



Investor Presentation

September 2017



This presentation may contain projections or other forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Forward-looking statements in this presentation include, but are not limited to, our product roadmap, our long-term model, aggregate charges for employee termination and the timing to recognize these charges and other costs associated with the restructuring. These forward-looking statements involve risks, uncertainties and assumptions, and in light of these risks, uncertainties and assumptions, the forward-looking statements are inherently uncertain and may not occur, and actual events or results may differ materially and adversely from those anticipated or implied in the forward-looking statements. Among the important factors that could cause actual results to differ materially from those in the forward-looking statements are 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; the fact that our future growth depends in part on further penetrating our addressable market and also growing internationally, and we may not be successful in doing so; any inability to successfully manage frequent product introductions (including our 2017 roadmap for new hardware and software products including major new software features) and transitions, including managing our sales channel and inventory and accurately forecasting future sales; our reliance on third party suppliers, some of which are sole source suppliers, to provide components for our products; our dependence on sales of our cameras, mounts and accessories for substantially all of our revenue; the effect of a decrease in the sales or change in sales mix of these products; the effect of a decrease in sales during the holiday season; the fact that an economic downturn or economic uncertainty in our key U.S. and international markets may adversely affect consumer discretionary spending and demand for our products; any inability to anticipate consumer preferences and successfully develop and market desirable products; the risks associated with our entrance into the consumer drone market and the re-launch of our drone; the effects of the highly competitive market in which we operate; 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; and other factors detailed in the Risk Factors section of our Quarterly Report on Form 10-Q for the quarter ended June 30, 2017, which is on file with the Securities and Exchange Commission (the “SEC”) and may be obtained for free by visiting EDGAR on the SEC web site at www.sec.gov.

These forward-looking statements speak only as of the date hereof or as of the date otherwise stated herein. GoPro undertakes no obligation to update publicly or revise any forward-looking statements for any reason after the date of this presentation, to conform these statements to actual results or to changes in GoPro’s expectations. GoPro disclaims any obligation to update these forward-looking statements.

In addition to U.S. GAAP financials, this presentation includes certain non-GAAP financial measures, including non-GAAP gross margin, operating expenses, operating income (loss), net income (loss), earnings (loss) per share and adjusted EBITDA. These non-GAAP measures are in addition to, not a substitute for or superior to, measures of financial performance prepared in accordance with U.S. GAAP. The non-GAAP financial measures used by GoPro may differ from the non-GAAP financial measures used by other companies. A reconciliation of these measures to the most directly comparable U.S. GAAP measure is included in the Appendix to these slides.

The trademarks included herein are the property of the owners thereof and are used for reference purposes only. Such use should not be construed as an endorsement of the products or services of GoPro.

ESTABLISHED
IN 2004

HQ IN
SAN MATEO

26M+
CAMERAS¹

IPO IN
JUNE 2014



- 2016 Revenue: \$1.2 Billion
- Sales in >100 Countries; >45,000 Retail Locations²
- Unveiled HERO6 Black (Sept. 2017), the Most Powerful and Convenient GoPro, Powered by GoPro's Custom-Designed GP1 Processor, which Enables Twice the Video Frame Rates, Improved Image Quality and Dramatically Improved Video Stabilization
- Launched Pre-Orders for Fusion (Sept. 2017), a Waterproof, Mountable 5.2K Spherical Camera with Playback as VR or Fixed Perspective Video Using OverCapture³
- Launched QuikStories (July 2017), a New GoPro App Feature that Automatically Pulls Footage from a HERO5 or HERO6 Camera and Creates a QuikStory on Your Smartphone
- Karma Was the #2 Best-Selling Drone Brand in the U.S. in Q2 2017⁴
- #1 Consumer Electronics Brand on Instagram⁵
- Best-Selling Camera in the U.S. for 14 Straight Quarters⁶



¹ Cumulative HERO cameras shipped from 2009 through Q2 2017

² As of 12/31/16

³ OverCapture mobile experience will be part of a new version of the GoPro App available for iOS and Android in early 2018

⁴ On a dollar basis, according to NPD

⁵ As ranked by Instagram followers, as of June 2017

⁶ Among Digital Image Cameras on a unit basis through Q2 2017, according to NPD



HERO6

WITH **Quik**STORIES

- Powered by GoPro's Custom-Designed GP1 Processor, the Foundation for HERO6's Intelligent Capabilities that Enable Improved Automated QuikStories
- 4K60 and 1080p240 Video
- QuikStories Enabled, GoPro App Compatible
- Most Advanced Stabilization of Any HERO Camera
- All-New LCD Touch Zoom
- 3x Faster Offload via 5GHz Wi-Fi
- Waterproof to 33ft
- Improved Dynamic Range & Low-Light Performance
- RAW and HDR Photo Modes
- Voice Control in 10 Languages



