may present significant additional obstacles to the realization of forward-looking statements. Accordingly, for the foregoing reasons, the Company cautions the reader against relying on any forward-looking statements. 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, changes in its expectations or otherwise, except as may be required under applicable securities laws.

¹ iPhone, iPad, iOS, and App Store are trademarks of Apple Inc., registered in the U.S. and other countries.

² Subscriber pricing is available to yearly GoPro subscribers only upon subscription renewal.

³ MISSION 1 PRO ILS is compatible with Micro Four Thirds lenses designed to cover a 1" or larger sensor with manual focus and a fixed aperture (no greater than f/4.5) or manual aperture adjustment. MISSION 1 PRO ILS does not have electronic contacts and is not compatible with lenses that require electronics to control focus, aperture and other camera features. Micro Four Thirds lenses are sold separately.

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