



NEWS RELEASE

GoPro Announces Two New Cameras: The \$399 HERO13 Black and the \$199 HERO

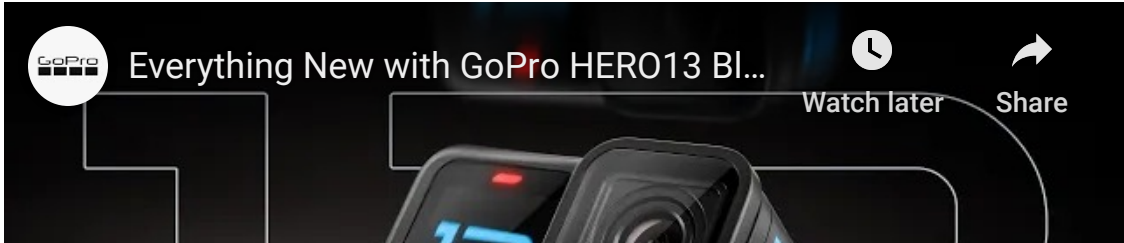
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HERO13 Black Features Magnetic Latch Mounting, GPS, Extended Power Capabilities and Four Swappable HB-Series Lens Options with Auto Detection to Provide Ideal Settings for Capturing: Ultra Wide POV, Macro with Variable Focus, Anamorphic Cinematography and Smart Motion Blur with ND Filters

The New \$199 HERO Weighs in at 86 Grams and is the Smallest Ever HERO with a Screen, Uniting Ultra-High 4K Resolution with a Simplified User Interface in a Rugged GoPro Package at an Ultra-Giftable Price

Get the Most out of the 2024 GoPro Lineup with a GoPro Subscription

SAN MATEO, Calif., Sept. 4, 2024 /PRNewswire/ -- Today, GoPro (NASDAQ: GPRO) announced two new GoPro cameras: the top-of-the-line \$399 **HERO13 Black** with its HB-Series Lenses, and the smallest, simplest 4K camera, the \$199 **HERO**. Each camera offers unique new features that build upon GoPro-patented, customer-favorite technologies.





"This year's two new GoPro cameras are inspired by and built for the GoPro Community," says GoPro Founder and CEO Nicholas Woodman. "HERO13 Black features four new interchangeable lens mods that HERO13 automatically detects and adjusts its settings for, magnetic latch mounting, GPS, and a more powerful battery that provides longer runtimes and improved thermal performance. And then there's HERO, the smallest, lightest 4K GoPro ever with a screen that will appeal to new and experienced users with its rugged, ultralight design and impressive 4K image quality."

HERO13 Black: Exceptional Flagship Performance

HERO13 Black is a powerful combination of leading-edge tech and endless creative possibilities. Beyond best-in-class 5.3K 60 frames per second video, Emmy® Award-winning HyperSmooth stabilization, and core GoPro characteristics, HERO13 Black features new:

- Incredible 13x Burst Slo-Mo – Captures up to 400 frames per second at HD-quality 720p video, as well as 5.3K at 120 frames per second and 900p at 360 frames per second video.
- Redesigned 10% Larger Capacity, More Power Efficient Enduro Battery – Extends runtimes in all weather conditions.
- Snap and Go Magnetic Latch Mounting – Joins built-in mounting fingers and 1/4-20 mounting threads for three ways to mount HERO13 Black.
- Faster WiFi 6 Technology – For up to 40% quicker content transfer speeds.
- Professional-Level Hybrid Log Gamma (HLG) HDR Video – Broadcast-standard 10bit and Rec. 2100 color space and a wider color gamut than HDR alone.
- More Customizable Audio Tuning - Choose balanced true-to-life sound or a Voice setting that enhances vocal clarity, while also preserving ambient background sounds.
- GPS + Performance Stickers - Track speed, path, terrain, altitude and g-force, and help with geotagging in third party media management apps.
- Plus, more custom preset options, improved QuikCapture and more.

HERO13 Black (\$399.99) customers can choose between the standalone camera, the **HERO13 Black Creator Edition**

(\$599.99) complete with the Volta Power Grip, Media Mod and Light Mod, or activity-optimized **HERO13 Black Accessory Bundles** exclusive to **GoPro.com**. All are available for preorder today. Preorder shipping and global retail on-shelf availability will begin on September 10.

HB-Series Lenses: The Ultimate Creative Collection

HERO13 Black customers can level up their creative game by adding the innovative, new HERO Black (HB)-Series Lenses to their cart. Each lens is automatically detected by HERO13 Black to provide optimal settings options based on the lens type and the environment.

The four HB-Series Lenses are the only lenses compatible with GoPro-patented HyperSmooth stabilization and are waterproof and scratch resistant with hydrophobic coatings.

- **Ultra Wide Lens Mod** (\$99.99): Transforms HERO13 Black into the ultimate POV camera by capturing more in every shot with a 177° field of view and new 1:1 aspect ratio, giving you more field of view and the freedom to crop your footage to widescreen 16:9 or vertical 9:16 shots— no matter how the camera is mounted. And, this lens maximizes HyperSmooth performance for unbreakable 360° Horizon Lock in-camera video stabilization up to 4K60 resolution.
- **Macro Lens Mod** (\$129.99): Expand creative possibilities with variable focus on objects in the distance and objects that can be up to 4x closer than the standard GoPro lens. The variable focus ring lets you manually adjust the focus distance from as close as 4.3in (11cm).
- **Anamorphic Lens Mod** (\$129.99): Capture ultra wide-angle, artistic footage with less distortion than traditional wide-angle perspectives in a dramatic 21:9 aspect ratio—just like you see in feature films. Cinematic lens flares add to the character of your footage, while in-camera "de-squeezing" makes it easy to capture, review and edit anamorphic content without intensive post-production workflows.
- **ND Filter 4-Pack** (\$69.99): Easily create cinematic motion blur in your shots with HB-Series neutral density (ND) filters in ND4 / ND8 / ND16 / ND32. Simply attach a filter and your HERO13 Black automatically detects it, toggles into Auto Cinematic video mode, and dials in the best settings based on your environment.