FUSION

- 5.2K30 and 3K60 Spherical Video
- 18MP Spherical Photo
- Fusion Studio Desktop Software Bundled, GoPro App Compatible
- OverCapture Allows for Traditional Video Creation from 360 Footage
- Unique Perspectives Like Angel View and Small Planet
- Advanced Stabilization
- 360 Audio
- Waterproof to 16ft
- Time Lapse Video + Photo, Night Lapse & Burst Modes
- Works with Most GoPro Mounts
- Includes Fusion Grip Mount
- Voice Control in 10 Languages



KARMA

- Now HERO6 Black Compatible
- Follow – Follows the Karma Controller, Framing You in the Shot
- Watch – Automatically Keeps the Karma Controller in Frame while Hovering in Place
- Cable Cam – Set up to 10 Waypoints for More Complex Shots
- Look Up Tilt – Allows Camera to Tilt Upwards to Look above the Horizon



- Released July 2017
- In App Feature that Makes it Easy to Share Short Videos of Your Adventures
- HERO6 is Optimized for QuikStories with 3x Faster Wi-Fi
- Footage Rapidly Transfers from Your GoPro to Your Phone where the GoPro App will Automatically Create QuickStory Videos



**WE ENABLE
IMMERSIVE AND
ENGAGING SHARING**





WHAT WE MAKE

Versatile Storytelling Solutions

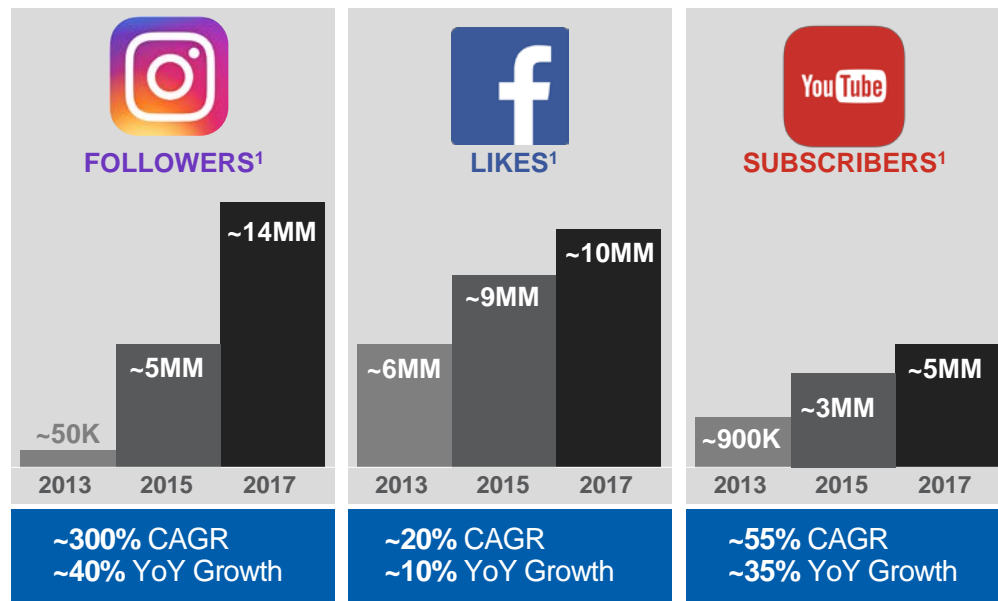


WHAT WE DO

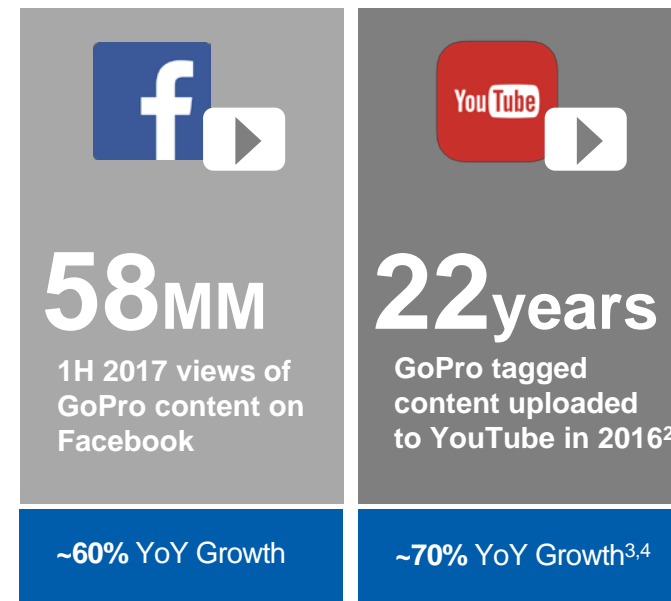
Enable Immersive Sharing



INCREASING FOLLOWERS



ENGAGED



¹ Social media numbers are as of Q2 of each respective year

² Content with GoPro in the title, description or keyword in 2016

³ In Q1 2017

⁴ Increase in YouTube videos attributed to GoPro

- 1 Drive profitability through improved efficiency, lower costs and execution
- 2 Make the smartphone central to the GoPro experience
- 3 Market the improved GoPro experience to our extended community
- 4 Grow our business internationally
- 5 Expand the GoPro product line for advanced users



