

Xplora Technologies AS: Monthly Subscriptions Update November 2024

As of November 30, 2024, Xplora Technologies has 331k subscriptions, an increase of 98k from November 2023 (233k).

This month's highlight:

- 15k new subscriptions (gross)
- Germany is the largest gross contributor with 5k additions

Subscription sales are following a trend that is closely aligned with the pattern observed in Q4 2023. November is a month when many consumers traditionally buy the Xplora smartwatch but wait to activate the service plan until the holiday season.

We expect our churn rate to be consistent with historic numbers, but now churning from a higher subscription base, we expect a more moderate net growth in subscriptions.

Note: Subscriptions encompass connectivity plans (mobile subscriptions), premium services, B2B service revenues, and service fees for Xplora smartwatches without Xplora mobile subscriptions (Nordics). Xplora has seasonal changes, especially related to Back-to-school and the Festive Season. The net growth in the subscription base will therefore fluctuate throughout the year.

For further information please contact:

Sten Kirkbak, CEO, +47 92203710, sten.kirkbak@xplora.com

Knut Stålen, CFO, +47 92043458, knut.stalen@xplora.com

About Xplora Technologies AS:

Xplora is a platform and services company and an industry leader in the market for children's smartwatches. Xplora was founded to give children a safe onboarding to the digital life and a better balance between screen time and physical activity. Xplora's vision is to enable children around the world to experience how their everyday activities can create value and make a positive change in the world. The company is headquartered in Norway with operations in leading European markets. Xplora is listed on Euronext Growth under the ticker symbol XPLRA.