



2023 SUSTAINABILITY SNAPSHOT

GO FORWARD 



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ABOUT

GOPRO

GoPro makes it easy for the world to capture and share itself in immersive and exciting ways, helping people make and keep memories alive.

Founded in 2002 by Nicholas Woodman, a photo and video enthusiast searching for a better way to film himself and his friends surfing, GoPro has grown into a relentlessly innovative brand loved around the world for its versatile and enabling products.

We strive to be a force for positivity, celebrating all things awesome. As a widely known global brand, we have an opportunity to use our platform to make a positive impact on the world while inspiring others to do the same.

In 2022, we published our inaugural sustainability report and outlined the work we're doing to:

Establish environmental objectives that recognize and minimize our impact on the Earth and reinforce our commitment to protecting its natural spaces for all to enjoy.

Leverage our global brand to celebrate the world's diversity and take ownership in creating a more inclusive, representative, and equitable organization.

Maintain high ethical standards, uphold our corporate values, and ensure GoPro maintains socially responsible business practices.

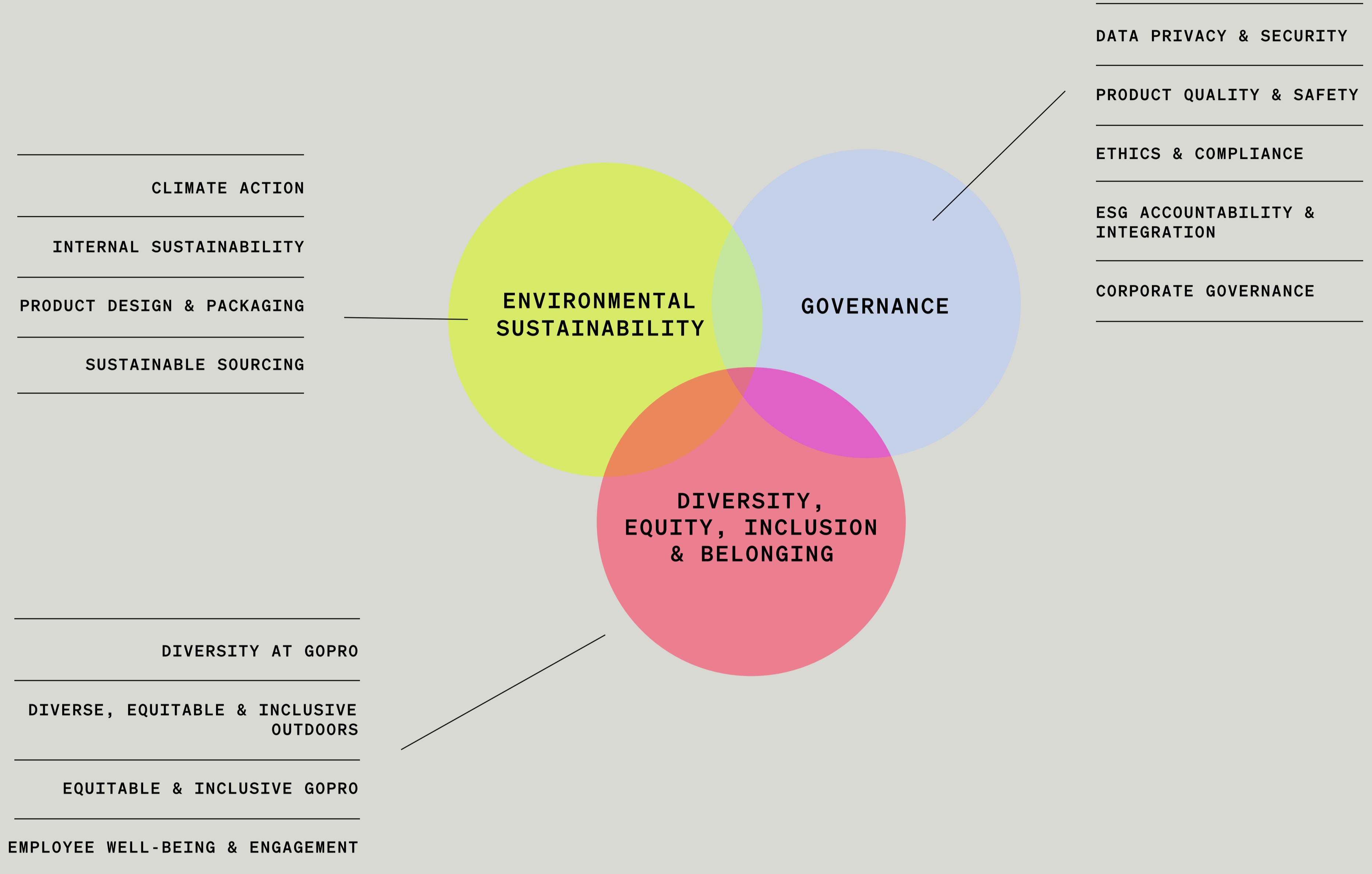
This work has been an integral part of our mission for years and we continue to explore and establish environmental, social, and governance priorities and objectives.