Our Products





HERO5 SESSION

QuikSTORIES



HERO5 BLACK

QuikSTORIES



HERO6 BLACK

QuikSTORIES

PHOTO 10MP / 30 FPS BURST / TIME LAPSE	VIDEO 4K30 / 1080p60	VOICE CONTROL
WATERPROOF 33ft (10m)	SIMPLE ONE-BUTTON CONTROL	VIDEO STABILIZATION
WI-FI + BLUETOOTH®	ADVANCED WIND NOISE REDUCTION	AUTO UPLOAD TO CLOUD

MSRP: **\$299.99**

PHOTO 12MP / 30 FPS BURST / TIME LAPSE	VIDEO 4K30 / 1080p120	VOICE CONTROL	TOUCH DISPLAY
WATERPROOF 33ft (10m)	SIMPLE ONE-BUTTON CONTROL	VIDEO STABILIZATION	GPS
WI-FI + BLUETOOTH®	ADVANCED WIND NOISE REDUCTION	AUTO UPLOAD TO CLOUD	RAW PHOTOS

MSRP: **\$399.99**

PHOTO 12MP / 30 FPS BURST / TIME LAPSE	4K60 2X THE PERFORMANCE OF HERO5	VOICE CONTROL	TOUCH DISPLAY	TOUCH ZOOM
WATERPROOF 33ft (10m)	SIMPLE ONE-BUTTON CONTROL	ADVANCED VIDEO STABILIZATION	GPS	OPTIMIZED GP1 PROCESSOR
WI-FI + BLUETOOTH®	ADVANCED WIND NOISE REDUCTION	AUTO UPLOAD TO CLOUD	RAW PHOTOS	HDR PHOTOS

MSRP: **\$499.99**



KARMA

HERO6 Bundle¹: **\$1,199.99**

MSRP^{1,2}: **\$799.99**



FUSION

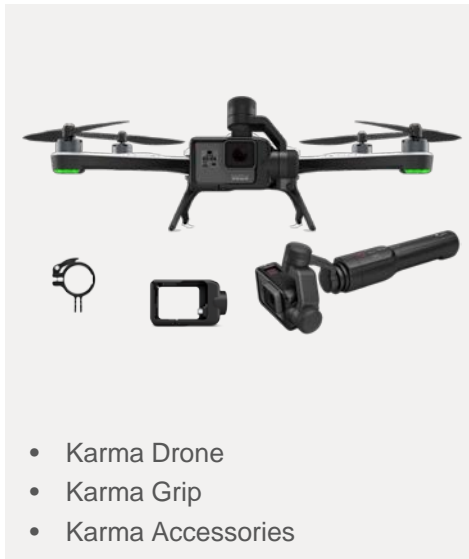
MSRP: **\$699.99**

¹ US MSRP

² Camera sold separately

DRONE & STABILIZATION

KEY PRODUCTS



- Karma Drone
- Karma Grip
- Karma Accessories

Drone¹: **\$799.99 – \$1,199.99**

Grip: **\$299.99**

Accessories: **\$19.99 – \$99.99**

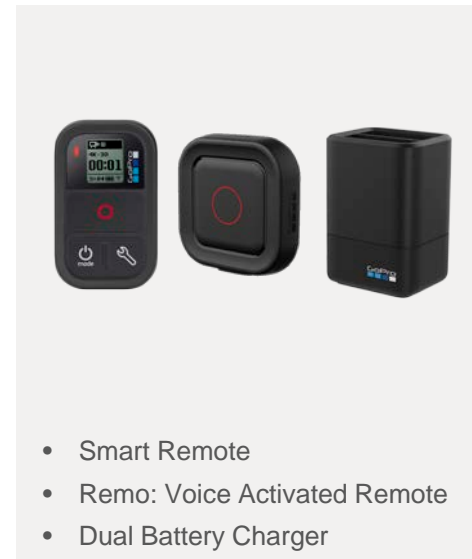
MOUNTS



- Shorty
- 3-Way
- Jaws Flex Clamp
- Chesty
- Helmet Strap Mount
- Seeker Backpack

\$14.99 – \$169.99

ACCESSORIES



- Smart Remote
- Remo: Voice Activated Remote
- Dual Battery Charger

\$19.99 – \$79.99

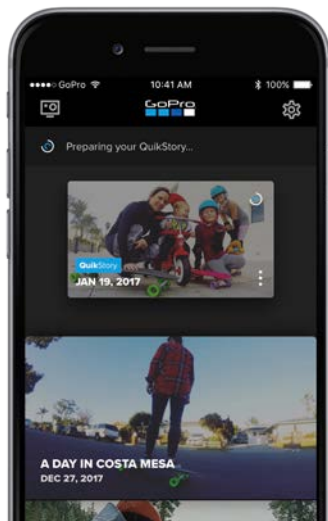
MSRP

32M+ DOWNLOADS IN 2016¹



GOPRO APP QuikStories

Tell your story in one tap.



