



NEWS RELEASE

Strong HERO9 Black Sales Accelerate GoPro Subscriber Count Past 500,000

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GoPro.com Shatters Previous Launch Sales Records

SAN MATEO, Calif., Oct. 6, 2020 /PRNewswire/ -- **GoPro, Inc.** (NASDAQ: GPRO) today announced that high demand for its new flagship camera, HERO9 Black, has vaulted the number of paid GoPro subscribers past the 500,000 milestone.

"Thanks to a stellar global launch of HERO9 Black, our paid GoPro subscriber count is ahead of where we expected to be at this time and bodes well for us to exceed our previously-stated target of 600,000 to 700,000 paid subscribers by year-end," said Nicholas Woodman, GoPro's founder and CEO.

The vast majority of consumers purchasing HERO9 Black through the company's website at **GoPro.com** are purchasing the camera bundled with an annual 'GoPro subscription' that includes unlimited cloud storage of a user's GoPro footage, a high-quality live-streaming service, no-questions-asked damaged camera replacement, plus savings on cameras and GoPro's vast line of accessories including a new line of travel and active-lifestyle bags, clothing and lighting products.

Additionally, GoPro shared that high demand for HERO9 Black and the associated GoPro subscription drove 230% growth in **GoPro.com** sales over the comparable two-week post-launch period in 2019.

"**GoPro.com** has seen substantial year-over-year sales growth during the post-launch period across all regions,

globally," said Woodman. "Demand for HERO9 Black and the GoPro subscription at **GoPro.com** are accelerating our shift to a more direct-to-consumer business."

The GoPro subscription is available at **GoPro.com** for \$49.99 annually, \$4.99 a month, and can also be purchased in a bundle with GoPro's new flagship camera, HERO9 Black, for \$349.98 exclusively at **GoPro.com**.

For more information on HERO9 Black and the GoPro subscription, visit **www.gopro.com**.

About GoPro, Inc. (NASDAQ: GPRO)

GoPro helps the world capture and share itself in immersive and exciting ways.

For more information, visit **www.gopro.com**. Members of the press can access official brand and product images, logos and reviewer guides by visiting GoPro's **press portal**. GoPro users can submit their photos, raw video clips and edits to GoPro Awards for a chance to be featured on GoPro's social channels and receive gear and cash awards. Learn more at **www.gopro.com/awards**. Connect with GoPro on **Facebook, Instagram, LinkedIn, TikTok, Twitter, YouTube**, and GoPro's blog **The Inside Line**.

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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 planned growth and increased profitability in the second half of 2020 and beyond, and consumer demand and the impact of the COVID-19 pandemic on our business. 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 risk that our reduction in operating expenses may impact our ability to meet our business objectives and achieve our revenue targets, and may not result in the expected improvement in our profitability; our ability to continue to focus on expense management; the fact that our plan to profitability depends in part on further penetrating our addressable market, and we may not be successful in doing so; the risk that growing our direct-to-consumer business while reducing our reliance on our other sales channels could impact profitability; the impact of the COVID-19 pandemic and its effect on the United States and global economies and our business in particular; any inability to successfully manage frequent product introductions (including roadmap for new hardware, software and subscription products) and

transitions, including managing our sales channel and inventory, and accurately forecasting future sales; 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 due to retail closures related to COVID-19; the fact that we plan to further transition from some distributors and retailers as we shift our sales strategy to focus on our direct-to-consumer channel, and that transition may result in reduced revenue and profitability; our reliance on third party suppliers, some of which are sole source suppliers, to provide components for our products and our reliance on third party logistics partners to deliver without interruption; our dependence on sales of our cameras, mounts and accessories, and subscription services for substantially all of our revenue (and the effects of changes in the sales mix or decrease in demand for these products); the fact that an economic downturn or economic uncertainty in our key U.S. and international markets, as well as fluctuations in currency exchange rates, may adversely affect consumer discretionary spending; any changes to trade agreements, trade policies, tariffs, and import/export regulations; our ability to manufacture in Mexico; the effects of the highly competitive market in which we operate, including new market entrants; the fact that we may not be able to achieve revenue growth or profitability in the future; risks related to inventory, purchase commitments and long-lived assets; difficulty in accurately predicting our future customer demand; the importance of maintaining the value and reputation of our brand; the risk that the e-commerce technology systems that give consumers the ability to shop online do not function effectively; 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, 2019, which is on file with the Securities and Exchange Commission (SEC), and as updated in future filings with the SEC including the Quarterly Report on Form 10-Q for the quarter ended June 30, 2020. 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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