July 21, 2015

Q2 2015 Preliminary Earnings Results Summary

Safe Harbor Statement

Some of the information in this presentation may contain projections or other forward-looking statements regarding future events. 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 are the effects of the highly competitive market in which we operate; our dependence on sales of our capture devices for substantially all of our revenue; our reliance on third-party suppliers, some of which are sole-source suppliers, to provide components for our products; the fact that we do not expect to continue to grow in the future at the same rate as we have in the past, and profitability in recent periods might not be indicative of future performance; difficulty in accurately predicting our future customer demand; the importance of maintaining the value and reputation of our brand; any inability to successfully manage frequent product introductions and transitions; the effects of international business uncertainties; our reliance on our Chief Executive Officer; and other factors detailed in the Risk Factors section of our Annual Report on Form 10-K for the year ended December 31, 2014, which is on file with the Securities and Exchange Commission. 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.

Selected Highlights

- Strong revenue, gross margin, and EPS both year-over-year and sequentially
- Revenue increased 72% year-over-year to $420 million; second highest revenue quarter in GoPro history; EMEA and APAC sales combined up over 125% year-over-year
- Launched HERO4 Session, HERO+ LCD products as well as five new accessories
- Shipped 1.6 million capture devices in Q2'15 up 93% year-over-year; >16 million cumulative devices shipped
- Gross margin of 46.4% increased 420bps year-over-year
- EPS of $0.35 up from $0.08 in Q2 2014
- Adjusted EBITDA increased 193% year-over-year to $75 million
- GoPro is the official camera of the Tour de France
- GoPro Motorrad Grand Prix of Deutschland viewed live by more than 9 million people across Europe

Note: As presented above, gross margin, EPS, and adjusted EBITDA are non-GAAP metrics. See reconciliation in Appendix.

Use of Non-GAAP Metrics

We report gross profit, operating expenses, operating income (loss), net income (loss) and diluted net income (loss) per share in accordance with U.S. generally accepted accounting principles (GAAP) and additionally on a non-GAAP basis. Non-GAAP net income excludes, where applicable, the effects of stock-based compensation, acquisition-related costs, and the tax impact of these items. Additionally, we report non-GAAP adjusted EBITDA. We believe that non-GAAP information is useful because it can enhance the understanding of our ongoing economic performance. We use non-GAAP reporting internally to evaluate and manage our operations. We have chosen to provide this information to investors to enable them to perform comparisons of operating results in a manner similar to how we analyze our own operating results.

A full reconciliation of GAAP to non-GAAP financial data can be found in the appendix to this slide package and in our Q2 2015 earnings press release issued on July 21, 2015, which should be reviewed in conjunction with this presentation.

Q2 2015 Actuals vs. Guidance

($ in millions, except EPS)	Actuals Q2 2015	Guidance Q2 2015	Actuals vs. Guidance	Comments
Revenue	$419.9	$380.0 - $400.0	Above range	Strong HERO4 shipments; Americas and APAC sequential growth
Gross margin*	46.4%	44.5% - 45.5%	Above range	Favorable product mix and cost reductions
Operating expenses*	$129.1	$125.0 +/- $2.5	Above range	New product launches and continued investment in future product offerings
Diluted EPS*	$0.35	$0.24 - $0.26	Above range	Higher revenue; better GM%

* Non-GAAP metrics. See reconciliation in Appendix.

Quarterly Non-GAAP Income Statement Summary

				Q2 2015 vs. Q1 2015		Q2 2015 vs. Q2 2014	
($ in millions, except EPS)	**Q2 2015**	**Q1 2015**	**Q2 2014**	**$ Change**	**% Change**	**$ Change**	**% Change**
Revenue	$ 419.9	$ 363.1	$ 244.6	$ 56.8	15.6%	$ 175.3	71.7%
Gross margin*	*46.4%*	*45.2%*	*42.2%*		*120 bps*		*420 bps*
Operating expenses*	$ 129.1	$ 115.1	$ 85.4	$ 14.0	12.2%	$ 43.7	51.1%
Operating income*	$ 65.8	$ 49.1	$ 17.8	$ 16.7	34.1%	$ 48.0	269.9%
Operating margin*	*15.7%*	*13.5%*	*7.3%*		*220 bps*		*840 bps*
Net income*	$ 50.7	$ 35.6	$ 11.8	$ 15.1	42.4%	$ 38.9	330.7%
Diluted EPS*	$ 0.35	$ 0.24	$ 0.08	$ 0.11	45.8%	$ 0.27	337.5%

* Non-GAAP metrics. See reconciliation in Appendix.