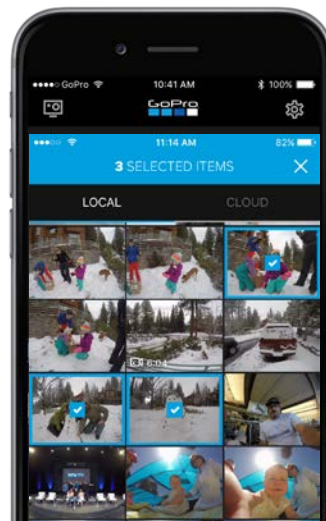
QUIK APP

Automatic editing.



CLOUD

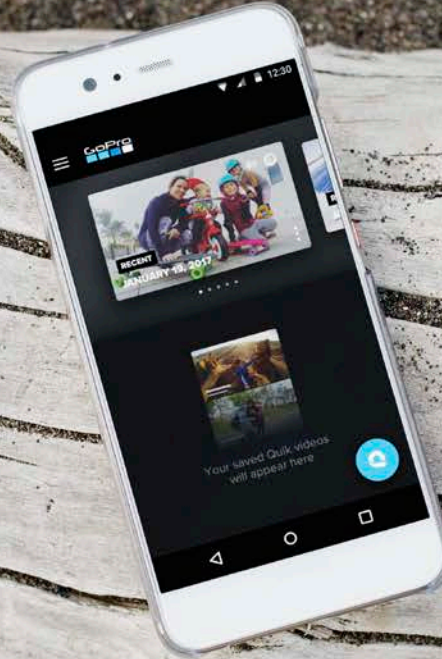
Auto-upload your GoPro content for backup
and access anytime, anywhere.



¹ Mobile apps including GoPro App, Quik & Splice

Quik^{STORIES}TM

- New GoPro app feature
- Automatically pulls footage from a HERO5 or HERO6 camera and creates ready-to-share videos on your smartphone
- Launched July 27





Marketing & Distribution



MULTI-CHANNEL STRATEGY

CONSUMER

LIFESTYLE

SOCIAL	PRINT ADS	GLOBAL RESORTS	CHANNEL MARKETING	GLOBAL TRADESHOWS	OUTDOOR	ATHLETES & SOCIAL INFLUENCERS	TOP TIER EVENTS

GLOBAL FOOTPRINT

>45,000 RETAIL LOCATIONS; >100 COUNTRIES¹

DIRECT (57% OF Q2 '17 REVENUE)

OUTSIDE THE U.S. (53% OF Q2 '17 REVENUE)

BIG BOX RETAIL



MID MARKET RETAIL



SPECIALTY RETAIL



ONLINE



- 2Q17 camera unit sell-thru was up 57% YoY in China²
- 2Q17 camera unit sell-thru was up 164% and dollar sell-thru was up 147% YoY in Japan²
- 2Q17 camera sell-thru in price bands above \$300 was up 194% YoY in Japan²
- 2Q17 camera sell-thru in price bands above \$300 was up 7% YoY in EMEA²

