

Xplora Technologies AS: Monthly Subscriptions Update – October 2024

As of October 31, 2024, Xplora Technologies has 327k subscriptions, a 43% increase from October 2023 (229k). This month's highlight:

- 11k new subscriptions (gross)
- Launched the service bundle with Freenet AG, announced 2 April 2024, generating 1k new premium subscriptions in two weeks

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.

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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.