



NEWS RELEASE

# GoPro Updates Capture and Quik Mobile Apps to Simplify The Creation of Awesome Videos

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GoPro Plus Now Available in Europe, Cloud-Based Service  
for Anywhere Anytime Access to Your GoPro Content

BARCELONA, Spain and SAN MATEO, Calif., (February 27, 2017) – GoPro, Inc. (NASDAQ: GPRO) today announced new versions of its mobile apps, Capture and Quik, that provide a streamlined experience for creating awesome video content. Additionally, GoPro Plus is now available in select European markets and rolling out to other European markets in the coming weeks.

GoPro Plus is a cloud-based subscription service that gives users anywhere, anytime access to their GoPro content. People can automatically upload their content to GoPro Plus directly from their HERO5 cameras through the auto-offload feature or for older HERO cameras, through the Quik Desktop app. GoPro is offering a free 30-day trial of GoPro Plus, with subscriptions thereafter costing 5,99€ / £5.99 per month.

“Our goal is to make products that enable people to capture experiences and create engaging stories to share with their friends and family,” says CJ Prober, Chief Operating Officer for GoPro. “The experience we’ve created with our mobile apps makes creating videos fun, simple and fast. And now with GoPro Plus, we are giving our consumers the ability to create videos whenever and from wherever they want, right from their mobile phone.”

## Make Awesome Videos Easily

The new version of Quik makes creating videos fun with new functionality that streamlines the video editing

experience while giving users tools to make compelling and unique videos in just a few taps.

Want to make a cool video but don't have the footage and photos from your holiday trip on your mobile? No problem. The new version of Quik allows people to access all of their GoPro photos and videos stored on their GoPro Plus account. And with the new moment selection feature of Quik, users can download just the moment they want without downloading an entire video, saving time and bandwidth.

Other new features include:

- Improved Music Options: Quik provides users with easier ways to browse and pick songs for their video as well as new support for more types of audio files as well as better audio controls.
- New Editing Experience: The new version of Quik provides users with a redesigned flow to make editing easier as well as new options to stylize and personalize their videos.

In addition to GoPro photos and videos, Quik allows users to create edits from videos and photos that were taken with their mobile device. And with Quik's "For You" feature, a video is automatically created for the user every week, making it even easier for the user to share their experiences.

In 2016, Quik was downloaded 12 millions times and users shared more than 27 million videos.... And the mobile app received numerous accolades, including from **TIME magazine** and **Fast Company** magazine, and was selected as one of the **Best Apps of 2016 by Google Play**.

Download the **new version of Quik here** and sign-up for **GoPro Plus here**.

## 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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