## TABLE OF CONTENTS

### INTRODUCTION
- CEO Letter
- About GoPro
- Global Workforce
- Our Values
- Our Approach to ESG
- ESG Governance
- Identifying our Material Topics

### GOVERNANCE
- Board Composition
- Risk Management
- Data Privacy & Security
- Ethics & Compliance

### SOCIAL
- Employee Engagement
- Diversity, Equity, Inclusion, and Belonging (DEIB)
- Diversity, Equity & Inclusion
- Global Benefits & Wellness
- Employee Resource Groups (ERGs)
- Remote-first, Flexible & Hybrid Work
- Our Community

### ENVIRONMENTAL
- Reusable & Renewable Packaging
- DTC Order Fulfillment: Path to Plastic-Free
- Office Workplace Footprint
- Environmental Community Engagement

### SASB Index

3
4
6
7
9
9
10
12
14
14
15
17
21
22
23
25
26
27
28
32
34
34
35
39
To the GoPro Community,

Since our founding 20 years ago, GoPro has strived to be a positive force in the world, guided by core values that have defined our culture and the way we work.

Until now, we’ve yet to articulate how our mission and values guide our approach to the environment, social responsibility, and company governance, or ESG.

In this Sustainability Report, we’ll walk through our efforts to be an employee-first organization with a commitment to improving diversity in our ranks, in our marketing, and in our community. We’ll also look at the work we’ve done to remove plastics from our packaging and fulfillment, and the work we’ve done to understand our global carbon footprint which will inform strategies to ease our impact on the Earth. As this is our inaugural sustainability report, we also include progress and key successes from prior years that are meaningful to our employees and customers.

A big part of GoPro’s purpose is to inspire everyone to pursue their passions and celebrate the incredible world we live in—while making a positive impact wherever we can. This Sustainability Report marks our commitment to focusing on ESG topics as we grow: empowering our employees to be their whole selves, strengthening the communities where we live and work, contributing to a sustainable future, and employing best-in-class governance structures and practices.

We intend to publish annual updates to our Sustainability Report, expanding it as we make progress on our efforts and build on our practices. This report is also aligned to the recommendations outlined by the Sustainability Accounting Standards Board (SASB).

Thank you for taking an interest in this work. We are excited to have you along for this journey.
About

GoPro makes it easy for the world to capture and share itself in immersive and exciting ways, helping people get the most out of their photos and videos.

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

Beyond GoPro’s core lineup of cameras, mounts & accessories, and lifestyle gear, the GoPro Subscription ties together the entire GoPro experience—from worry-free camera use, complete storage of all your photos and videos, easy and fun auto-editing tools, to big discounts to make it all more accessible.

We are GoPro and we love what we build.
WE'RE JUST GETTING STARTED
GLOBAL WORKFORCE

We are headquartered in San Mateo, California with nine offices and over 830 employees in 11 countries around the world.
Our core values sustain and propel our work. We are a global movement whose business is driven by shared experiences. We champion diversity. We practice inclusion. We foster belonging. We demand equity. And we celebrate the experiences of individuals and communities who also hold these values as core to who they are.
MAKE FRIENDS
Collaborate and include. Strength in numbers.

OBSESSIVELY SERVE
Put consumer interest first.

HARNESS THE POWER OF WOW
Exceed expectations.

STAY AGILE
Be willing to adapt and commit.

BE A HERO
Take responsibility. Integrity, always.
We strive to be a force for positivity, celebrating all things awesome. As a globally recognized and admired brand, we have an opportunity to lead by example. We are committed to creating a socially equitable workplace, and understanding and reducing our impact on the environment. We believe that together with our community of customers and employees, our actions can positively impact the world.

**ESG Governance**

We recognize the importance of ESG, and so does our Board of Directors; they oversee the actions we take to maintain high ethical standards, uphold our corporate values, and implement environmentally and socially responsible business practices.