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About this Snapshot

Our 2023 Sustainability Snapshot highlights our commitment to understanding and reducing our carbon footprint, supporting our employees, partners, and the GoPro community, and maintaining our corporate values.





Additional details on our materiality analysis process are in the ESG Data Table accompanying this report. This Snapshot aligns with the Sustainable Accounting Standards Board (SASB) topics for the Hardware industry category under the Technology & Communications sector. As our Software and Services offerings continue to expand, we plan to evaluate disclosures aligned to the SASB Software and IT Services industry metrics that are relevant and applicable to our business in the future.

ENVIRONMENT



Sustainability efforts continue to become more of a focus for our brand and our business. Over the past several years, we significantly removed plastics and chemical-based materials from our supply chain, and we continue to look for new opportunities to minimize our impact on the Earth.

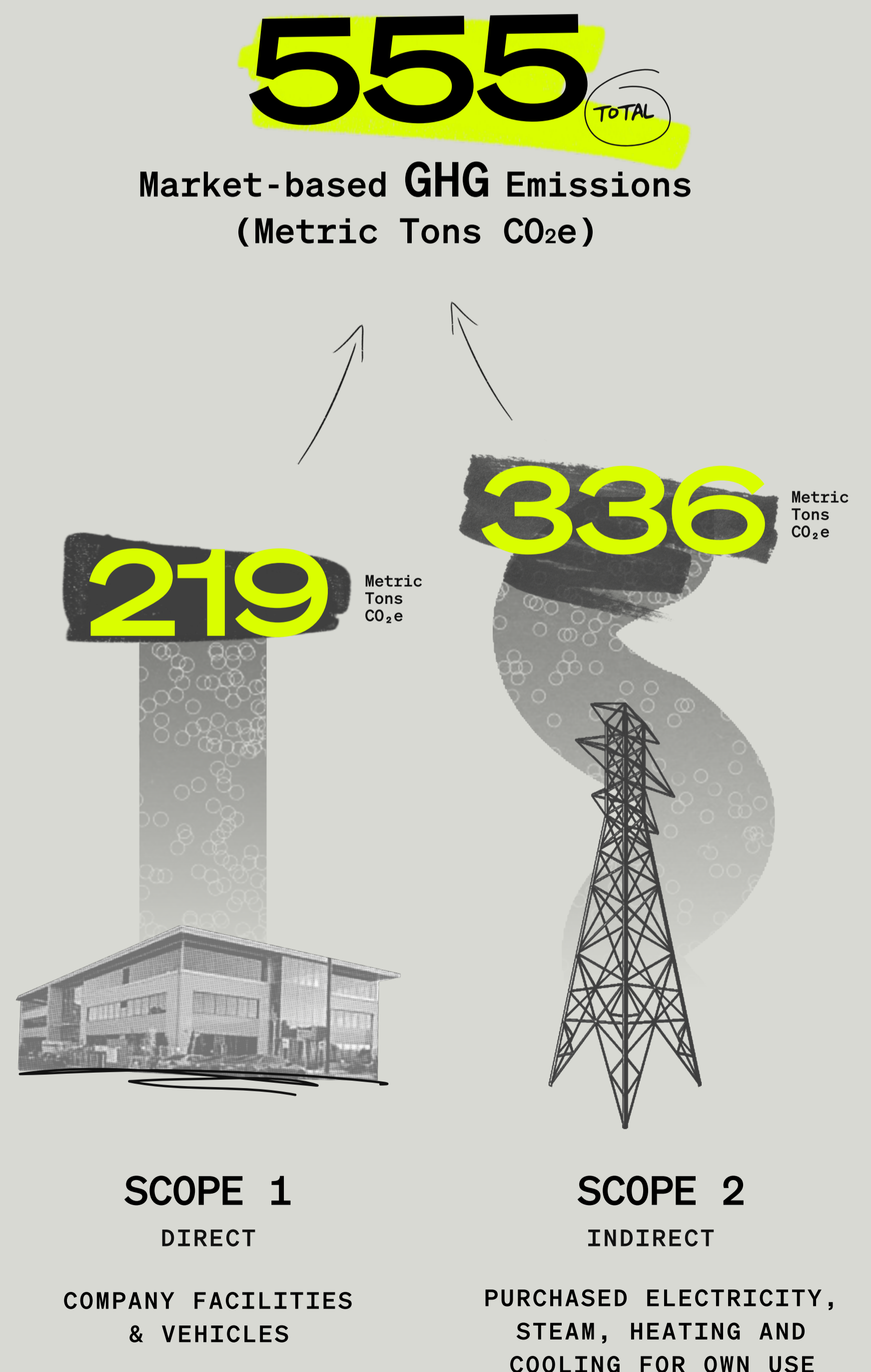
With this in mind, we see no better way to begin this report than to share some of the steps we are taking to reduce our carbon footprint.

