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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT  
PURSUANT TO SECTION 13 OR 15(D) OF THE  
SECURITIES EXCHANGE ACT OF 1934**

Date of Report (Date of earliest event reported): July 5, 2016



**GOPRO, INC.**

(Exact name of registrant as specified in its charter)

**Delaware**  
(State or Other Jurisdiction  
of Incorporation)

**001-36514**  
(Commission File No.)

**77-0629474**  
(I.R.S. Employer  
Identification No.)

**3000 Clearview Way, San Mateo, California 94402**  
(Address of Principal Executive Offices) (Zip Code)

**Registrant's telephone number, including area code: (650) 332-7600**

**N/A**

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions ( see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.**

**(d)**

On July 5, 2016, the Board of Directors (the “Board”) of GoPro, Inc. (the “Company”), on the recommendation of the Company’s Nominating and Governance Committee of the Board, appointed Lauren Zalaznick to the Board, effective immediately. Ms. Zalaznick will serve until the earliest to occur of the Company’s 2017 annual meeting of stockholders and until her successor is elected or appointed and qualified, or until her death, resignation or removal. Concurrently with her appointment to the Board, Ms. Zalaznick was appointed to serve as a member of the Company’s Compensation and Leadership Committee and Nominating and Governance Committee.

In connection with her appointment as a non-employee director of the Board, Ms. Zalaznick will receive compensation for her Board and committee memberships in accordance with the Company’s non-employee director compensation policy approved by the Board in August 2015, which is described in the Company’s Definitive Proxy Statement filed with the Securities and Exchange Commission (the “SEC”) on April 22, 2016 under the section titled “Proposal No. 1 Election of Directors—Non-Employee Director Compensation Arrangements.”

Ms. Zalaznick has executed the Company’s standard form of indemnity agreement, a copy of which has been filed as Exhibit 10.01 to the Company’s Registration Statement on Form S-1 filed with the SEC on May 19, 2014.

There is no arrangement or understanding between Ms. Zalaznick and any other persons pursuant to which Ms. Zalaznick was elected as a director. There is no family relationship between Ms. Zalaznick and any director or executive officer of the Company, and except as stated herein, Ms. Zalaznick does not have any direct or indirect material interest in any transaction required to be disclosed pursuant to Item 404(a) of Regulation S-K.

On July 7, 2016, the Company issued a press release announcing the appointment of Ms. Zalaznick to the Board. A copy of the press release is filed with this Current Report on Form 8-K as Exhibit 99.1.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits

Exhibit No.	Description of Exhibit
99.1	Press release dated July 7, 2016 announcing Lauren Zalaznick Joins GoPro’s Board of Directors.

## SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this Report to be signed on its behalf by the undersigned, hereunto duly authorized.

**GoPro, Inc.**  
(Registrant)

Dated: July 7, 2016

By: /s/ Sharon Zezima

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Sharon Zezima

General Counsel and Corporate Secretary

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## INDEX TO EXHIBITS

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### **Lauren Zalaznick Joins GoPro's Board of Directors**

*Distinguished Media Executive Played Vital Roles at NBCUniversal Cable and Digital Properties*

SAN MATEO, Calif., July 7, 2016 -- GoPro (NASDAQ: GPRO) today announced that Lauren Zalaznick has been appointed to GoPro's Board of Directors, effective immediately. An award-winning TV and entertainment luminary, Ms. Zalaznick has devoted her career to transforming the cultural landscape in media, having been named to such distinguished lists as *Time*'s 100 Most Influential People and *Fortune*'s 50 Most Powerful Women. Ms. Zalaznick invests in and advises digital media startups and new content platforms.

"We are excited to have such a distinguished media and business leader as Lauren join GoPro's board of directors," said Founder and CEO Nicholas Woodman. "Her broad experience and perspective will influence GoPro's evolution as an entertainment company and will benefit our business strategy overall. Lauren's experience is matched by an infectious curiosity and energy that I'm excited to have as a part of GoPro."

"It's a delight to join the GoPro board of directors," said Ms. Zalaznick. "GoPro represents everything that excites me in a digital media company: deeply respected products and an inspiring, globally recognized brand; profoundly engaging content available on multiple platforms, and an incredibly passionate audience. I have tremendous respect for Nick, the GoPro team, and the other board members, and I look forward to working with them."

Ms. Zalaznick held a progression of leadership roles at NBCUniversal, arriving with the acquisition of Barry Diller's Universal Television, where she was the President of the critically acclaimed TR!O network. At NBCU, Ms. Zalaznick first became the President of Bravo where, during her tenure, the network delivered double-digit growth, leading cable-industry innovation in programming, web, social, mobile, publishing, and live-event platforms. She guided Bravo Media to several major awards, including the first-ever Emmy nominations and wins for a cable network in the Competitive Reality category for Project Runway and Top Chef, respectively.

Ms. Zalaznick currently serves as Member of Board of Directors at Nielsen, Shazam, and Penguin Random House, and serves as an Advisor to Greycroft Partners LLC, Refinery29, and Venture For America, where she most recently Executive Produced the feature length documentary film, "Generation Start-Up," premiering in theaters later this year.

#### **About GoPro, Inc. (NASDAQ: GPRO)**

GoPro, Inc. is transforming the way people visually capture and share their lives. What began as an idea to help athletes self-document themselves engaged in their sport, GoPro has become a standard for how people capture themselves engaged in their interests, whatever they may be. From extreme to mainstream, professional to consumer, GoPro enables the world to capture and share its passion in the form of immersive and engaging content.

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For more information, visit [www.gopro.com](http://www.gopro.com) or connect with GoPro on YouTube, Twitter, Facebook, Pinterest, Instagram, or LinkedIn.