



NEWS RELEASE

# GoPro Releases Quik Desktop App for macOS + Introduces Premium+ Subscription Tier

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Synced Editing Across Desktop and Mobile, Unlimited Cloud Storage of Your GoPro Footage, Auto Camera-to-Cloud Upload of New Footage, Auto Highlight Videos, Intuitive Editing + Media Management Tools and More

New Premium+ Subscription Tier Includes HyperSmooth Pro Video Stabilization + 500 GB of Cloud Storage for Footage Captured on Any Camera

SAN MATEO, Calif., Feb. 6, 2024 /PRNewswire/ -- GoPro (NASDAQ: GPRO) today announced the initial release of a macOS desktop version of its popular mobile app, **Quik**. GoPro also announced a new **Premium+** \$99.99 GoPro subscription tier that offers additional features and benefits beyond the original \$49.99 GoPro subscription tier, now known as "Premium."

The Quik desktop app is available at no additional charge to GoPro subscribers. It syncs with the Quik mobile app, making it easy to start a project on one device and then finish it on another. Powerful yet convenient editing tools, such as a beat sync feature that automatically matches your edit points to the rhythm of your soundtrack, make advanced content creation easy. Quik's auto highlight editing feature ensures beginners can achieve pro-like results without any prior editing experience. GoPro subscribers also benefit from auto camera-to-cloud upload of their latest GoPro footage, unlimited cloud storage of their GoPro footage at original quality, auto highlight videos sent to their phones, intuitive cloud editing and media management tools, and more.

The new \$99.99 a year Premium+ subscription tier includes all of the above plus a "HyperSmooth Pro" video stabilization tool for advanced users and an additional 500GB of cloud storage for footage captured with any camera to this features list.

"Our new Quik desktop app syncs with our mobile app and cloud, making GoPro the ultimate content creation solution for beginners and advanced creators, alike," says GoPro Founder and CEO Nicholas Woodman. "Quik's auto-editing experience represents a convenient starting point for new creators, and our more advanced editing tools and ongoing developments in AI and computer vision ensure pro-minded users will enjoy enhanced capability as we continue to update our apps."

The initial release of **Quik** is available for macOS today and coming to Windows later this year.

## Premium, Premium+ and Quik Subscription Tiers

GoPro subscribers and Quik app users can now pick between **three subscription offerings**.

1. **GoPro Premium** is the new name for what was previously known as the GoPro Subscription. It is available for \$24.99 for first-time subscribers and \$49.99/year upon renewal. It includes:

- Unlimited cloud storage of GoPro footage<sup>1</sup>
- 25GB of footage captured with any camera<sup>2</sup>
- Synced mobile and desktop editing tools with Quik
- Guaranteed camera replacement<sup>3</sup>
- Up to 50% off accessories at GoPro.com<sup>4</sup>
- \$100 USD off your next GoPro \$399 MSRP or higher, upon annual subscription renewal<sup>5</sup>
- Auto upload to the cloud + app sync for on-the-go editing across devices
- Auto highlight videos sent to your phone
- Enhanced media management tools
- Live streaming to GoPro.com and select social platforms
- Access to private virtual Subscriber Sessions hosted by GoPro pro athletes and content creators
- Earn double **the GoPro Awards** payouts —\$500 reward for a selected photo and \$1,000 for a video

2. **GoPro Premium+** is a new subscription tier geared toward advanced creators. It is available as a \$49.99 upgrade for existing GoPro subscribers<sup>6</sup> and \$99.99/year for first-timer subscribers and upon renewal. It includes all Premium benefits plus:

- HyperSmooth Pro video stabilization
- Up to 500GB of cloud storage for footage captured with any camera<sup>2</sup>

3. A \$9.99/year **Quik subscription** is available for non-GoPro users looking to use Quik mobile app as a premium video editing solution for their phone content. This tier includes:

- Unlimited access to powerful, yet simple mobile editing tools
- Auto edits
- 47 photo and video filters
- 15 Edit themes, including Urban, Memory, Travel, and Glitch themes
- 300+ original music tracks
- 150+ premium, royalty-free tracks

The Quik apps macOS, iOS and Android are free to **download** and use on a trial basis. A Windows version will be available later this year.

## 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 **US 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.

1Unlimited cloud storage applies to footage captured on GoPro devices (excluding Fusion), subject to the compatibility limitations listed **here**.

2Storage of non-GoPro content is limited to file types listed **here**.

3Exchange up to two cameras per year for the same model (HERO8 or later). Fees apply. Available in **these countries** only.

4Applies only to purchases made at **gopro.com**. Some accessories excluded; **learn more**. Limited to a maximum of 10 items per subscription anniversary year.

5Applies only to purchases made at **gopro.com**.

6Promotional upgrade pricing is limited to GoPro subscribers who purchased their subscriptions at **gopro.com**.

## 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" 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 regarding our expectations for profitability and subscription growth; product pricing strategy, expanded distribution and overall consumer demand for our products. These statements involve risks and uncertainties, and actual events or results may differ materially. Among the important factors that could cause actual results to differ materially from those in the forward-looking statements include the inability to achieve our revenue growth or profitability in the future, and if revenue growth or profitability is achieved, we may not be able to sustain it; the fact that an economic downturn or economic uncertainty in our key U.S. and international markets, inflation, volatility in the global banking system, and fluctuations in interest rates or currency exchange rates may adversely affect consumer discretionary spending and demand for our products; the fact that our goal to grow revenue and be profitable relies upon our ability to grow sales from our direct-to-consumer business and our retail partners and distributors; our ability to acquire and retain subscribers; our reliance on third-party suppliers, some of which are sole-source suppliers, to provide services and components for our products which may be impacted due to supply shortages, long lead times or other service disruptions and may lead to increased costs due to the effects of global conflicts and geopolitical issues such as the conflicts in Israel and Ukraine or China-Taiwan relations, inflation or the negative impact on exchange rates; our ability to maintain the value and reputation of our brand and protect our intellectual property and proprietary rights; the risk that our sales fall below our forecasts, especially during the holiday season; the risk we fail to manage our operating expenses effectively, and may result in our financial performance suffering the fact that our continued profitability depends in part on further penetrating our total addressable market, and we may not be successful in doing so; the fact that we rely on sales of our cameras, mounts and accessories for substantially all of our revenue, and any decrease in the sales or change in sales mix of these products could harm our business; the risk that we may not successfully manage product introductions, product transitions, product pricing and marketing; the fact that a small number of retailers and distributors account for a substantial portion of our revenue and our level of business with them could be significantly reduced; our ability to attract, engage and retain qualified personnel; any changes to trade agreements, trade policies, tariffs, and import/export regulations; the effects of the highly competitive market in which we operate, including new market entrants; the fact that we may experience fluctuating revenue, expenses and profitability in the future; risks related to inventory, purchase commitments and long-lived assets; the risk that we will encounter problems with our distribution system; the threat of a security breach or other disruption including cyberattacks; the concern that our intellectual property and proprietary rights may not adequately protect our products and services; and other factors detailed in the Risk Factors section of our Annual Report on Form 10-K for the year ended December 31, 2022, which is on file with the Securities and Exchange Commission (SEC), and as

updated in filings with the SEC. These forward-looking statements speak only as of the date hereof or as of the date otherwise stated herein. GoPro disclaims any obligation to update these forward-looking statements.

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