

Non-GAAP Financial Measures

This supplemental financial information contains financial measures that have not been prepared in accordance with generally accepted accounting principles in the United States (GAAP). We use the following non-GAAP financial measures: non-GAAP gross profit; non-GAAP gross margin; non-GAAP operating expenses; non-GAAP operating income (loss); non-GAAP income (loss) before income taxes; non-GAAP net income (loss); non-GAAP diluted shares; non-GAAP net income (loss) per share; free cash flow; non-GAAP research and development expenses, non-GAAP sales and marketing expenses, non-GAAP general and administrative expenses, adjusted EBITDA and non-GAAP effective tax rate. The presentation of these financial measures is not intended to be considered in isolation or as a substitute for, or superior to, financial information prepared and presented in accordance with GAAP.

We use non-GAAP measures to internally evaluate and analyze financial results. We believe these non-GAAP financial measures provide investors with useful supplemental information about the financial performance of our business, enable comparison of financial results between periods where certain items may vary independent of business performance, and enable comparison of our financial results with other public companies, many of which present similar non-GAAP financial measures.

There are limitations associated with the use of non-GAAP financial measures as an analytical tool. In particular, many of the adjustments to our GAAP financial measures reflect the exclusion of certain items, specifically stock-based compensation expense, acquisition-related costs, depreciation, amortization of intangible assets, impairment of equity investment, interest income, net, and the related income tax effects of the aforementioned exclusions, that may be recurring and will be reflected in our financial results for the foreseeable future. In addition, these measures may be different from non-GAAP financial measures used by other companies, limiting their usefulness for comparison purposes.

The following are explanations of the adjustments that are reflected in one or more of our non-GAAP financial measures:

- Stock-based compensation expense relates to equity awards granted primarily to our employees. We exclude stock-based compensation expense because we believe that the non-GAAP financial measures excluding this item provide meaningful supplemental information regarding operational performance. In particular, companies calculate stock-based compensation expense using a variety of valuation methodologies and subjective assumptions.
- Acquisition-related costs relates to bonuses in connection to the Merger, integration costs, advisory and consulting, legal, accounting, tax, other professional service fees, and SEC filing fees to the extent associated with the pending Merger Agreement with Google or our acquisition of other companies.
- Restructuring costs primarily included severance-related costs. We believe that excluding this expense provides greater visibility to the underlying performance of our business operations, facilitates comparison of our results with other periods, and may also facilitate comparison with the results of other companies in our industry.
- Litigation expense relates to legal costs incurred due to litigation with Alphacom, Inc. d/b/a Jaybone, or Jaybone. We exclude these expenses because we do not believe they have a direct correlation to the operations of our business and because of the singular nature of the claims underlying the Jaybone litigation matters. We began excluding Jaybone litigation costs in the second quarter of 2016 as these costs significantly increased in 2016.
- In March 2014, we recalled the Fibra Force after some of our users experienced allergic reactions to adhesives in the wristband. This recall primarily impacted our results for the fourth quarter of 2013, the first quarter of 2014, and the fourth quarter of 2015.
- Revaluation of redeemable convertible preferred stock warrant liability is a non-cash charge that will not recur in the periods following our initial public offering.
- Amortization of intangible assets relates to our acquisitions of FitStar, Pebble, Vector and Twine Health. We exclude these amortization expenses because we do not believe they have a direct correlation to the operation of our business.
- A non-recurring impairment charge of \$6 million to reflect the write-down of an equity investment.

Fibit, Inc.