Ultra Wide Lens Mod, Macro Lens Mod and the ND Filter 4-Pack are sold separately from HERO13 Black and are now available for preorder at **GoPro.com**. Preorder shipping and global retail on-shelf availability will begin on September 10. Anamorphic Lens Mod will be available in 2025.

Capture Longer with Redesigned Power Solutions

A 10% larger capacity 1900mAh Enduro battery combines with improved power efficiency and a redesigned battery enclosure to deliver longer runtimes in all conditions. HERO13 Black provides 1.5 hours of continuous recording in the highest resolution 4K30 and 5.3K30 settings, plus over 2.5 hours of continuous recording at HD-quality 1080p30.

Level up to all-weather power by adding the **Contacto Magnetic Door and Power Cable Kit** (\$79.99). This power extension accessory magnetically attaches to a specially designed side door for HERO13 Black that allows for a quick, simple and weatherproof way to connect an external power source.

More Ways to Mount

New **Magnetic Latch** (\$24.99) and **Ball Joint** Mounts (\$39.99) introduce the quickest way to move HERO13 Black between various mounts. They are compatible with all existing GoPro mounts and use a quick dual-latch system to secure your camera. Simply pinch to release and swap mounts or flip your camera 180° to change up the perspective.

HERO13 Black customers can also mount their camera using built-in mounting fingers for the most secure, low-profile mounting option and 1/4-20 mounting threads to be used with tripods and standard professional camera accessories.

HERO: Tiny By Design, GoPro By Nature

HERO is the smallest, lightest, simplest to use and lowest cost 4K camera ever with a screen. It features:

- Ultra Compact Design, Weighing Only 86g: With built-in mounting fingers included, HERO has 35% less volume and 46% less mass than HERO13 Black.
- Rugged + Waterproof to 16ft (5m): Completely waterproof and built with legendary GoPro durability, HERO is ready to capture the fun whether you're ripping through mud, snow, water or just exploring a new city.
- Intuitive Touch Screen + One-Button Control: Use HERO's LCD screen to frame your shots perfectly and simply swipe or press the mode button to swap modes. When you're ready, hit the shutter button to start capturing.
- Stunning Image Quality + 2x Slo-Mo: Capture in Ultra HD 4K and HD 1080p video, 12MP photos or slow things down with 2.7K 60 frames per second. You can also grab 8MP frame grabs from your 4K videos using the Quik app.
- 16:9 Aspect Ratio: Delivers YouTube-optimized, horizontal video.
- HyperSmooth Video Stabilization With the Quik App: The GoPro Quik app uses HyperSmooth video stabilization to automatically smooth out the bumps in your footage.
- Long-Lasting Enduro Battery: HERO can record continuously for up to 100 minutes at its highest video setting on a single charge.**

HERO (\$199.99) is available for preorder today. Preorder shipping and global retail on-shelf availability will begin on September 22.

GoPro Quik App

Both HERO13 Black and HERO are compatible with the Quik app to benefit from the following GoPro subscriber perks:

- Highlight Videos Automatically Sent to Your Phone - Simply plug in your GoPro when connected to your home Wi-Fi. While it's charging, your footage is automatically uploaded to the cloud and used to make a highlight video complete with beat-synced music and effects. Videos are automatically sent to your phone and ready to share.
- Edit Your Shots with the Quik App – Tap into an array of easy-to-use tools that let you edit your footage like a pro. You can tweak the highlight videos created by the app or make your own videos from scratch. You can also zoom in, crop, add filters and data overlays, and more with your footage.
- Easy Transferring + Unlimited Cloud Backup - Transferring photos and videos to your phone via the Quik app is a snap with wireless upload. There's also unlimited cloud storage with hassle-free auto-upload. Just plug in your camera when connected to your home Wi-Fi and your GoPro does the rest.

GoPro customers can unlock the above with the Premium (\$49.99/year) or Premium+ (\$99.99/year) **GoPro subscriptions**, available in the Quik app or at **GoPro.com**.

To learn more about the new camera lineup and accessories, download the GoPro Quik app or purchase a GoPro Subscription, visit **GoPro.com**.

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 **U.S. 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**.

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* Runtime measured at a temperature of 77°F (25°C) with a wind speed of 0.6m/sec with the Wide digital lens; wireless connections, Bluetooth® and HyperSmooth on; front and rear LCD screens on with a 1-minute



screensaver; voice control and GPS off.

** Runtime measured at a temperature of 77°F (25°C) with wind speeds of 0, 0.6 and 2.5m/sec.

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," "plan" 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 our product launch, launch schedule, product availability and 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 delay or issues with our product launches; the inability to achieve our revenue growth or profitability in the future, and if revenue growth or profitability is achieved, the inability to sustain it; the fact that an economic downturn or economic uncertainty in our key U.S. and international markets, inflation; 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 service disruptions that may lead to product delivery delays due to the effects of global conflicts and geopolitical issues such as the ongoing conflicts in the Middle East, Ukraine or China-Taiwan relations; 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 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; the impact of competition on our market share, revenue and profitability; the fact that we may experience fluctuating revenue, expenses and profitability in the future; 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, 2023, which is on file with the Securities and Exchange Commission (SEC), and as updated in filings with the SEC including the Quarterly Report on Form 10-Q for the quarter ended June 30, 2024. 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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