Our Goal is to reduce our global carbon footprint and source 100% renewable energy in our US locations by 2026 by increasing our utilization of California's Clean Energy green power programs.

Understanding our Carbon Footprint

This year we completed our first greenhouse gas emission (GHG) inventory for Scope 1 and Scope 2 emissions—and we're exploring options for understanding our Scope 3 inventory in the next year. Our inventory assessment was conducted in accordance with the GHG Protocol Corporate Accounting and Reporting Standard, one of the most widely used GHG accounting standards for businesses, and serves as a key tool for us to measure, develop, implement, and track energy efficiency and emissions reduction strategies.

GoPro's FY2022 global GHG market-based emission footprint was 555 metric tons of carbon dioxide equivalent (CO₂e), equivalent to the GHG emissions of 70 US homes in one year.





Environmental Community Engagement

Through our GoPro for a Cause program, we directly support organizations on the leading edge of conservation and efforts to reduce the impact of climate change. We amplify their stories and showcase the people and organizations making a difference.

“ Using GoPro cameras has the potential to revolutionize coral reef restoration science by unlocking coral reef mapping at scale around the world. ”

— Haley Haggerstone,
Partnerships Manager at Sustainable Surf/SeaTrees



GOPRO FOR A CAUSE SPOTLIGHT:

SeaTrees

SeaTrees directly supports communities and scientists who protect and regenerate blue carbon coastal ecosystems by planting mangrove trees, restoring kelp forests, coral reefs, seagrass meadows, and conserving coastal watersheds. They lead projects in the United States, Mexico, Indonesia, Kenya, Australia, Cambodia, Colombia, Portugal and Guinea-Bissau—and their goal is to support 100 blue carbon projects by 2030.

In Bali, Indonesia, SeaTrees plants coral and restores the coral reef system around Nusa Penida Island—working alongside their project partner, Ocean Gardner, and local divers and community members. Ocean Gardner employs the local Balinese fishing community to restore the reef and monitor its regeneration until it can survive on its own. This work creates 26 jobs for local villagers and improves the livelihood of 100 people.

Working with the Scripps Institution of Oceanography, SeaTrees developed a new technique to create 3D models of the coral reef. Using GoPro cameras mounted on an inexpensive, lightweight rig, it's easy for divers to swim along the reef and capture images of the restoration sites. Scientists at Scripps process these images to create a 3D model using 10 billion data points and use this model to remotely evaluate and monitor the success of the reef restoration project.

In 2021, SeaTrees planted 6,000 fragments of coral, and in May 2022, they expanded the project to a new restoration site in Indonesia and are planting another 6,000 coral fragments.

GoPro provides SeaTrees with cameras, gear, technical expertise, and cash donations to help support this work.



SOCIAL

We dedicate ourselves to supporting our employees, customers, partners and the GoPro community because we firmly believe that people are the foundation for progress.