Our senior leadership team sets the tone for our annual ESG goals, which, in 2022, include the publication of our first Sustainability Report. An internal cross-functional team is responsible for managing ESG topics, coordinating multi-year goals and providing periodic progress reports to the senior leadership team.

In 2021, our Board formally delegated ESG oversight to the Nominating & Governance Committee. The other committees, as well as the Board at large, oversee ESG topics related to their areas of responsibility. Periodically, management updates on ESG initiatives and programs are provided to the Nominating & Governance and Compensation & Leadership committees and the Board of Directors.
Identifying our Material Topics

In 2021, we performed our first materiality assessment to identify the ESG topics that impact, or have the potential to impact, our business. We benchmarked our current practices against similar companies and conducted a series of internal interviews with our functional leads to understand how teams across the company are engaged with ESG topics in their day-to-day work.

Our assessment identified 14 topics to guide our ESG strategy both in the short and long term, as summarized in the following three categories:
GOVERNANCE
Board Composition

Our corporate governance includes the diverse and independent perspectives of our Board of Directors. Three of our Board members are women and three are from historically underrepresented groups: LGBTQ+, Asian, and Black.

All of our board members are independent except our founder, CEO and Chairman, Nicholas Woodman. The diverse backgrounds, skills, and experiences of our Board members ensure that ESG issues become meaningfully incorporated into the business strategy at GoPro.
BOARD OF DIRECTORS

NICHOLAS WOODMAN
CEO AND CHAIRMAN

TYRONE AHMAD-TAYLOR
DIRECTOR

SHAZ KHAN
DIRECTOR

KENNETH GOLDMAN
LEAD INDEPENDENT DIRECTOR

SUSAN LYNE
DIRECTOR

ZANDER LURIE
DIRECTOR

LAUREN ZALAZNICK
DIRECTOR

JAMES LANZONE
DIRECTOR

PETER GOTHOR
DIRECTOR

RICK WELTS
DIRECTOR
Risk Management

Our 2022 enterprise risk assessment process includes certain ESG topics for evaluation and prioritization by our senior leadership team. Results of the enterprise risk assessment are incorporated into our annual internal audit plan and other internal control evaluation processes. Beyond 2022, we plan to include certain ESG topics in our enterprise risk management framework and prioritize material topics to incorporate into our annual planning.

Data Privacy & Security

The security of personal data is of the utmost importance to us and our customers. We have implemented industry-standard administrative, technical, and physical security measures to protect against the unauthorized access, destruction, or alteration of customer and employee information.

Cybersecurity is vital to protecting proprietary and confidential information, as well as the trust of our customers and employees. Our Chief Information Security Officer (“CISO”) issues mandatory weekly training for all employees on cybersecurity risks such as phishing attacks. Employees are also required to acknowledge our Code of Conduct annually which includes our cybersecurity policy. Our CISO provides periodic updates to the Board of Directors on cybersecurity and other risks relevant to our information technology environment. The Board of Directors receives updates about the results of periodic exercises and response readiness assessments led by our CISO and outside advisors who provide a third-party independent assessment of our cyber risk management program and our internal response preparedness.
Ethics & Compliance

We are committed to legal and ethical conduct in every area of our business. GoPro’s Code of Business Conduct and Ethics, also known as “the Code,” represents the cornerstone of our commitment to integrity. The Code summarizes the standards we expect all employees to meet, regardless of location or role. All GoPro employees are required to engage in annual training on the Code and related policies. We also provide employees with an anonymous, third-party hotline to report any concerns or violations of the Code, among other methods.

