

Xplora Technologies AS: Monthly Subscriptions Update – April 2025

As of April 30, 2025, Xplora Technologies has 367k subscriptions, an increase of 105k from April 2024 (262k).

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

This month's highlight:
- 19k new subscriptions (gross)

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.

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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.