

Xplora Technologies AS: Monthly Subscriptions Update August 2025 - all time high monthly increase

As of August 31, 2025, Xplora Technologies has 434k subscriptions, an increase of 119k from August 2024 (314k). This achievement reflects Xplora's strategic focus on growing recurring service revenue and reinforces the company's path toward its long-term target of 1 million subscriptions.

This month's highlights:

*Increase of 37k new subscriptions (gross)

*Premium services have surpassed 100k subscriptions

This month's subscription update reflects Xplora Technologies' existing activity in the Kids market within the Kids & Youth segment. Sales in the Youth market and the Senior segment (Doro) launched successfully during June 2025.

Note: We expect our churn rate to be consistent with historic numbers. Subscriptions include 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 delivering technology solutions that enable families to stay connected and safe. The company designs smart devices and services for Kids, Youths, and Seniors, combining secure communication with services promoting physical activity and digital balance. Founded in Norway, Xplora pioneered the Kids' smartwatch category in Europe and has since expanded its offering to include phones and solutions for the Youth and Senior markets. This positions Xplora as a leading European platform for family-centric services. The company is headquartered in Oslo, Norway with operations in leading European markets. Xplora is listed on Euronext Growth under the ticker XPLRA.