Our Chief Legal Officer oversees our global compliance framework and provides annual compliance updates to the Board of Directors and quarterly compliance updates to the Audit Committee. Many of our policies provide the foundation for our ESG priorities and initiatives. Some of our policies, which can be found at [GoPro.com](GoPro.com), include:

- Anti-Corruption Policy
- Code of Business Conduct and Ethics
- Conflict Minerals Statement
- Privacy Statement
- Supply Chain Code of Conduct
- California Transparency in Supply Chains Act Transparency Statement/UK Modern Slavery Act
One of our core values is to Make Friends and we encourage our teams to practice that value both externally and internally. We believe that there is strength in numbers and that people do their best work when they can form lasting bonds with their colleagues, associates, and members of the GoPro community.

As an employer, our goal is to empower employees to live their best lives and to be the best versions of themselves. We are committed to nurturing an equitable work culture that creates fair representation, access, and opportunity for advancement at all levels of the company, and we actively seek ways to celebrate our employees and amplify their voices.
Employee Engagement

To gain an understanding of morale and enthusiasm within our global workforce, we solicit feedback every six months through an employee survey. We also utilize other opportunities to connect with employees via all-hands meetings—both virtually and in-person—and through various internal platforms to enhance employee engagement.

Tracking engagement within our employee community helps us understand what’s driving the positive aspects of our culture and where we can improve. We stay connected and follow through with our commitment to listen to and support all employees. In addition to our employee surveys, we ask for feedback at various stages of the employee experience—spanning from new hires all the way to when people leave GoPro. From this feedback, we develop action plans to continuously improve our organization.

We believe our efforts to improve our hybrid work environment have positively impacted all employees and we never stop looking for ways to improve the work experience at GoPro.
Maintaining Inclusive Spaces

We also use various communication tools to provide anonymous channels for employees to send feedback, ask questions, or report concerns on topics ranging from company culture to diversity and inclusion, bias or harassment, to office safety. We’re committed to supporting safer, more inclusive workplaces.
Employee Development

The continued focus on supporting our employees includes understanding where they are in their career and the opportunities they wish to pursue. We implemented career development plans to support and encourage employees to be actionalbe and intentional about their individual developmental goals.

We also support leaders at all levels with training emphasizing the importance of empathy, understanding emotional intelligence, and how to apply these skills in our day-to-day interactions across the organization.

Our efforts to drive engagement within our workforce has led to improved engagement scores and has also spilled over to public recognition for GoPro as an employer of choice. In recent years, GoPro has been honored with several awards including one we are most proud of, being recognized as the No. 1 Large Employer on Outside Magazine’s 50 Best Places to Work list in 2021.
* We see everyone as part of the mission to making GoPro a welcoming and safe space.
Diversity, Equity, Inclusion, and Belonging (DEIB)

We strive to be a more inclusive, representative, and equitable organization, and to leverage our brand and marketing to champion these values.

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 people with identities that have been historically oppressed.

We take a hybrid approach to employee training — utilizing a self-directed individual learning platform with research-backed content in addition to coaching and other manager led activities. In 2021, in addition to our mandatory sexual harassment prevention and bullying prevention training, we added new modules to help employees recognize and address unconscious bias and microaggressions.

We have hosted virtual discussions on a variety of diversity, equity and inclusion topics to educate employees on issues faced by historically marginalized groups and to foster understanding and empathy, champion diverse leadership, and celebrate the contributions that diverse groups bring to our company and community.
WE CELEBRATE DIVERSITY.

WE PRACTICE INCLUSION.

WE FOSTER BELONGING.

WE DEMAND EQUITY.
Diversity, Equity & Inclusion

We are committed to making strides to diversify all aspects of our company and brand. We’re proud of the progress we’ve made, but we know there will always be more work to do. Our goal is to be honest with ourselves about where we need to accelerate progress and develop solutions to do so.

We strive to eliminate barriers that prevent equity and access. We’re focused on raising awareness and implementing strategic recruiting practices to serve as the foundation for our diverse workforce, which includes partnering with a diversity recruiting platform. Our job postings include inclusive language, and we periodically measure and evaluate our progress.
US Workforce Demographics*

We’ve taken steps across departments to increase representation of underrepresented groups. We recognize that we have work to do to diversify our workforce and we have established the following baseline of our US workforce as of June 30, 2022.

