



NEWS RELEASE

GoPro Premieres 'The Line Above,' a Six-Part Series Following Matthias Giraud's Ski BASE Descent Above Chamonix

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Episode 1 Is Available Now on the GoPro Snow YouTube Channel, with New Episodes Every Wednesday Through Nov. 25

SAN MATEO, Calif., Oct. 21, 2026 /PRNewswire/ -- Today, GoPro, Inc. (NASDAQ: GPRO) premiered "**The Line Above**," a six-part original series following professional skier, BASE jumper and GoPro Athlete Matthias "Super Frenchie" Giraud on his two-year mission to ski BASE jump from the north face of the Aiguille du Plan, a line that hangs over Chamonix in the French Alps.

On May 26, 2026, Giraud skied the 600-meter, 50-degree face, made two 60-meter rappels anchored in ice and finished with a ski BASE jump, skiing off the bottom serac and opening his parachute midair. First skied in 1977, the face has been descended only a handful of times. According to Giraud, no one had ever exited the line with a ski BASE jump.

Episode 1, "Becoming Super Frenchie," revisits Giraud's 2011 jump above Megève, where he skied off a cliff, triggered an avalanche and opened his parachute as it poured over the edge behind him; the helmet-cam clip became one of **GoPro's first viral videos**. The episode then follows his 2013 crash and three-day coma, his return to complete the same jump six years later and a series of ski BASE firsts in the Mont Blanc massif that set up the

Aiguille du Plan.

"That 2011 jump changed my life," said Giraud. "After my accident, I had to rebuild everything, mentally more than technically. I learned that conditions are what they are, not what you want them to be. I'm 43 now, and it feels like everything before was training for this. I'm so excited to share my line on the Aiguille du Plan with the world."

"Few athletes have pushed GoPro cameras further than Matthias has over the past 16 years," said Rick Loughery, Senior Vice President of Global Marketing & Digital Commerce at GoPro. "'The Line Above' captures all of it, from setbacks to summits, and shows what it really takes to stand on top of a line like the Aiguille du Plan."

Availability

"**The Line Above**" is a GoPro and Thule production, directed by Stefan Laude of **Fresh Films** and written by Laude and Giraud, with footage from GoPro cameras ranging from the original HD HERO to the current lineup, including **HERO13 Black**, **MAX2** and the new **MISSION 1 PRO**. Episode 1 is available now on the **GoPro Snow** YouTube channel, with new episodes every Wednesday through Nov. 25.

"The Line Above" is the latest series from GoPro Snow, following last winter's "**Off the Record**," which went behind the scenes of the 2026 Freeride World Tour season. GoPro, the tour's official camera, will partner with Freeride World Tour by Peak Performance on a new series coming soon.

Subscribe to GoPro Snow on **YouTube** and **Instagram**, and follow Matthias Giraud on **Instagram** to catch each new episode.

About GoPro, Inc. (NASDAQ: GPRO)

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Note on Forward-looking Statements

This press release may contain forward-looking statements within the meaning of the Securities Act, including statements regarding the release schedule of "The Line Above" and a future content series with Freeride World Tour and Peak Performance. These statements are based on current expectations and are subject to risks and

uncertainties, including production and scheduling changes and partner decisions, that could cause actual results to differ materially. GoPro undertakes no obligation to update these statements.

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