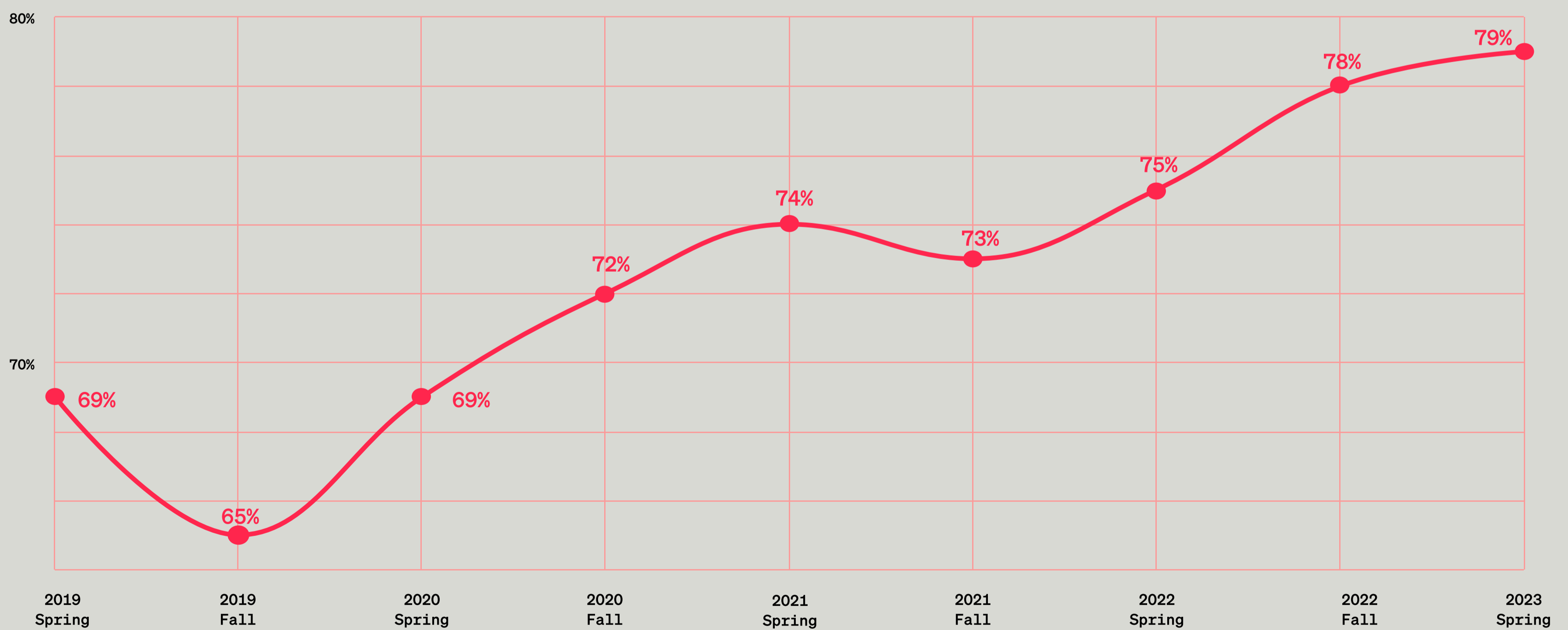


Employee Engagement

We constantly strive to improve the work experience at GoPro. To gain a current understanding of morale and enthusiasm within our global workforce, we solicit feedback every six months through an employee survey. Tracking engagement within our employee community sheds light on what’s driving the positive aspects of our culture and identifies areas for improvement.

Survey feedback drives the continuation of existing programs such as supporting a remote and flexible work policy, hosting monthly all-hands meetings with regular updates on strategic priorities and increasing learning and development opportunities. As actions from our 2021 and 2022 employee surveys, we expanded access to programs in support of mental health and families, and implemented new ways to recognize our employees with peer-to-peer feedback and GoPro-versary awards, which are unique ways to celebrate and appreciate employee anniversaries at GoPro.

Employee Engagement



Awards/Recognition

We understand that our employees' health and happiness empower them to do their best work. Our commitment to a remote-first and flexible work policy allows our employees to live their desired lifestyle by working in our offices as often as they'd like.