*Ethnic Group Representation for greater US workforce and leadership (directors and above).
Global Benefits & Wellness

We recognize that our employees are key to our success as a company and we’ve learned that there is a direct correlation between employee well-being and engagement, with job satisfaction. To support this, we have implemented robust and innovative health and wellness programs to support team well-being at GoPro, including:

Access to mental health support services and training to help managers support the mental health of their teams.

Reimbursement program to support personal well-being, with options ranging from meditation apps to fitness subscriptions, surf lessons, and gardening supplies.

Family planning including adoption, surrogacy, fertility treatment and IVF, abortion as well as prenatal and postpartum support.
Employee Resource Groups

When our people thrive, our business thrives. 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.

We are looking to expand our ERGs in the future to represent and support other diverse groups and perspectives.
Remote-first, Flexible & Hybrid Work

As a brand that encourages our customers to celebrate their lives, we encourage our employees to bring their authentic and whole selves to work. We offer remote-first, flexible and hybrid work arrangements while providing opportunities to engage with other GoPro team members. We recognize that there’s no one-size-fits-all policy for work preference. Our employees can choose to live near a GoPro office and have the flexibility to come into the office as much as they like and also have the option to work fully remote—whether to pursue their life dreams, be closer to family, or otherwise—without sacrificing their current compensation.

To help maintain our culture of inclusion and foster a sense of community among employees, we:

- Support flexible work with virtual company-wide meetings allowing employees to connect in real-time, no matter where they are in the world.

- Randomly pair employees who want to meet in Slack channels for casual, non-work-related conversations to help employees connect with others around the globe.

- Offer team offsites to bring people together in person, often leveraging GoPro events and partnerships.

- Connect our employees through annual photo and video competitions and challenges using our products.

- Conduct light-hearted “SLT Unplugged” interviews with each of our senior leadership team members to provide an informal way to connect leaders with employees.
Our Community

In 2015, we launched GoPro for a Cause—our nonprofit partnership and donation program—to generate awareness for causes that align with our core values. Empowering others to tell stories is in our DNA and since the program’s inception, our mission has been to inspire social engagement by leveraging our products and global reach to help nonprofits tell their stories.

Supporting active youth to maximize their passions and potential

Empowering underserved communities

Celebrating those who are leading environmental protection and progression

We leverage the GoPro community to tell and share inspirational stories of people giving back. We have an always-on GoPro HERO Awards challenge that anyone can submit to and show us inspiring stories of people and organizations making a difference. Awardees can receive cash, gear, and global exposure.

Since 2015, we have supported more than one thousand organizations with product donations, monetary donations, and volunteering.
We continue to support a wide variety of organizations including the following ‘HEROES’:

**City Surf Project** ensures San Francisco Bay Area youth have equitable access to the ocean through surf instruction. City Surf Project’s programs are founded on four core pillars: healthy living, personal growth, appreciation for nature, and equity in surfing.

**High Fives Foundation** focuses on preventing life-changing injuries and provides resources and hope if they happen. The foundation raises funds, secures alternative treatments, aides in the recovery of hundreds of athletes and manages campaigns around injury prevention. High Fives has helped countless injured athletes and veterans get back to doing what they love. The foundation aims to be the leader of education and recovery following life-altering injuries in outdoor action sports.

**The Social Engineering Project** programs inspire underrepresented students of color to master math, science, chemistry, physics, engineering, and computer science through culturally relevant pedagogy, go to college, major in a technical field, and pursue technical careers to increase the economic, environmental, and social vitality of their communities.

**Outward Bound California** provides leadership and character development curriculum for students to tap into their inherent potential as compassionate leaders, and empowers them to uncover strengths, overcome fears and cultivate leadership qualities: moral courage, compassion and resiliency.
Employees for a Cause

Visit our news blog, The Current, to stay up to date on our cause activity including our work with the organizations profiled in the Environmental Community Engagement section of this report.