Condensed Consolidated Balance Sheets - Fiscal Quarters
(in thousands)

| | Mar 31 2013 | Jun 30 2013 | Sep 30 2013 | Dec 31 2013 | Mar 31 2014 | Jun 30 2014 | Sep 30 2014 | Dec 31 2014 | Mar 31 2015 | Jun 30 2015 | Sep 30 2015 | Dec 31 2015 | Apr 1 2016 | Jul 2 2016 | Oct 1 2016 | Dec 31 2016 | Apr 1 2017 | Jul 1 2017 | Sep 30 2017 | Dec 31 2017 | Mar 31 2018 | Jun 30 2018 | Sep 29 2018 | Dec 31 2018 | Mar 30 2019 | Jun 29 2019 | Sep 28 2019 | Dec 31 2019 | Apr 4 2020 | July 4 2020 | Oct 3 2020 | | |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---|--|
| Assets | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Current assets: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Cash and cash equivalents | \$ 15,119 | \$ 36,535 | \$ 57,231 | \$ 81,728 | \$ 98,703 | \$ 103,990 | \$ 63,957 | \$ 195,626 | \$ 237,849 | \$ 461,276 | \$ 462,280 | \$ 535,846 | \$ 722,062 | \$ 416,142 | \$ 284,220 | \$ 301,320 | \$ 374,279 | \$ 318,708 | \$ 280,681 | \$ 341,966 | \$ 378,360 | \$ 328,116 | \$ 402,237 | \$ 473,956 | \$ 410,813 | \$ 335,229 | \$ 287,431 | \$ 334,479 | \$ 251,997 | \$ 343,476 | \$ 373,384 | | |
| Marketable securities | - | - | - | - | - | - | - | - | - | - | 113,198 | 128,632 | 69,655 | 343,234 | 387,882 | 404,093 | 351,837 | 357,090 | 378,548 | 337,234 | 279,984 | 232,347 | 221,083 | 249,493 | 233,383 | 229,708 | 214,817 | 184,063 | 175,499 | 104,755 | 43,051 | | |
| Accounts receivable, net | 14,982 | 28,146 | 45,527 | 80,624 | 49,683 | 51,126 | 77,933 | 238,859 | 161,736 | 252,023 | 244,921 | 469,260 | 339,669 | 377,545 | 461,351 | 477,825 | 194,834 | 216,346 | 260,990 | 406,019 | 214,355 | 242,038 | 325,964 | 414,209 | 250,582 | 258,599 | 345,562 | 435,269 | 182,284 | 215,394 | 358,451 | | |
| Inventories | 15,202 | 16,938 | 23,952 | 56,441 | 53,051 | 54,235 | 60,641 | 115,072 | 137,509 | 186,870 | 276,083 | 178,146 | 212,092 | 190,644 | 214,955 | 230,387 | 206,331 | 141,504 | 138,781 | 123,895 | 145,371 | 140,430 | 156,112 | 124,871 | 174,478 | 161,931 | 245,096 | 136,752 | 105,745 | 65,771 | 98,996 | | |
| Income tax receivable | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| Prepaid expenses and other current assets | 492 | 1,016 | 3,554 | 3,185 | 5,763 | 6,492 | 7,165 | 13,614 | 22,012 | 18,163 | 21,199 | 43,530 | 60,006 | 99,782 | 86,372 | 66,346 | 58,775 | 97,717 | 173,654 | 97,269 | 59,109 | 63,227 | 45,541 | 42,325 | 26,481 | 24,124 | 33,376 | 28,656 | 56,694 | 31,829 | 35,013 | | |
| Restricted cash | - | - | - | 2,310 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| Total current assets | 45,795 | 82,635 | 130,264 | 224,288 | 207,200 | 215,843 | 209,697 | 563,171 | 559,106 | 918,332 | 1,117,681 | 1,355,414 | 1,403,481 | 1,387,647 | 1,434,780 | 1,480,571 | 1,380,656 | 1,131,365 | 1,232,654 | 1,384,365 | 1,154,937 | 1,104,543 | 1,198,899 | 1,311,811 | 1,102,654 | 1,036,956 | 1,127,247 | 1,119,752 | 912,246 | 787,578 | 949,147 | | |
| Property and equipment, net | 2,527 | 4,809 | 5,619 | 6,486 | 7,162 | 15,278 | 24,376 | 26,435 | 28,022 | 90,945 | 35,728 | 44,501 | 51,579 | 74,181 | 94,311 | 76,553 | 85,039 | 80,135 | 90,823 | 104,908 | 104,530 | 110,185 | 106,520 | 106,286 | 95,275 | 91,718 | 88,232 | 82,756 | 76,218 | 78,552 | 74,684 | | |