¹ As of 12/31/16

² According to GfK

POINT OF
PURCHASE
DISPLAYS
GLOBALLY

▶ ~29K



ROBOTICS + NEW CAMERA TYPES



Enabling New Use
Cases, Appealing To
New Customers

VR + OVERCAPTURE



Next Gen Capture
Leads To Next Gen
Storytelling

APPS



Mobile & Cloud
Automated Storytelling

COMPUTER VISION + MACHINE LEARNING



Improved Capture &
Storytelling

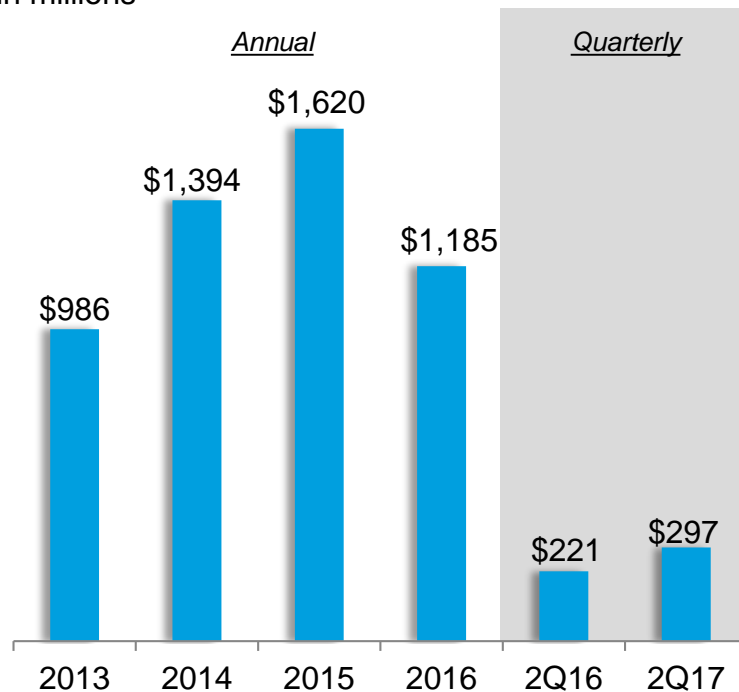


Financial Overview



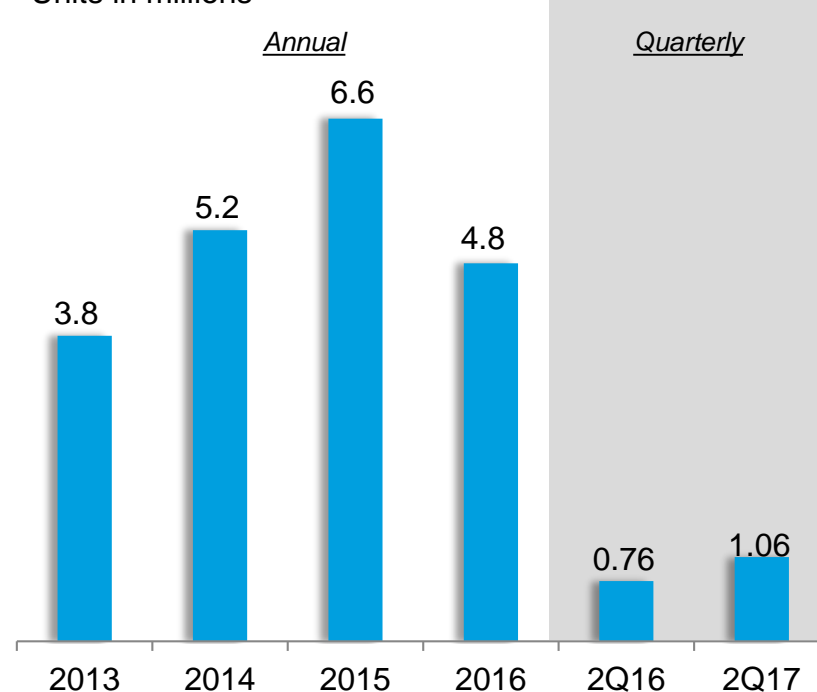
REVENUE

\$ in millions



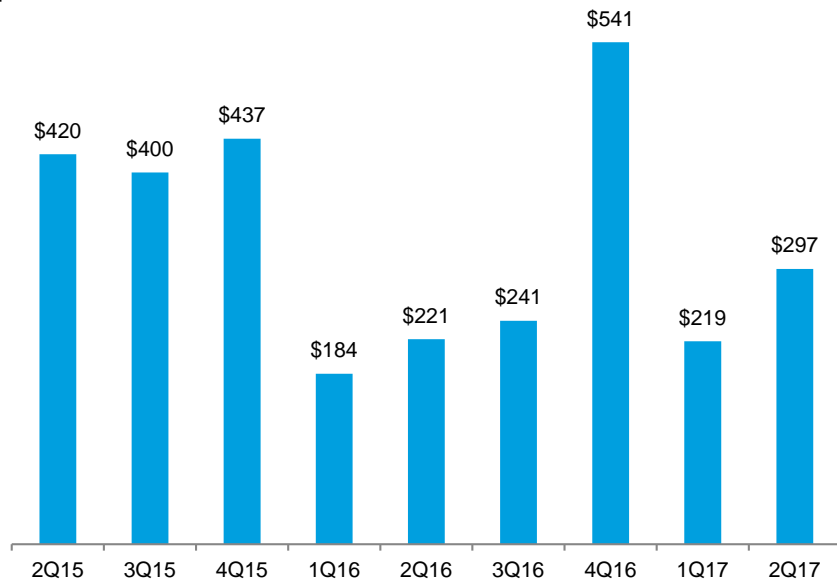
CAMERA UNITS SHIPPED

Units in millions

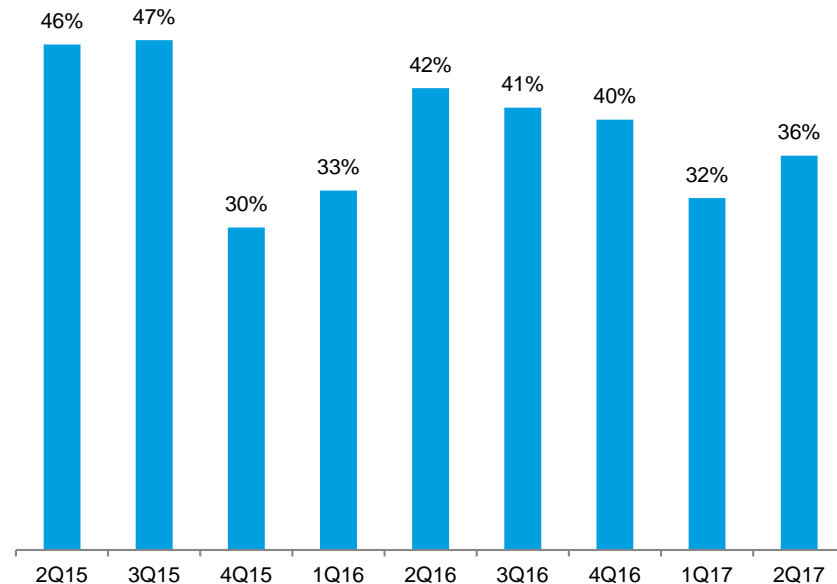


QUARTERLY REVENUE

\$ in millions



QUARTERLY NON-GAAP GROSS MARGIN*



* See reconciliation in Appendix.