Through our Employees for a Cause program, all active GoPro employees are eligible to donate one camera per year to non-profit organizations. We also support employees who generously lend their time and energy to volunteer in the community. We host quarterly “GoPro Give Back Days” for employees who want to donate supplies or money to support a wide variety of organizations, including food banks, refugee assistance centers, and youth organizations, among others.
ENVIRONMENT
Environmental Approach

We continue to look for opportunities to minimize our impact on the environment; over the past few years we’ve made a concerted and focused effort to remove plastics and chemical-based materials from our supply chain.

Reusable & Renewable Packaging

We reduced the amount of plastic used in camera packaging and logistics from 39% in our HERO8 cameras to less than 2% in our HERO11 cameras, including replacing our iconic camera jewel case with a value-added plastic-free, reusable hard carrying case. We believe this is a good example of creating a tangible consumer-benefit while also reducing environmental impact and are committed to this approach going forward, amplifying the impact on our efforts to be more sustainable while also delivering value to our customers.
With the fall 2022 launch of our latest flagship camera, HERO11, we’ve replaced the plastic bag surrounding the camera with a paper wrap. The purpose of these bags, historically, has been to protect the products in transit, and we’ve proven this can be done in a new and more effective, environmentally friendly way. We’ve made the same transition and changes to our HERO11 and stand-alone battery packaging, replacing the plastic wrap with paper to protect battery connectors while supporting access to certifications and regulatory markings for customs.

In 2021, we transitioned to paper hangtags for accessories, and beginning in 2022, newly designed apparel is shipped in paper rather than plastic bags.
Direct-to-Consumer (DTC) Order Fulfillment: Path to Plastic-Free

We have made great progress removing plastic from customer order pack outs and are thrilled to report that since the second half of 2022 all global DTC fulfillment centers are plastic free. In our Asia Pacific and North America DTC fulfillment centers, we’ve replaced traditional air pillows with recyclable crinkle paper to protect products while in transit.

Since 2020, our European DTC facility uses automatic box closure machines for ~99% of order fulfillment, thereby eliminating packing material while improving shipping efficiency and freight footprint.

We’re also focused on removing plastic and harmful chemicals from our supply chain logistics. For product transportation between our factories, we are testing a corrugated tray bill-of-materials (BOM) as a replacement for a molded foam fiber tray BOM.

Office Workplace Footprint

In our owned and operated spaces, we are mindful of our day-to-day consumption of natural resources. Our California-based headquarters is LEED Certified and compliant with Energy Efficiency Standards. And we also strive to minimize energy consumption by outfitting US offices with high-efficiency lighting, occupancy lighting sensors and maintaining our HVAC schedules to adapt to seasonal and occupancy requirements.
Environmental Community Engagement

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

Wild Coast

We celebrated Earth Day 2022 with WILDCOAST, an international team that helps protect 38 million acres of coastlines, ocean habitat, coral reefs, mangrove forests, sea turtle nesting beaches, gray whale breeding lagoons, wetlands, islands, and more. In Oaxaca, Mexico, WILDCOAST protects 22.5 miles of coastline, the two most important olive ridley sea turtle nesting beaches in the world, where more than 72 million eggs have hatched since 2017.
The generous donation of HERO10 Black cameras allows our team to document our work, share our conservation successes and tell the stories of our local community partners.

Having an expert filmmaker and editor on the sea turtle project brought so much to the table, and we are thrilled with the resulting short film that takes the viewer on a trip to Oaxaca to view an arribada on a beach that we help protect.

