

Woodman Nicholas  
Form 4  
March 04, 2019

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Woodman Nicholas

2. Issuer Name and Ticker or Trading Symbol  
GoPro, Inc. [GPRO]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
3000 CLEARVIEW WAY  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
02/28/2019

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
CEO, Chairman of the Board

SAN MATEO, CA 94402  
(City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |         |   |   |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|---------|---|---|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price   |         |   |   |
| Class A Common Stock            | 02/28/2019                           |  | C                              |   | 739,949   | A  | \$ 0  | 739,949 | I | By The Woodman Family Trust under Trust Agreement dated March 11, 2011 <sup>(1)</sup> |
| Class A Common Stock            | 02/28/2019                           |  | S                              |   | 739,949 <sup>(2)</sup>  | D  | \$ 5.8462 <sup>(3)</sup>                              | 0       | I | By The Woodman Family   |

|                            |            |   |                                  |   |                                       |         |   |  |
|----------------------------|------------|---|----------------------------------|---|---------------------------------------|---------|---|--|
| Class A<br>Common<br>Stock | 03/01/2019 | C | 660,051                          | A | \$ 0                                  | 660,051 | I | Trust under<br>Trust<br>Agreement<br>dated<br>March 11,<br>2011 <sup>(1)</sup><br><br>By The<br>Woodman<br>Family<br>Trust under<br>Trust<br>Agreement<br>dated<br>March 11,<br>2011 <sup>(1)</sup><br><br>By The<br>Woodman<br>Family<br>Trust under<br>Trust<br>Agreement<br>dated<br>March 11,<br>2011 <sup>(1)</sup> |
| Class A<br>Common<br>Stock | 03/01/2019 | S | <u>660,051</u><br><sup>(2)</sup> | D | \$<br><u>6.0405</u><br><sup>(4)</sup> | 0       | I | Trust under<br>Trust<br>Agreement<br>dated<br>March 11,<br>2011 <sup>(1)</sup>   |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code<br>(Instr. 8) | 5. Number of<br>Derivative<br>Securities<br>Acquired (A) or<br>Disposed of (D)<br>(Instr. 3, 4, and<br>5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |                            |                                  |
|---|---|---|---|---|---|--|---|----------------------------|----------------------------------|
|   |   |   |   | Code                                    | V (A) (D)   | Date<br>Exercisable  | Expiration<br>Date  | Title                      | Amount or<br>Number of<br>Shares |
| Class B<br>Common<br>Stock                          | <u>(5)</u>  | 02/28/2019                              |   | C                                       | 739,949   | <u>(5)</u>   | <u>(5)</u>  | Class A<br>Common<br>Stock | 739,949                          |

|                            |     |            |   |         |     |     |                            |           |
|----------------------------|-----|------------|---|---------|-----|-----|----------------------------|-----------|
| Class B<br>Common<br>Stock | (5) | 03/01/2019 | C | 660,051 | (5) | (5) | Class A<br>Common<br>Stock | 660,051   |
| Class B<br>Common<br>Stock | (5) |            |   |         | (5) | (5) | Class A<br>Common<br>Stock | 2,000,000 |
| Class B<br>Common<br>Stock | (5) |            |   |         | (5) | (5) | Class A<br>Common<br>Stock | 2,000,000 |
| Class B<br>Common<br>Stock | (5) |            |   |         | (5) | (5) | Class A<br>Common<br>Stock | 640,668   |
| Class B<br>Common<br>Stock | (5) |            |   |         | (5) | (5) | Class A<br>Common<br>Stock | 640,668   |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |              |                               |       |
|---|---------------|--------------|-------------------------------|-------|
|   | Director      | 10%<br>Owner | Officer                       | Other |
| Woodman Nicholas<br>3000 CLEARVIEW WAY<br>SAN MATEO, CA 94402   | X             | X            | CEO, Chairman of the<br>Board |       |
| Woodman Family Trust under Trust Agreement dated<br>March 11, 2011<br>3000 CLEARVIEW WAY<br>SAN MATEO, CA 94402 |               | X            |                               |       |

## Signatures

|   |            |
|---|------------|
| Jason Stephen, Attorney-in-Fact for Nicholas Woodman  | 03/04/2019 |
| __Signature of Reporting Person   | Date       |
| Jason Stephen, Attorney-in-Fact for The Woodman Family Trust under Trust Agreement dated March 11, 2011 | 03/04/2019 |
| __Signature of Reporting Person   | Date       |

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Mr. Woodman and spouse are the co-trustees of The Woodman Family Trust under Trust Agreement dated March 11, 2011.
- (2) The sale reported in this line item was effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on August 31, 2018.
- (3) The price reported is a weighted average price. These shares of Class A Common Stock were sold in multiple transactions at sales prices ranging from \$5.7450 to \$6.21, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
- (4) The price reported is a weighted average price. These shares of Class A Common Stock were sold in multiple transactions at sales prices ranging from \$5.89 to \$6.10, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
- (5) Each share of Class B Common Stock is convertible at any time at the option of the Reporting Person into one share of Class A Common Stock and has no expiration date. The Class B Common Stock is also convertible into Class A Common Stock on the same basis upon any transfer, whether or not for value, except for "Permitted Transfers" as defined in the Issuer's restated certificate of incorporation in effect as of the date hereof. Each share of Class B Common Stock will convert automatically into one share of Class A Common Stock upon the date when the outstanding shares of Class B Common Stock represent less than 10% of the aggregate number of shares of Common Stock then outstanding.
- (6) Prior to June 20, 2018, the Reporting Person indirectly beneficially held 29,120,130 shares of Issuer Class B Common Stock through The Woodman Family Trust and 1,350,000 shares through each of his 2017 GRAT and his spouse's 2017 GRAT. On June 20, 2018, each of the two GRAT's distributed 709,332 shares to the Woodman Family Trust (a change of form of beneficial ownership without a change of pecuniary interest exempt from reporting under Rule 16a-13). The amounts reported reflect a corresponding increase of 1,418,664 shares in the number of shares of Issuer Class B Common Stock beneficially owned indirectly by the Reporting Person through The Woodman Family Trust and a decrease of 709,332 shares in the number of shares of such stock beneficially owned indirectly by the Reporting Person through each of his 2017 GRAT and his spouse's 2017 GRAT.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.