| Operating right-of-use assets | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| Goodwill | - | - | - | - | - | - | - | 22,562 | 22,157 | 22,157 | 22,157 | 22,157 | 22,157 | 25,217 | 25,217 | 51,036 | 51,036 | 51,036 | 51,036 | 51,036 | 60,929 | 61,058 | 61,058 | 60,979 | 60,979 | 60,979 | 60,979 | 64,812 | 64,812 | 64,812 | 64,812 | | |
| Intangible assets, net | - | - | - | - | - | - | - | 13,812 | 13,263 | 12,740 | 12,216 | 11,683 | 15,090 | 14,578 | 27,521 | 26,145 | 24,768 | 23,943 | 22,356 | 29,797 | 27,740 | 25,680 | 23,620 | 21,559 | 19,499 | 17,519 | 16,746 | 12,717 | 9,668 | 8,395 | 8,395 | | |
| Deferred tax assets | - | - | - | - | - | - | 26,693 | 42,001 | 44,457 | 60,693 | 72,870 | 83,620 | 87,601 | 119,472 | 110,814 | 175,797 | 184,640 | 162,899 | 46,221 | 3,900 | 4,158 | 3,328 | 3,920 | 4,489 | 4,436 | 4,222 | 3,925 | 4,111 | 4,066 | 26,817 | 15,330 | | |
| Other assets | - | - | - | - | 483 | 442 | 1,586 | 1,444 | 1,390 | 1,240 | 1,272 | 1,758 | 1,773 | 1,504 | 10,526 | 10,445 | 12,340 | 10,886 | 9,900 | 15,420 | 16,750 | 16,147 | 10,003 | 8,362 | 10,423 | 9,278 | 7,170 | 9,684 | 9,458 | 10,269 | 12,334 | | |
| Total assets | \$ 48,322 | \$ 87,444 | \$ 135,833 | \$ 230,774 | \$ 214,845 | \$ 231,563 | \$ 262,351 | \$ 633,051 | \$ 669,349 | \$ 1,046,630 | \$ 1,262,457 | \$ 1,519,066 | \$ 1,578,274 | \$ 1,623,111 | \$ 1,690,226 | \$ 1,821,926 | \$ 1,538,656 | \$ 1,461,089 | \$ 1,454,577 | \$ 1,582,075 | \$ 1,369,101 | \$ 1,323,201 | \$ 1,406,080 | \$ 1,515,547 | \$ 1,394,470 | \$ 1,278,180 | \$ 1,376,601 | \$ 1,388,086 | \$ 1,449,654 | \$ 1,042,475 | \$ 1,186,846 | | |
| Liabilities, Convertible Preferred Stock, and Stockholders' Equity (Deficit) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Current liabilities: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Accounts payable | \$ 14,040 | \$ 15,881 | \$ 22,058 | \$ 70,896 | \$ 29,798 | \$ 47,597 | \$ 57,401 | \$ 195,666 | \$ 136,425 | \$ 193,594 | \$ 320,195 | \$ 260,842 | \$ 238,696 | \$ 226,418 | \$ 253,138 | \$ 313,773 | \$ 127,542 | \$ 83,966 | \$ 178,476 | \$ 212,731 | \$ 132,910 | \$ 155,970 | \$ 232,991 | \$ 251,657 | \$ 165,551 | \$ 157,204 | \$ 263,181 | \$ 194,626 | \$ 90,801 | \$ 70,726 | \$ 174,603 | | |
| Accrued liabilities | 6,158 | 10,021 | 14,316 | 28,565 | 21,773 | 20,173 | 27,752 | 70,940 | 73,860 | 79,618 | 98,258 | 194,977 | 232,427 | 231,921 | 218,526 | 389,308 | 338,940 | 346,764 | 345,572 | 451,673 | 382,052 | 376,884 | 386,315 | 437,214 | 363,751 | 332,857 | 365,812 | 513,530 | 358,288 | 431,215 | | | |
| Operating lease liabilities | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| Deferred revenue | 1,337 | 2,031 | 2,693 | 5,606 | 5,756 | 7,520 | 8,204 | 9,909 | 17,024 | 21,346 | 27,077 | 44,448 | 50,929 | 46,420 | 45,001 | 42,612 | 46,904 | 44,427 | 40,058 | 35,504 | 31,272 | 28,116 | 27,350 | 29,400 | 28,655 | 28,076 | 28,076 | 32,307 | 32,466 | 32,589 | 49,317 | | |
| Fibit Force Recall reserve | - | - | - | 82,938 | 84,239 | 57,074 | 31,029 | 22,476 | 15,108 | 12,894 | 11,659 | 5,122 | 4,339 | 2,148 | 1,494 | 1,253 | 956 | 753 | 585 | 464 | 332 | 174 | 69 | 20 | - | - | - | - | - | - | - | | |