Year-to-Date Non-GAAP Income Statement Summary

($ in millions, except EPS)	1H 2015	1H 2014	1H 2015 vs. 1H 2014 $ Change	1H 2015 vs. 1H 2014 % Change
Revenue	$ 783.0	$ 480.3	$ 302.7	63.0%
Gross margin*	*45.9%*	*41.7%*		*420 bps*
Operating expenses*	$ 244.3	$ 161.5	$ 82.8	51.3%
Operating income*	$ 115.0	$ 38.7	$ 76.3	197.2%
Operating margin*	*14.7%*	*8.1%*		*660 bps*
Net income*	$ 86.3	$ 26.1	$ 60.3	231.3%
Diluted EPS*	$ 0.58	$ 0.19	$ 0.39	205.3%

* Non-GAAP metrics. See reconciliation in Appendix.

Quarterly Revenue Metrics

($ in millions)	Q2 2015		Q1 2015		Q2 2014	
Revenue by Channel:	**$**	**% of Rev**	**$**	**% of Rev**	**$**	**% of Rev**
Direct	$ 197.8	47.0%	$ 162.4	44.7%	$ 129.8	53.1%
Distribution	222.1	53.0	200.7	55.3	114.8	46.9
Total Revenue	$ 419.9	100.0%	$ 363.1	100.0%	$ 244.6	100.0%
Revenue by Geography:	**$**	**% of Rev**	**$**	**% of Rev**	**$**	**% of Rev**
Americas	$ 212.3	50.5%	$ 180.1	49.6%	$ 152.7	62.4%
Europe, Middle East and Africa	137.2	32.7	139.1	38.3	67.0	27.4
Asia and Pacific area countries	70.4	16.8	43.9	12.1	24.9	10.2
Total Revenue	$ 419.9	100.0%	$ 363.1	100.0%	$ 244.6	100.0%

Other Quarterly Metrics

($ in millions, units shipped in thousands)	Q2 2015	Q1 2015	Q2 2014	Q2 2015 vs. Q1 2015 Change	Q2 2015 vs. Q1 2015 % Change	Q2 2015 vs. Q2 2014 Change	Q2 2015 vs. Q2 2014 % Change
Units shipped [1]	1,647	1,342	854	305	22.7%	793	92.9%
Adjusted EBITDA [2]	$ 75.3	$ 56.5	$ 25.7	$ 18.8	33.3%	$ 49.6	193.0%
Headcount	1,284	1,076	776	208	19.3%	508	65.5%

(1) Units shipped represents the number of individual packaged capture devices, which include selected accessories, that are shipped during a reporting period, net of any returns.

(2) Non-GAAP metric. See reconciliation in Appendix.

Selected Balance Sheet Metrics

($ in millions)	Q2 2015	Q1 2015	Q2 2014	Q2 2015 vs. Q1 2015 Change	Q2 2015 vs. Q1 2015 % Change	Q2 2015 vs. Q2 2014 Change	Q2 2015 vs. Q2 2014 % Change
Cash, cash equivalents and marketable securities	$ 517.0	$ 491.9	$ 104.9	$ 25.1	5.1%	$ 412.1	392.9%
Cash flow from operations	$ 65.9	$ 66.3	$ (14.2)	$ (0.4)	(0.6)%	$ 80.1	(564.1)%
Days sales outstanding	25.4	26.3	18.1	(0.9)	(3.4)%	7.3	40.3%
Inventory	$ 219.3	$ 164.0	$ 80.4	$ 55.3	33.7%	$ 138.9	172.8%
Annualized inventory turns	4.7	5.0	6.6	(0.3)	(6.0)%	(1.9)	(28.8)%
Inventory days	87.7	74.2	51.2	13.5	18.2%	36.5	71.3%

Appendix: GAAP to Non-GAAP Reconciliation

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 profit, 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 charges that are primarily driven by discrete events 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.

