

NYSE WELCOMES FITBIT ON ITS FIRST DAY AS A PUBLICLY-TRADED COMPANY

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NEW YORK--(BUSINESS WIRE)-- Fitbit, Inc. (NYSE:FIT) opened for trading today on the New York Stock Exchange (NYSE) under the ticker symbol "FIT" after its initial public offering on the floor of the NYSE. Barclays is the Designated Market Maker for the company's stock.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20150618006343/en/>



Fitbit (NYSE: FIT) celebrates its IPO with a workout event outside the NYSE. (Photo: Business Wire)

James Park, CEO and Co-Founder, and Eric Friedman, CTO and Co-Founder, joined by members of Fitbit's leadership team, commemorated the company's public debut by ringing the NYSE Opening Bell® and visiting the trading floor to watch the stock open. Following the bell ringing, Fitbit hosted a celebration on Wall Street that invited New Yorkers to join the Fitbit movement by participating in a lunchtime workout led by celebrity trainer and Fitbit ambassador Harley Pasternak.

Founded in 2007, Fitbit is leading a worldwide movement toward healthier, more active lives by empowering people with data, inspiration and guidance to reach their goals. The Fitbit platform combines connected health and fitness devices with software and services, including an online dashboard and mobile apps, data analytics, motivational and social tools, personalized insights, and virtual coaching through customized fitness plans and interactive workouts. The platform helps people become more active, exercise more, sleep better, eat smarter, and manage their weight. Fitbit appeals to a large, mainstream health and

fitness market by addressing these key needs with advanced technology embedded in simple-to-use products and services. As of March 31, 2015, Fitbit has sold over 20.8 million devices since inception. According to The NPD Group, Fitbit held the leading position in the U.S. connected activity tracker market, with an 85% share, by dollars, in the first quarter of 2015.*

"Fitbit's IPO demonstrates the powerful role technology will continue to play in the health and fitness movement," said Garvis Toler, NYSE Global Head of Capital Markets. "With the power of capital markets fueling their innovation, Fitbit will be even better positioned to help people lead more active lives through wearable technology, data and inspiration."

Click [here](#) for video of Fitbit's bell ringing on the NYSE. Broadcast quality footage is available via the NYSE Broadcast Center at 212.656.5483 or NYSE-BroadCastCenter@TheIce.com.

Building upon four consecutive years of global leadership in capital raising, the NYSE continues to maintain its position as the venue of choice for technology IPOs in the U.S. since 2012. Year-to-date, NYSE IPOs have raised over \$10 billion in combined proceeds, representing 61% of all proceeds raised from U.S. IPOs in 2015, including \$2.4 billion in combined proceeds raised from tech IPOs, representing 70% of all capital raised from qualifying tech IPOs.

To learn more about NYSE's leadership position in tech IPOs, click [here](#). For more information on listing on the New York Stock Exchange, visit www.nyse.com/why-nyse.

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About Fitbit

Fitbit helps people lead healthier, more active lives by empowering them with data, inspiration and guidance to reach their goals. As the leader in the connected health & fitness category, Fitbit designs products and experiences that track everyday health and fitness. Fitbit's diverse line of award-winning products includes **Fitbit Surge**, **Fitbit Charge HR**, **Fitbit Charge**, **Fitbit Flex**, **Fitbit Zip** and **Fitbit One** activity trackers, as well as the **Aria** Wi-Fi Smart Scale. Fitbit products are carried in more than 30,000 North American retail stores, 45,000 stores around the globe and sold in 54 countries. *(Source: Fitbit)*

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SOURCE: Intercontinental Exchange

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** The NPD Group, Inc., Retail Tracking Service, Digital Fitness Devices data, January 2013 - March 2015. Fitbit refers to connected activity trackers in its prospectus, which has been defined in The NPD Group data as digital fitness wrist band and multi-location devices that connect to other devices (e.g., mobile devices and computers, via ANT+, Bluetooth, Wi-Fi, wireless combinations, wired connection only, and other wireless connections).*

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