| Income taxes payable | 1,666 | 4,274 | 10,366 | 17,841 | 9,541 | 16,375 | 10,264 | 30,631 | 17,723 | 795 | 2,472 | 2,868 | 1,671 | 2,074 | 1,231 | 9,394 | 2,466 | 599 | 293 | 928 | 753 | 22,729 | 6,580 | 1,092 | 1,349 | 578 | 986 | 436 | 1,700 | 1,448 | 2,439 | | |
| Long-term debt, current portion | 778 | 1,213 | 2,849 | 3,985 | 38,523 | 37,789 | 7,548 | 132,880 | 159,611 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | | |
| Total current liabilities | 23,919 | 33,920 | 52,282 | 209,831 | 189,630 | 186,528 | 142,198 | 461,311 | 419,747 | 308,247 | 459,661 | 508,257 | 528,062 | 508,981 | 519,390 | 756,340 | 516,808 | 476,509 | 564,984 | 701,300 | 547,321 | 583,473 | 653,305 | 719,183 | 589,515 | 542,622 | 681,368 | 764,610 | 523,329 | 499,738 | 679,964 | | |
| Long-term deferred revenue | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 2,292 | - | - | - | 6,928 | 3,176 | 4,719 | 5,458 | 5,822 | 5,285 | 6,174 | 8,555 | 6,176 | 4,626 | 5,227 | 5,227 | | |
| Long-term operating lease liabilities | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| Other liabilities | 585 | 1,221 | 3,579 | 7,420 | 7,870 | 8,421 | 10,418 | 12,867 | 13,750 | 15,031 | 18,624 | 29,358 | 36,886 | 47,473 | 53,732 | 59,762 | 56,280 | 59,244 | 57,958 | 49,884 | 54,345 | 55,650 | 52,596 | 52,790 | 29,001 | 29,420 | 29,883 | 39,776 | 32,860 | 52,385 | 55,960 | | |
| Long-term debt, less current portion | 10,448 | 9,475 | 8,124 | 6,725 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| Redeemable convertible preferred stock warrant liability | 834 | 1,329 | 2,553 | 4,028 | 5,381 | 9,222 | 9,346 | 15,797 | 26,132 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| Total liabilities | 35,786 | 45,945 | 66,538 | 228,004 | 202,881 | 204,171 | 161,062 | 489,975 | 459,629 | 323,278 | 478,285 | 557,615 | 564,948 | 556,454 | 573,122 | 823,194 | 573,088 | 535,751 | 622,942 | 758,112 | 606,843 | 644,842 | 711,359 | 779,609 | 722,657 | 653,636 | 787,627 | 880,823 | 628,599 | 612,159 | 797,954 | | |
| Redeemable convertible preferred stock | 23,425 | 49,248 | 66,236 | 66,236 | 66,236 | 66,236 | 67,814 | 67,814 | 67,814 | 67,814 | 67,814 | 67,814 | 67,814 | 67,814 | 67,814 | 67,814 | 67,814 | 67,814 | 67,814 | 67,814 | 67,814 | 67,814 | 67,814 | 67,814 | 67,814 | 67,814 | 67,814 | 67,814 | 67,814 | 67,814 | 67,814 | | |
| Total stockholders' equity (deficit) | (10,889) | (7,749) | 3,109 | (63,466) | (54,272) | (38,844) | 32,575 | 75,262 | 141,906 | 723,352 | 784,172 | 981,451 | 1,015,326 | 1,066,657 | 1,117,104 | 998,532 | 965,568 | 925,336 | 831,635 | 823,963 | 762,259 | 678,989 | 694,721 | 735,938 | 671,813 | 625,544 | 588,974 | 487,263 | 521,655 | 430,316 | 388,992 | | |
| Total liabilities, convertible preferred stock, and stockholders' equity (deficit) | \$ 48,322 | \$ 87,444 | \$ 135,833 | \$ 230,774 | \$ 214,845 | \$ 231,563 | \$ 262,351 | \$ 633,051 | \$ 669,349 | \$ 1,046,630 | \$ 1,262,457 | \$ 1,519,066 | \$ 1,578,274 | \$ 1,623,111 | \$ 1,690,226 | \$ 1,821,926 | \$ 1,538,656 | \$ 1,461,089 | \$ 1,454,577 | \$ 1,582,075 | \$ 1,369,101 | \$ 1,323,201 | \$ 1,406,080 | \$ 1,515,547 | \$ 1,394,470 | \$ 1,278,180 | \$ 1,376,601 | \$ 1,388,086 | \$ 1,449,654 | \$ 1,042,475 | \$ 1,186,846 | | |

Fibit, Inc.