Appendix: GAAP to Non-GAAP Reconciliation

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 expense 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 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 developed technology, and 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 they are not related to our core operating performance, and the frequency and amount of such costs vary significantly based on the timing and magnitude of our acquisition transactions and the maturities of the businesses being acquired.
- Adjustment for taxes relates to the tax effect of the adjustments that we incorporate into non-GAAP measures in order to provide a more meaningful measure of non-GAAP net income. We believe that these adjustments provide us with the ability to more clearly view trends in our core operating performance.
- Adjustment to shares includes the conversion of the redeemable convertible preferred stock into shares of common stock as though the conversion had occurred at the beginning of the period and the initial public offering shares issued July 2014, as if they had been outstanding since the beginning of the period.

Appendix: GAAP to Non-GAAP Reconciliation

GoPro Be a HERO.

(in thousands, except per share data)	Three months ended June 30, 2015	Three months ended June 30, 2014	Six months ended June 30, 2015	Six months ended June 30, 2014
GAAP net income (loss)	$ 35,031	$ (19,841)	$ 51,783	$ (8,792)
Stock-based compensation:				
Cost of revenue	350	154	633	322
Research and development	3,710	1,657	7,245	3,058
Sales and marketing	2,932	1,654	5,998	3,068
General and administrative	11,197	30,728	30,814	31,782
Total stock-based compensation	18,189	34,193	44,690	38,230
Acquisition-related costs:				
Cost of revenue	295	222	517	444
Research and development	612	20	699	40
Sales and marketing	33	34	66	76
General and administrative	578	—	578	—
Total acquisition-related costs	1,518	276	1,860	560
Income tax adjustments	(4,023)	(2,854)	(11,999)	(3,942)
Non-GAAP net income	$ 50,715	$ 11,774	$ 86,334	$ 26,056
GAAP shares for diluted net income per share	146,781	82,936	147,720	82,263
Add: dilutive shares	—	17,345	—	18,273
Add: preferred shares conversion	—	30,523	—	30,523
Add: initial public offering shares	—	8,900	—	8,900
Non-GAAP shares for diluted net income per share	146,781	139,704	147,720	139,959
Non-GAAP diluted net income per share	$ 0.35	$ 0.08	$ 0.58	$ 0.19

Appendix: GAAP to Non-GAAP Reconciliation

($ in thousands)	Three months ended June 30, 2015	Three months ended June 30, 2014	Six months ended June 30, 2015	Six months ended June 30, 2014
GAAP gross profit	$ 194,340	$ 102,869	$ 358,073	$ 199,383
Stock-based compensation	350	154	633	322
Acquisition-related costs	295	222	517	444
Non-GAAP gross profit	$ 194,985	$ 103,245	$ 359,223	$ 200,149
GAAP gross profit as a % of revenue	46.3%	42.1%	45.7%	41.5%
Stock-based compensation	0.1	—	0.1	0.1
Acquisition-related costs	—	0.1	0.1	0.1
Non-GAAP gross profit as a % of revenue	46.4%	42.2%	45.9%	41.7%
GAAP operating expenses	$ 148,202	$ 119,535	$ 289,667	$ 199,493
Stock-based compensation	(17,839)	(34,039)	(44,057)	(37,908)
Acquisition-related costs	(1,223)	(54)	(1,343)	(116)
Non-GAAP operating expenses	$ 129,140	$ 85,442	$ 244,267	$ 161,469
GAAP operating income (loss)	$ 46,138	$ (16,666)	$ 68,406	$ (110)
Stock-based compensation	18,189	34,193	44,690	38,230
Acquisition-related costs	1,518	276	1,860	560
Non-GAAP operating income	$ 65,845	$ 17,803	$ 114,956	$ 38,680
GAAP operating income (loss) as a % of revenue	11.0%	(6.8)%	8.7%	—%
Stock-based compensation	4.3	14.0	5.7	8.0
Acquisition-related costs	0.4	0.1	0.3	0.1
Non-GAAP operating income as a % of revenue	15.7%	7.3%	14.7%	8.1%

Appendix: Adjusted EBITDA Reconciliation

	Three months ended		Six months ended	
(in thousands)	June 30, 2015	June 30, 2014	June 30, 2015	June 30, 2014
GAAP net income (loss)	$ 35,031	$ (19,841)	$ 51,783	$ (8,792)
Income tax expense	11,229	1,639	14,501	5,521
Interest income and expense	155	1,390	220	2,725
Depreciation and amortization	6,422	4,177	11,791	7,988
POP display amortization	4,323	4,166	8,871	8,679
Stock-based compensation	18,189	34,193	44,690	38,230
Adjusted EBITDA	$ 75,349	$ 25,724	$ 131,856	$ 54,351