

Xplora Technologies AS: Monthly Subscriptions Update – March 2025

As of March 31, 2025, Xplora Technologies has 358k subscriptions, an increase of 103k from March 2024 (255k).

This month's subscription update reflects Xplora Technologies' existing business operations.

This month's highlight:

- 11k new subscriptions (gross)

This quarter's highlight:

- 33k new subscriptions (gross), up 14% from 29k in Q1 24

Note: We expect our churn rate to be consistent with historic numbers. 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.