Condensed Consolidated Statements of Operations - Fiscal Quarters
 (in thousands)

| | Q1 2013 | Q2 2013 | Q3 2013 | Q4 2013 | Q1 2014 | Q2 2014 | Q3 2014 | Q4 2014 | Q1 2015 | Q2 2015 | Q3 2015 | Q4 2015 | Q1 2016 | Q2 2016 | Q3 2016 | Q4 2016 | Q1 2017 | Q2 2017 | Q3 2017 | Q4 2017 | Q1 2018 | Q2 2018 | Q3 2018 | Q4 2018 | Q1 2019 | Q2 2019 | Q3 2019 | Q4 2019 | Q1 2020 | Q2 2020 | Q3 2020 | | |
|---------------------------------------|-----------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------|---|
| Revenue (GAAP) | \$ 33,121 | \$ 47,169 | \$ 83,667 | \$ 107,130 | \$ 108,615 | \$ 113,572 | \$ 152,862 | \$ 370,184 | \$ 336,754 | \$ 400,412 | \$ 409,262 | \$ 711,570 | \$ 505,356 | \$ 586,528 | \$ 593,802 | \$ 573,775 | \$ 298,942 | \$ 352,299 | \$ 392,522 | \$ 570,756 | \$ 247,865 | \$ 299,344 | \$ 393,575 | \$ 571,199 | \$ 271,890 | \$ 313,556 | \$ 347,200 | \$ 502,142 | \$ 188,158 | \$ 261,272 | \$ 363,932 | | |
| Plus: | | | | 30,407 | 11,561 | | (2,449) | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Impact of Fibit Force recall | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Revenue (Non-GAAP) | \$ 33,121 | \$ 47,169 | \$ 83,667 | \$ 137,537 | \$ 120,176 | \$ 113,572 | \$ 152,862 | \$ 366,735 | \$ 336,754 | \$ 400,412 | \$ 409,262 | \$ 711,570 | \$ 505,356 | \$ 586,528 | \$ 593,802 | \$ 573,775 | \$ 298,942 | \$ 352,299 | \$ 392,522 | \$ 570,756 | \$ 247,865 | \$ 299,344 | \$ 393,575 | \$ 571,199 | \$ 271,890 | \$ 313,556 | \$ 347,200 | \$ 502,142 | \$ 188,158 | \$ 261,272 | \$ 363,932 | | |
| Cost of revenue | 18,132 | 25,947 | 42,412 | 124,345 | 64,046 | 55,183 | 69,257 | 199,290 | 212,249 | 213,249 | 363,271 | 271,601 | 341,459 | 263,144 | 447,273 | 180,643 | 204,054 | 217,262 | 322,139 | 133,743 | 180,429 | 240,061 | 354,272 | 185,437 | 205,342 | 239,248 | 380,089 | 133,236 | 168,210 | 228,120 | 333,812 | | |
| Gross profit (GAAP) | 14,989 | 21,222 | 41,255 | (17,215) | 44,769 | 58,389 | 83,605 | 170,894 | 169,209 | 187,542 | 196,011 | 348,299 | 233,755 | 244,669 | 246,528 | 176,502 | 118,299 | 149,245 | 174,760 | 248,607 | 114,123 | 119,015 | 153,514 | 216,927 | 89,453 | 108,214 | 107,952 | 132,663 | 54,922 | 93,062 | 135,812 | | |
| Gross margin (GAAP) | 45.3% | 45.0% | 49.3% | (16.1)% | 41.1% | 51.4% | 54.7% | 46.2% | 50.2% | 46.3% | 47.9% | 48.9% | 46.3% | 41.9% | 41.5% | 39.0% | 42.2% | 44.3% | 44.5% | 43.6% | 40.0% | 46.0% | 39.0% | 32.9% | 34.5% | 31.1% | 32.9% | 34.5% | 29.2% | 35.6% | 37.3% | | |
| Plus: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Stock-based compensation expense | 2 | 4 | 8 | 23 | 59 | 129 | 346 | 356 | 446 | 825 | 1,351 | 2,117 | 1,309 | 1,084 | 1,014 | 1,390 | 18 | 1,492 | 1,379 | 2,423 | 1,098 | 2,802 | 1,999 | 2,183 | 1,430 | 1,521 | 1,446 | 2,006 | 2,179 | 2,633 | 1,846 | | |