We are thrilled to be recognized by Outside Magazine as one of the 50 Best Places to Work for the second year in a row, and to be the only company on the 2022 list with more than 200 employees. This award is presented annually by Outside Magazine and the Outdoor Industry Association to recognize and celebrate U.S.-based employers who demonstrate a commitment to employee engagement and wellness.

A variety of additional programs, benefits and policies are pillars to the recognition from Outside, including an unlimited time-off policy, our commitment to Diversity, Equity and Inclusion (DEIB) outcomes, and a new benefit offering family-forming support for all employees and all paths to parenthood.

Also, we are pleased to announce that we have been recognized by Transform, a people-driven thought leadership ecosystem, as this year's winner of the Wellness Driver: Mental Health Program of the Year Award. The Transform Awards celebrate the most impactful stories of innovation, creativity, and transformation across the global world of work. It's all in the spirit of challenging the status quo, and setting a new standard for people-driven leadership.



Diversity, Equity, Inclusion, and Belonging (DEIB)

Through our comprehensive DEIB program, we take a multi-faceted approach to creating a sense of belonging for GoPro employees. We provide trainings, workshops, events, and speaker series to help increase safe spaces and visibility for all employees, especially underrepresented groups. In 2024 we plan on providing updates on the DEI initiatives disclosed in our 2022 Sustainability Report.

In 2022, we held our 2nd annual DEIB Speaker Series Summit, a 3-day spotlight event, highlighting thought leaders across the convergence of an active lifestyle and the DEIB space. With themes of allyship, gender equity, and mental health support, each day featured a panel of strong inclusive voices from the GoPro family and beyond.

DEIB Speaker Series Summit keynote speakers included:



JEFFERY ROBINSON: Executive Director of The Who We Are Project, a non-profit organization working to expose and promote the historical truths of anti-Black racism in the United States.



JUSTIN WILLIAMS: GoPro athlete, professional cyclist and co-founder of the L39ION of Los Angeles racing team, working to bring accountability and diversity to the sport of cycling.



VICTORIA GARRICK: TED Talk speaker, mental health advocate, podcast host, and former Division I athlete who has amassed 1.5M+ followers across social media, where she's known for her unfiltered campaign, #RealPost.

Employee Resource Groups

GoPro invests in safe spaces through our Employee Resource Groups (ERGs). ERGs enhance the employee experience and help drive DEIB strategy by building community and connection, expanding education and awareness, creating opportunities for professional development, and providing valuable feedback to our People team.

In 2023, we expanded our ERGs by adding GoPride and RISE to continue representing and supporting diverse groups and perspectives.

+ GoPride

This group unites members of the LGBTQIA+ community at GoPro to promote visibility, allyship, and advocacy.

+ RISE

Recharge, Inspire, Support and Engage. A welcoming and safe forum to learn about and discuss issues of race, ethnicity and equity, and foster a sense of community among BIPOC employees.





Our Community

The mission of our GoPro for a Cause partnership and donation program is to inspire social engagement by leveraging our products and global reach to help nonprofit organizations tell their stories. We support these organizations to varying degrees with in-kind or cash donations and employee volunteer time.

We recognize that there are endless opportunities to make a positive impact around the world and have focused on providing support to organizations with the following missions:

Supporting active youth to maximize their passions and potential.

Providing resources to empower underserved communities.

