NEWS RELEASE

GoPro Named Official POV Camera Partner of the Freeride World Tour, the World's Biggest Freeride Ski and Snowboard Competition, Through 2028

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Now Streaming: 'Freeride: No Second Run,' a New GoPro-Supported Docuseries Following the 2026 Tour Season

SAN MATEO, Calif., Nov. 10, 2026 /PRNewswire/ -- Today, GoPro, Inc. (NASDAQ: GPRO) announced its continuation as the official POV camera partner of the Freeride World Tour by Peak Performance through the 2028 season, continuing a partnership that began in 2013. GoPro is also supporting "Freeride: No Second Run," a new docuseries from FWT Studios following the 2026 Freeride World Tour season. Watch the first two episodes now on the **Freeride World Tour** YouTube channel.

At every stop, over 50 athletes wear a helmet-mounted GoPro camera to capture their runs, delivering rider POV for the live broadcast and content shared across **GoPro Snow** and **Freeride World Tour** channels. During the 2026 season, that content generated over 250 million video views across FWT and GoPro channels.

"Since 2013, and now heading into our 15th season together, GoPro has given fans the rider's view of every Freeride World Tour run," said Nicolas Hale-Woods, Founder & CEO of the Freeride World Tour. "Extending our partnership keeps that perspective at the center of how we share this sport with the world. This POV dimension is essential, and we are grateful for the trust and long-term collaboration of a brand as iconic as GoPro."

"Freeride: No Second Run" is a five-episode docuseries following the 2026 Freeride World Tour season, from the opener in Baqueira Beret through a winter of tough conditions to the finals in Alaska and Verbier. Featured athletes include GoPro Athletes **Justine Dufour-Lapointe**, a two-time FWT Champion, and **Max Hitzig**, the 2024 FWT Champion. Produced by Koastal Forest for FWT Studios, the series includes footage captured on GoPro **HERO13 Black**, **HERO13 Black Ultra Wide Edition** and **MAX2 360** cameras.

"The Freeride World Tour is one of GoPro's most important stages, both for our cameras and for the jaw-dropping moments they capture on the world's most demanding ski and snowboard terrain," said Rick Loughery, Senior Vice President of Global Marketing and Digital Commerce at GoPro. "Continuing our partnership through 2028 lets us keep bringing fans closer to this incredible competition."

Watch the "Freeride: No Second Run" trailer on the **Freeride World Tour** YouTube channel. Episodes 1 and 2 are available now, with new episodes coming Nov. 13, 17 and 21. GoPro Snow's own series, "Off the Record," which went behind the scenes of the 2026 season, is available to watch now on the **GoPro Snow** YouTube channel. Follow **GoPro Snow** on Instagram for all the unforgettable moments of the 2027 Freeride World Tour season.

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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About FWT

FWT Management SA is based in Verbier, Switzerland, and has been organizing premier sports events globally in mountain resorts since 1996. The company founded the Xtreme Verbier, an iconic event in freeride skiing and snowboarding and, in 2008, it turned this single competition into a prestigious series of worldwide events, called the Freeride World Tour (FWT). The company has since grown to include multiple competition series that fall under the FWT brand – including FWT Challenger, FWT Qualifier and FWT Junior – with events across all formats taking place in Europe, North America, South America and Oceania. Since December 2022, FWT is part of the International Ski and Snowboard Federation (FIS). Discover more at **www.freerideworldtour.com**.

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 term of the Company's partnership with the Freeride World Tour and the release schedule of "Freeride: No Second Run." 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 production and scheduling changes and decisions by third-party partners. 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, amended as of **October 19, 2026**. These statements speak only as of the date hereof, and the Company undertakes no obligation to update them.

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