| Acquisition-related costs | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| Impact of restructuring | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 37 | - | - | - | - | - | - | - | - | 190 | - | - | - | - | - | - | |
| Impact of Fibit Force recall | - | - | - | 81,812 | 22,163 | - | (1,485) | (1,227) | (2,040) | - | - | (7,151) | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Intangible assets amortization | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 451 | 451 | 451 | 1,319 | 1,381 | 1,516 | 1,516 | 2,304 | 1,853 | 1,854 | 1,853 | 1,773 | 2,392 | 2,392 | 1,548 | 1,126 | |
| Gross profit (Non-GAAP) | 14,991 | 21,226 | 41,263 | 64,620 | 66,991 | 58,518 | 83,466 | 170,023 | 167,615 | 188,834 | 197,706 | 347,152 | 235,514 | 246,504 | 242,123 | 178,345 | 119,673 | 152,056 | 177,520 | 252,536 | 116,737 | 122,663 | 157,817 | 220,963 | 92,027 | 111,588 | 111,171 | 132,089 | 60,258 | 98,120 | 138,751 | | |
| Gross margin (Non-GAAP) | 45.3% | 45.0% | 49.3% | 46.9% | 55.7% | 51.5% | 53.9% | 46.4% | 49.8% | 47.2% | 48.3% | 48.8% | 46.6% | 42.0% | 48.1% | 22.4% | 40.0% | 43.0% | 45.2% | 44.2% | 47.1% | 40.9% | 40.1% | 38.7% | 34.2% | 35.6% | 32.9% | 28.3% | 32.0% | 37.6% | 38.1% | | |
| Research and development (GAAP) | 5,346 | 6,507 | 7,766 | 8,254 | 9,088 | 11,809 | 14,945 | 18,325 | 22,426 | 30,492 | 42,890 | 54,227 | 72,248 | 79,909 | 82,972 | 85,062 | 87,758 | 80,543 | 84,170 | 90,541 | 89,336 | 87,047 | 79,840 | 75,946 | 77,039 | 70,919 | 65,693 | 86,703 | 81,589 | 83,733 | 90,771 | | |
| Less: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Stock-based compensation expense | (40) | (55) | (75) | (118) | (92) | (192) | (873) | (1,192) | (1,879) | (3,138) | (5,893) | (7,341) | (10,393) | (11,725) | (12,314) | (12,775) | (14,344) | (12,648) | (12,947) | (13,842) | (14,671) | (15,990) | (14,097) | (13,330) | (11,988) | (11,892) | (10,577) | (10,418) | (11,119) | (11,442) | (10,633) | | |
| Acquisition-related costs | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| Impact of restructuring | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Intangible assets amortization | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Research and development (Non-GAAP) | 5,306 | 6,452 | 7,691 | 8,136 | 8,996 | 11,617 | 14,072 | 17,133 | 20,547 | 27,354 | 36,997 | 46,886 | 61,855 | 68,184 | 70,658 | 72,287 | 70,670 | 67,895 | 71,223 | 76,699 | 74,665 | 71,057 | 65,743 | 62,616 | 63,501 | 59,027 | 55,136 | 57,674 | 64,759 | 62,638 | 71,747 | | |
| Sales and marketing (GAAP) | 4,217 | 5,433 | 6,159 | 11,038 | 11,273 | 13,311 | 17,539 | 69,882 | 43,867 | 69,690 | 65,115 | 154,069 | 107,051 | 118,138 | 79,872 | 186,194 | 91,174 | 100,732 | 77,536 | 145,600 | 72,052 | 100,845 | 66,676 | 104,518 | 68,616 | 83,060 | 71,296 | 106,828 | 56,961 | 65,470 | 60,726 | | |