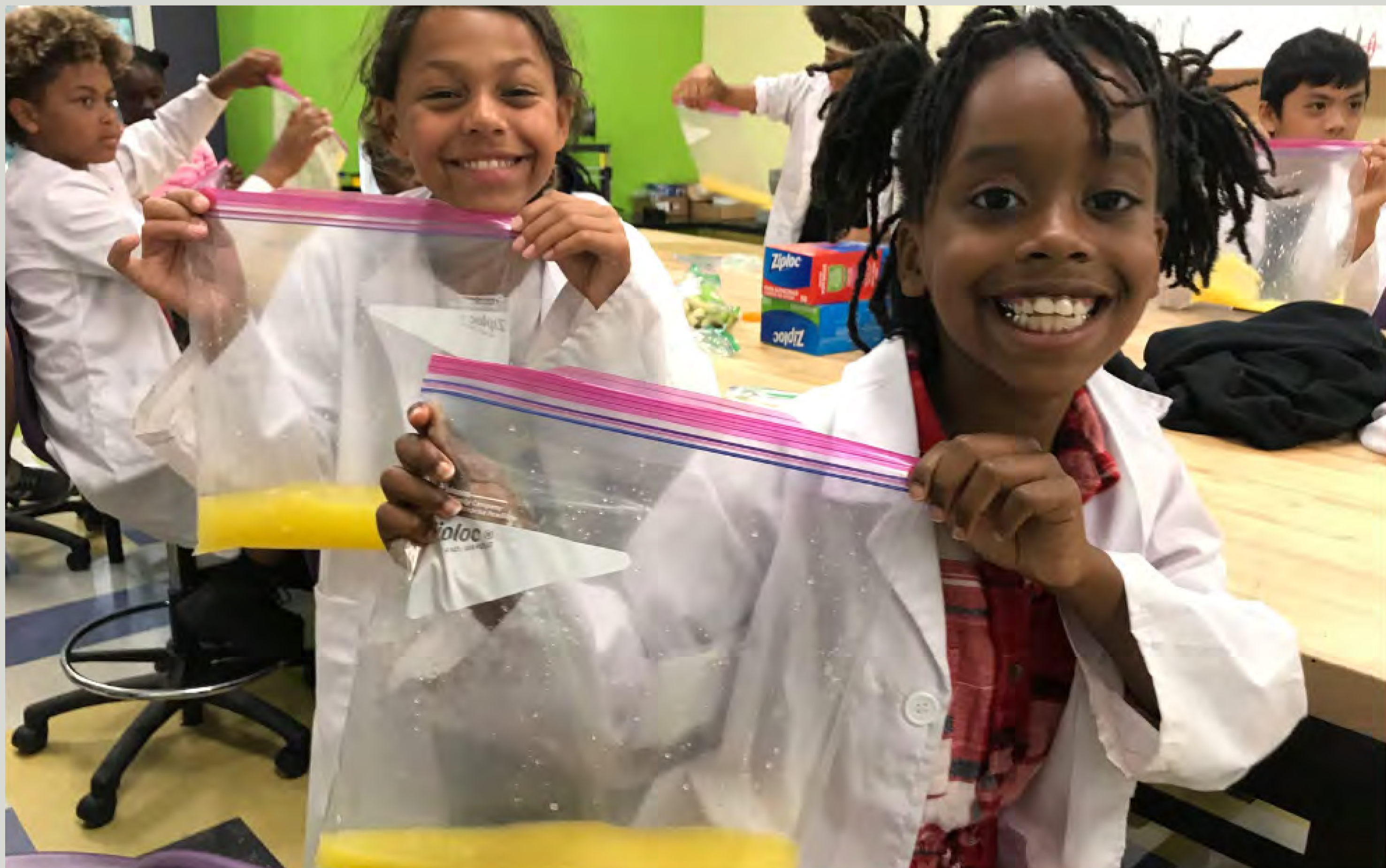
Celebrating those who champion environmental protection and progression.

GOPRO FOR A CAUSE SPOTLIGHT:

The Social Engineering Project

The Social Engineering Project encourages underrepresented students of color to master math, science, chemistry, physics, engineering, and computer science through culturally relevant education. Students are encouraged to go to college, major in a technical field, and pursue technical careers to increase their communities' economic, environmental, and social vitality.

We are honored to receive the Partner of the Year Award from The Social Engineering Project, an organization we have supported over the past several years through employee volunteering and monetary and in-kind donations. This award underscores our commitment to helping underrepresented students of color pursue careers in the technology industry.





GOVERNANCE

GoPro is focused on the management of key non-financial risks and opportunities, such as workforce inclusion and development, social impact, and environmental sustainability; we recognize those items are critical factors in GoPro's long-term performance and strategy.

Certain ESG topics are reviewed by different committees of our Board of Directors. We provide annual updates on our ESG strategy to the Board. Additional information on the roles and responsibilities of our Board, executive compensation, and risk oversight may be found on GoPro's Investor Relations page.



**THANK
YOU** for reading our 2023
Sustainability Snapshot.

APPENDIX

SASB Index

The Sustainability Accounting Standards Board (SASB) provides a collection of industry-specific standards to help measure and communicate performance on ESG topics. The following index summarizes GoPro's selective responses to SASB topics in sectors most closely aligned with our business: Technology & Communications Hardware, Consumer Goods; E-Commerce & Consumer Goods – Apparel, Accessories & Footwear.

