



NEWS RELEASE

GoPro Opens Engineering Office in Bucharest

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GoPro Accelerates International Growth, Expands Team to European Tech Hub

BUCHAREST, Romania — February 27, 2017 — **GoPro**, Inc. (NASDAQ: GPRO) today announced the opening of a new office in Bucharest, Romania that will focus on software engineering, including the development of its web and ecommerce platforms. This expansion will help GoPro tap into the area's diverse engineering talent pool and create up to **one hundred jobs in Bucharest in 2017**. GoPro Bucharest officially opens on March 1.

"The decision to expand GoPro's software engineering operations into Bucharest aligns with our top priorities for 2017: strengthening execution and managing costs," said CJ Prober, Chief Operating Officer of GoPro. "The area is rich with diverse talent from prestigious colleges and universities, as well as Fortune 500 technology companies. We have the opportunity to leverage this talent and consolidate our outsourced software and IT contractors into one centrally-located, highly efficient team."

To help accelerate hiring and streamline operations in the new office, GoPro appointed Ioan Barbulescu as General Manager of GoPro Bucharest, and the team will report to Joe Bentley.

The GoPro Bucharest team will host an Open House for engineering candidates and the local tech community on March 8th and 9th. Details:

Location: TechHub

District 2, 39-41 Nicolae Filipescu

Bucharest, Romania

Dates: March 8th & 9th

Time: 7 – 10pm

“GoPro is focused on making the best products and services in the world, so expanding our engineering team to an international technology epicenter makes perfect sense,” commented Joe Bentley, Vice President of Engineering at GoPro. “We are excited to hit the ground running in our new office and continue to deliver a terrific user experience to our customers around the globe.”

For a growing list of open positions in GoPro Bucharest, visit the **careers page** at GoPro.com.

About GoPro, Inc. (NASDAQ: GPRO)

GoPro, Inc. is transforming the way people capture and share their lives. What began as an idea to help athletes self-document themselves engaged in sport, GoPro has become a mobile storytelling solution that helps the world share itself through immersive content.

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