QUARTERLY NON-GAAP INCOME STATEMENT SUMMARY



(\$ in millions, except EPS)	Q2 2017	Q1 2017	Q4 2016	Q3 2016	Q2 2016	Q1 2016	Q4 2015	Q3 2015	Q2 2015
Revenue	\$ 296.5	\$ 218.6	\$ 540.6	\$ 240.6	\$ 220.8	\$ 183.5	\$ 436.6	\$ 400.3	\$ 419.9
Camera units shipped (in thousands)	1,061	738	2,284	1,018	759	701	2,002	1,593	1,647
Gross margin*	36.2%	32.3%	39.5%	40.6%	42.4%	33.0%	29.6%	46.8%	46.4%
Operating expenses*	\$ 116.5	\$ 131.0	\$ 182.1	\$ 186.3	\$ 182.9	\$ 157.5	\$ 150.8	\$ 139.8	\$ 129.1
Operating income (loss)*	\$ (9.3)	\$ (60.3)	\$ 31.6	\$ (88.6)	\$ (89.3)	\$ (96.8)	\$ (21.6)	\$ 47.5	\$ 65.8
Net income (loss)*	\$ (12.9)	\$ (62.8)	\$ 42.4	\$ (84.3)	\$ (72.6)	\$ (86.7)	\$ (11.4)	\$ 36.6	\$ 50.7
Diluted earnings (loss) per share*	\$ (0.09)	\$ (0.44)	\$ 0.29	\$ (0.60)	\$ (0.52)	\$ (0.63)	\$ (0.08)	\$ 0.25	\$ 0.35
Adjusted EBITDA*	\$ 5.1	\$ (45.7)	\$ 44.3	\$ (73.6)	\$ (76.8)	\$ (86.8)	\$ (9.3)	\$ 56.7	\$ 75.3
Headcount	1,247	1,327	1,552	1,722	1,621	1,483	1,539	1,460	1,284

*Non-GAAP metric. See reconciliations in Appendix.

SELECTED BALANCE SHEET METRICS

(\$ in millions)	Q2 2017	Q1 2017	Q4 2016	Q3 2016	Q2 2016	Q1 2016	Q4 2015	Q3 2015	Q2 2015
Cash, cash equivalents and marketable securities	\$ 149.8	\$ 74.9	\$ 218.0	\$ 224.9	\$ 279.2	\$ 388.7	\$ 474.1	\$ 513.1	\$ 517.0
Days sales outstanding	29	23	27	35	27	23	30	27	25
Inventory	\$ 126.7	\$ 207.7	\$ 167.2	\$ 145.2	\$ 89.9	\$ 139.7	\$ 188.2	\$ 289.5	\$ 219.3
Annualized inventory turns	3.5x	3.2x	8.4x	4.9x	4.4x	3.0x	5.1x	3.4x	4.7x
Inventory days	77	126	46	92	64	102	55	122	88

	2014	2015	2016	Long-Term Model
GROSS MARGIN %*	45.1%	41.7%	39.3%	39-41%
OPERATING EXPENSES %*	26.5%	33.0%	59.8%	24-26%
OPERATING MARGIN %*	18.6%	8.7%	(20.5)%	13-17%
ADJUSTED EBITDA %*	21.0%	11.0%	(16.3)%	17-21%

Q2 2017 Actual

- 34% revenue growth Y/Y
- Unit sell-through was up 18% Q/Q²
- Unit sell-through was down 9% Y/Y, but at price points above \$300, unit sell-through increased 13% Y/Y²
- Gross margin: 36.2%
- Opex down \$66 million Y/Y
- Adj. EBITDA: \$5.1 million
- Inventory down 39% Q/Q

Q3 2017 Guidance¹

- Revenue: \$300 million +/- \$10 million
- Gross margin: 37% +/- 1%
- Opex: between \$115 million and 117 million
- Non-GAAP EPS: Profitable
- Cash Flow: Positive

FY2017 Guidance¹

- Target low double-digit Y/Y revenue growth
- Target Opex <\$495 million, a >\$200 million reduction from 2016
- Working towards goal of achieving full year non-GAAP profitability

Source: GoPro Q2 2017 Earnings Release and Call held on 8/3/17; GoPro Press Release dated 9/7/2017; Citi Global Technology Conference Transcript dated 9/7/2017

Note: References are to non-GAAP financial figures; refer to Appendix for applicable reconciliations with GAAP figures

¹ As of 9/7/17

² According to NPD and GfK data



To supplement our unaudited selected financial data presented on a basis consistent with GAAP, we disclose certain non-GAAP financial measures, including non-GAAP gross margin, operating expenses, operating income (loss), net income (loss), earnings (loss) per share and adjusted EBITDA. These non-GAAP measures are not in accordance with, nor serve as an alternative for GAAP. We believe that these non-GAAP measures have limitations in that they do not reflect all of the amounts associated with our GAAP results of operations. These non-GAAP measures should only be viewed in conjunction with corresponding GAAP measures.