TOPIC	CODE	METRIC	GOPRO'S RESPONSE
Diversity, Equity, Inclusion & Belonging	CG-EC-330a.1	Employee Engagement as a percentage Unit: Percentage (%)	Refer to Employee Engagement

GHG Protocol Corporate Accounting and Reporting Standard

Our inventory assessment was conducted in accordance with the GHG Protocol Corporate Accounting and Reporting Standard, one of the most widely used GHG accounting standards for businesses, and serves as a key tool for us to measure, develop, implement, and track energy efficiency and emissions reduction strategies.

The data represented in this snapshot generally covers the period of June 30, 2022 through June 30, 2023. Data relating to Scope 1 and Scope 2 GHG results reflect a period from FY21-FY22. The information in this snapshot builds on a materiality analysis that explored ESG topics related to GoPro's business.

Energy Consumption		2022
Scope 1 total energy consumption (mmBtu)		3,759
Scope 1 renewable energy consumption (mmBtu)		N/A
Scope 2 total energy consumption (mmBtu)		6,319,755,572
Scope 2 renewable energy consumption (mmBtu)		N/A
Emissions		2022
Scope 1 Direct GHC Emissions (Metric Tons CO ₂ e)		219
Scope 2 Indirect Market-based GHC Emissions (Metric Tons CO ₂ e)		336
Total Market-based GHG Emissions (Metric Tons CO₂e)		555

Scope 1:
heating and back-up generation (natural gas, propane, and diesel fuel)

Scope 2:
emissions from purchased electricity

Forward Looking Statement

This report contains "forward-looking statements" within the meaning of Section 27A of the Private Securities Litigation Reform Act. All statements other than statements of historical or current fact included in this report are forward-looking statements. Forward-looking statements include statements containing words such as "anticipate," "believe," "can," "have," "estimate," "expect," "forecast," "goal," "intend," "likely," "may," "might," "objective," "plan," "seek," "should," "target," "will," "would," and other words and terms of similar meaning in connection with any discussion of the timing or nature of future performance or other events. For example, all statements made relating to future goals, commitments, programs, and initiatives as well as business performance and strategies are forward-looking statements.

All forward-looking statements are subject to risks and uncertainties that may cause actual results to differ materially from those that are expected and, therefore, you should not unduly rely on such statements. The risks and uncertainties that could cause actual results to differ materially from those expressed or implied by these forward-looking statements include but are not limited to the risks and uncertainties contained in our filings with the United States Securities and Exchange Commission (the SEC), including our Annual Report on Form 10-K for the year ended December 31, 2022, (the "Annual Report") and the Quarterly Report on Form 10-Q for the three months ended March 31, 2023, as such filings may be amended, supplemented, or superseded from time to time by other reports GoPro files with the SEC.

As a result, the actual conduct of our activities, including the development, implementation, or continuation of any program, policy, or initiative discussed or forecasted in this report, may differ materially in the future. As with any projections or estimates, actual results or numbers may vary. Many of the standards and metrics used in preparing this report continue to evolve, and the forward-looking statements contained in this report are made based upon detailed assumptions and reflect management's current expectations and beliefs. While GoPro believes that these assumptions underlying the forward-looking statements are reasonable, GoPro cautions that it is very difficult to predict the impact of known factors, and it is impossible for GoPro to anticipate all factors that could affect actual results. The forward-looking statements included herein are made only as of the date hereof. GoPro undertakes no obligation to publicly update or revise any forward-looking statement as a result of new information, future events, or otherwise, except as required by law.

We use the standards and guidelines of the Global Reporting Initiative, Sustainability Accounting Standards Board industry-specific standards (and the Task Force on Climate-related Financial Disclosures) to inform our sustainability, environmental, social and governance (the "ESG") disclosures. Some of our ESG disclosures are included in our Annual Report to stockholders covering GoPro's fiscal year ended December 31, 2022, our proxy statement, and this report. The "materiality" thresholds in those standards and guidelines may differ from the concept of "materiality" for purposes of the federal securities laws and disclosures required by the SEC rules in our Annual Report. The inclusion of sustainability and ESG disclosures in this report and in our filings with the SEC does not necessarily mean or imply that we consider them to be material for purposes of the federal securities laws or the SEC's rules and regulations governing such disclosure.