

## Xplora Technologies AS: Monthly Subscriptions Update – surpassed 400K subscriptions

**As of July 31, 2025, Xplora Technologies has 406k subscriptions, an increase of 112k from July 2024 (294k). This achievement reflects our continued focus on growing service revenues and supports our long-term target of reaching 1 million 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.

This month's highlights:

- \*Increase of 23k new subscriptions (gross)
- \*Germany is the largest gross contributor with 6k additions, closely followed by Sweden with 5k additions
- \*The mobile subscription base in Sweden reached 61k, up 10k from July 2024
- \*Premium services have surpassed 90k subscriptions

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.