- Yehuda Ben-Hamo, WILDCOAST
The Ocean Cleanup

We champion The Ocean Cleanup, a non-profit organization focused on ridding the world’s oceans of plastic. In 2018, GoPro supported the launch of their first ocean cleanup system, which was deployed from San Francisco Bay on a bold mission to clean up the Great Pacific Garbage Patch. As of June 3, 2022, The Ocean Cleanup has removed more than 1.2M kg of trash from oceans and rivers worldwide. And there’s much more work to be done. The Ocean Cleanup aims to tackle 1,000 of the world’s most polluting rivers to reduce the flow of plastic into the ocean.

“We’ve been using GoPros for a wide variety of applications over the years, from getting impossible creative shots allowing us to visualize and share our work in more compelling ways to using GoPros as a scientific tool for gathering data. GoPro cameras have become part of our toolkit for understanding the problem of plastic pollution and visualizing how we solve it.”

- Florent Beauverd, The Ocean Cleanup
Environmental storytelling is an important solution to the global crises we face – because it is essential to education, shifting culture, building empathy, and influencing policy. Our goal is to support environmental filmmakers and frontline storytellers to move forward needed change for people and the planet. Funding is just one ingredient for bringing a film project to life, which is why we are so thrilled to continue our collaboration with GoPro as part of providing additional resources, training, and insights to the filmmakers we support.

- Heather Fipps, The Redford Center

The Redford Center

This year marks our fourth collaboration with the Redford Center Grants environmental impact documentary program. Over the years, we’ve supported 36 cutting-edge environmental films, including Demon Mineral, Reefs at Risk, and Youth v Gov. Co-founded in 2005 by Robert Redford and his son James Redford, The Redford Center advances environmental solutions through the power of stories that move. Its cross-cutting programs support environmental storytellers and invest in impact-driven narrative strategies.
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 response to SASB topics in sectors most closely aligned with our business: Technology & Communications - Hardware, Consumer Goods - E-Commerce and Consumer Goods - Apparel, Accessories & Footwear.

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>CODE</th>
<th>METRIC</th>
<th>GOPRO’S RESPONSE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Activity Metrics</strong></td>
<td>TC-HW-000.A</td>
<td>Number of units produced by product category.</td>
<td>GoPro shipped 31.45 million cameras during the year ended 12/31/21.</td>
</tr>
<tr>
<td></td>
<td>CG-AA-000.A</td>
<td>Number of (1) Tier 1 suppliers and (2) suppliers beyond Tier 1.</td>
<td>In FY2021, GoPro sourced from two Tier 1 suppliers and 209 Tier 2 suppliers.</td>
</tr>
<tr>
<td><strong>Diversity, Equity, Inclusion &amp; Belonging</strong></td>
<td>CG-EC-330a.1</td>
<td>Employee engagement as a percentage Unit: Percentage (%).</td>
<td>Refer to Employee Engagement.</td>
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<tr>
<td></td>
<td>CG-EC-330a.3</td>
<td>Percentage of gender and racial/ethnic group representation for (1) management, (2) technical staff, and (3) all other employees Unit: Percentage (%).</td>
<td>Refer to Diversity, Equity &amp; Inclusion.</td>
</tr>
<tr>
<td><strong>Packaging Lifecycle Management</strong></td>
<td>CG-EC-410a.2</td>
<td>Discussion of strategies to reduce the environmental impact of product delivery.</td>
<td>Refer to Renewable Packaging and Direct-to-Consumer (DTC) Order Fulfillment: Path to Plastic-Free.</td>
</tr>
<tr>
<td><strong>Product Lifecycle Management</strong></td>
<td>TC-HW-410a.2</td>
<td>% of eligible products, by revenue, meeting the requirements for EPEAT registration or equivalent.</td>
<td>Not applicable.</td>
</tr>
<tr>
<td></td>
<td>TC-HW-410a.3</td>
<td>Percentage of eligible products, by revenue, meeting ENERGY STAR® criteria.</td>
<td>Not applicable. GoPro products do not fall within scope of ENERGY STAR ratings criteria.</td>
</tr>
</tbody>
</table>
Thank you for reading our 2022 Sustainability Report. We value your feedback.