In calculating non-GAAP financial measures, we exclude certain items to facilitate a review of the comparability of our core operating performance on a period-to-period basis. The excluded items represent stock-based compensation and other charges that we do not consider to be directly related to core operating performance. We use non-GAAP measures to evaluate the core operating performance of our business, for comparison with forecasts and strategic plans and for calculating return on investment. In addition, management's incentive compensation is determined using non-GAAP measures. Since we find these measures to be useful, we believe that investors benefit from seeing results reviewed by management in addition to seeing GAAP results. We believe that these non-GAAP measures, when read in conjunction with our GAAP financials, provide useful information to investors by facilitating:

- the comparability of our on-going operating results over the periods presented;
- the ability to identify trends in our underlying business; and
- the comparison of our operating results against analyst financial models and operating results of other public companies that supplement their GAAP results with non-GAAP financial measures.

The following are explanations of each type of adjustment that we incorporate into non-GAAP financial measures:

- **Stock-based compensation expense** relates to equity awards granted primarily to our workforce. We exclude stock-based compensation because we believe that the non-GAAP financial measures excluding this item provide meaningful supplemental information regarding operational performance. In particular, we note that companies calculate stock-based compensation expense for the variety of award types that they employ using different valuation methodologies and subjective assumptions. These non-cash charges are not factored into our internal evaluation of net income (loss) as we believe their inclusion would hinder our ability to assess core operational performance. We believe that excluding this expense provides greater visibility to the underlying performance of our business operations, facilitates comparison of our results with other periods, and may also facilitate comparison with the results of other companies in our industry.
- **Acquisition-related costs** include the amortization of acquired intangible assets (primarily consisting of acquired technology), the impairment of acquired intangible assets (if applicable), as well as third-party transaction costs incurred for legal and other professional services. These costs are not factored into our evaluation of potential acquisitions, or of our performance after completion of the acquisitions, because these costs are not related to our core operating performance or reflective of ongoing operating results in the period, and the frequency and amount of such costs are inconsistent and vary significantly based on the timing and magnitude of our acquisition transactions and the maturities of the businesses being acquired.
- **Restructuring costs** primarily include severance-related costs, stock-based compensation expenses and facilities consolidation charges recorded in connection with restructuring actions announced in the first and fourth quarters of 2016 and the first quarter of 2017. We believe that excluding these costs provides greater visibility to the underlying performance of our business operations, facilitates comparison of our results with other periods, and may also facilitate comparison with the results of other companies in our industry.
- **Non-cash interest expense.** In connection with issuance of the Convertible Senior Notes in April 2017, we are required to recognize non-cash interest expense in accordance with the authoritative accounting guidance for convertible debt that may be settled in cash. We exclude this incremental non-cash interest expense for purposes of calculating non-GAAP net income (loss). We believe that excluding non-cash interest expense provides greater visibility to the underlying performance of our business operations, facilitates comparison of our results with other periods, and may also facilitate comparison with the results of other companies in our industry.

- **Income tax adjustments.** Beginning in the first quarter of 2017, we implemented a cash-based non-GAAP tax expense approach (based upon expected annual cash payments for income taxes) for evaluating operating performance as well as for planning and forecasting purposes. This non-GAAP tax approach eliminates the effects of period specific items, which can vary in size and frequency and does not necessarily reflect our long-term operations. Historically, we computed a non-GAAP tax rate based on non-GAAP pre-tax income on a quarterly basis, which considered the income tax effects of the adjustments above.
- **Adjusted EBITDA** excludes the amortization of point-of-purchase (POP) display assets because it is a non-cash charge, and is similar to the depreciation of property and equipment and amortization of acquired intangible assets.

APPENDIX: GAAP TO NON-GAAP RECONCILIATIONS



<i>(in thousands, except per share data)</i>	Q2 2017	Q1 2017	Q4 2016	Q3 2016	Q2 2016	Q1 2016	Q4 2015	Q3 2015	Q2 2015
GAAP net income (loss)	\$ (30,536)	\$ (111,150)	\$ (115,709)	\$ (104,068)	\$ (91,767)	\$ (107,459)	\$ (34,451)	\$ 18,799	\$ 35,031
Stock-based compensation:									
Cost of revenue	415	495	421	426	412	357	449	410	350
Operating expenses	10,820	12,630	17,505	18,040	16,992	15,374	17,671	17,460	17,839
Total stock-based compensation	11,235	13,125	17,926	18,466	17,404	15,731	18,120	17,870	18,189
Acquisition-related costs:									
Cost of revenue	1,195	1,235	1,093	222	222	222	222	222	295
Operating expenses	947	1,113	2,607	8,351	2,453	2,176	1,323	1,743	1,223
Total acquisition-related costs	2,142	2,348	3,700	8,573	2,675	2,398	1,545	1,965	1,518
Restructuring costs:									
Cost of revenue	25	393	133	—	—	364	—	—	—
Operating expenses	2,331	12,062	36,448	—	—	6,144	—	—	—
Total restructuring costs	2,356	12,455	36,581	—	—	6,508	—	—	—
Non-cash interest expense	1,530	—	—	—	—	—	—	—	—
Income tax adjustments	359	20,439	99,869	(7,250)	(907)	(3,918)	3,390	(2,008)	(4,023)
Non-GAAP net income (loss)	\$ (12,914)	\$ (62,783)	\$ 42,367	\$ (84,279)	\$ (72,595)	\$ (107,459)	\$ (11,396)	\$ 36,626	\$ 50,715
Weighted-average dilutive shares*	136,288	142,899	146,261	140,124	138,942	137,543	137,086	146,055	146,781
Non-GAAP diluted net income (loss) per share	\$ (0.09)	\$ (0.44)	\$ 0.29	\$ (0.60)	\$ (0.52)	\$ (0.63)	\$ (0.08)	\$ 0.25	\$ 0.35

* For all periods presented, weighted-average dilutive shares utilized for computing Non-GAAP net income (loss) per share was equal to GAAP with the exception of Q4 2016. Shares of 146.3 million in Q4 2016 included 5.2 million of potentially dilutive common shares that would have been anti-dilutive for computing GAAP net loss per share.

APPENDIX: GAAP TO NON-GAAP RECONCILIATIONS



(\$ in thousands)	Q2 2017	Q1 2017	Q4 2016	Q3 2016	Q2 2016	Q1 2016	Q4 2015	Q3 2015	Q2 2015
GAAP gross margin	35.6%	31.4%	39.2%	40.3%	42.1%	32.5%	29.4%	46.6%	46.3%
Stock-based compensation	0.1	0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.1
Acquisition-related costs	0.4	0.6	0.2	0.1	0.1	0.1	0.1	0.1	—
Restructuring costs	0.1	0.1	—	—	—	0.2	—	—	—
Non-GAAP gross margin	36.2%	32.3%	39.5%	40.6%	42.4%	33.0%	29.6%	46.8%	46.4%
GAAP operating expenses	\$ 130,615	\$ 156,781	\$ 238,703	\$ 212,658	\$ 202,379	\$ 181,149	\$ 169,805	\$ 158,994	\$ 148,202
Stock-based compensation	(10,820)	(12,630)	(17,505)	(18,040)	(16,992)	(15,374)	(17,671)	(17,460)	(17,839)
Acquisition-related costs	(947)	(1,113)	(2,607)	(8,351)	(2,453)	(2,176)	(1,323)	(1,743)	(1,223)
Restructuring costs	(2,331)	(12,062)	(36,448)	—	—	(6,144)	—	—	—
Non-GAAP operating expenses	\$ 116,517	\$ 130,976	\$ 182,143	\$ 186,267	\$ 182,934	\$ 157,455	\$ 150,811	\$ 139,791	\$ 129,140
GAAP operating income (loss)	\$ (24,983)	\$ (88,215)	\$ (26,568)	\$ (115,589)	\$ (109,377)	\$ (121,435)	\$ (41,294)	\$ 27,636	\$ 46,138
Stock-based compensation	11,235	13,125	17,926	18,466	17,404	15,731	18,120	17,870	18,189
Acquisition-related costs	2,142	2,348	3,700	8,573	2,675	2,398	1,545	1,965	1,518
Restructuring costs	2,356	12,455	36,581	—	—	6,508	—	—	—
Non-GAAP operating income (loss)	\$ (9,250)	\$ (60,287)	\$ 31,639	\$ (88,550)	\$ (89,298)	\$ (96,798)	\$ (21,629)	\$ 47,471	\$ 65,845

APPENDIX: GAAP TO NON-GAAP RECONCILIATIONS

<i>(in thousands)</i>	Q2 2017	Q1 2017	Q4 2016	Q3 2016	Q2 2016	Q1 2016	Q4 2015	Q3 2015	Q2 2015
GAAP net income (loss)	\$ (30,536)	\$ (111,150)	\$ (115,709)	\$ (104,068)	\$ (91,767)	\$ (107,459)	\$ (34,451)	\$ 18,799	\$ 35,031
Income tax expense (benefit)	1,991	22,282	87,391	(12,329)	(16,950)	(14,283)	(6,521)	8,474	11,229
Interest (income) expense, net	3,652	761	1,022	596	117	(334)	(126)	140	155
Depreciation and amortization	11,467	11,693	11,100	12,734	9,482	8,323	9,596	7,594	6,422
POP display amortization	4,955	5,165	4,944	4,979	4,957	4,743	4,114	3,844	4,323
Stock-based compensation	11,235	13,125	17,926	18,466	17,404	15,731	18,120	17,870	18,189
Impairment of intangible assets	—	—	1,088	6,000	—	—	—	—	—
Restructuring costs	2,356	12,455	36,581	—	—	6,508	—	—	—
Adjusted EBITDA	\$ 5,120	\$ (45,669)	\$ 44,343	\$ (73,622)	\$ (76,757)	\$ (86,771)	\$ (9,268)	\$ 56,721	\$ 75,349



THANK YOU