| Less: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Stock-based compensation expense | (14) | (42) | (64) | (84) | (63) | (120) | (466) | (645) | (1,207) | (1,322) | (2,451) | (2,339) | (2,535) | (2,927) | (3,030) | (3,083) | (3,248) | (3,987) | (3,679) | (3,658) | (3,447) | (3,638) | (3,720) | (3,138) | (3,175) | (2,587) | (2,685) | (2,775) | (2,899) | (2,701) | | | |
| Acquisition-related costs | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| Impact of restructuring | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Intangible assets amortization | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Sales and marketing (Non-GAAP) | 4,203 | 5,391 | 6,095 | 10,954 | 11,210 | 13,191 | 17,071 | 69,237 | 42,560 | 68,368 | 62,664 | 151,730 | 104,516 | 115,211 | 76,842 | 183,111 | 85,926 | 96,748 | 73,857 | 141,942 | 68,444 | 96,464 | 63,353 | 100,653 | 64,754 | 79,749 | 68,574 | 99,796 | 50,338 | 59,881 | 58,697 | | |
| General and administrative (GAAP) | 1,338 | 2,154 | 2,853 | 8,140 | 8,617 | 7,443 | 7,849 | 9,647 | 12,981 | 14,448 | 20,698 | 29,466 | 35,702 | 37,262 | 33,333 | 40,606 | 30,746 | 31,379 | 40,690 | 31,119 | 36,088 | 30,211 | 24,812 | 25,516 | 26,692 | 24,865 | 23,083 | 43,591 | 42,041 | 35,049 | 35,493 | | |
| Less: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Stock-based compensation expense | (8) | (15) | (18) | (50) | (100) | (220) | (785) | (1,166) | (1,271) | (2,462) | (3,339) | (5,543) | (5,533) | (4,664) | (3,647) | (4,009) | (4,155) | (3,839) | (4,792) | (4,402) | (4,425) | (4,824) | (4,381) | (4,153) | (3,988) | (3,959) | (3,494) | (3,451) | (3,654) | (3,360) | (3,197) | | |
| Acquisition-related costs | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| Impact of restructuring | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Litigation expense—Jawbone | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Impact of Fibit Force recall | - | - | - | (2,838) | (2,876) | (1,483) | (2) | 972 | 142 | (69) | (20) | 4,363 | (11) | 11 | - | (26) | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Intangible assets amortization | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| General and administrative (Non-GAAP) | 1,330 | 2,139 | 2,835 | 5,252 | 5,641 | 6,760 | 7,062 | 9,453 | 11,852 | 12,635 | 17,257 | 20,204 | 32,676 | 20,609 | 23,663 | 29,290 | 25,053 | 25,949 | 34,962 | 25,727 | 30,827 | 25,316 | 20,360 | 21,290 | 25,694 | 20,824 | 19,518 | 20,346 | 31,301 | 20,472 | 23,566 | | |
| Operating expenses: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Research and development | 5,346 | 6,507 | 7,766 | 8,254 | 9,088 | 11,809 | 14,945 | 18,325 | 22,426 | 30,492 | 42,890 | 54,227 | 72,248 | 79,909 | 82,972 | 85,062 | 87,758 | 80,543 | 84,170 | 90,541 | 89,336 | 87,047 | 79,840 | 75,946 | 77,039 | 70,919 | 65,693 | 86,703 | 81,589 | 83,733 | 90,771 | | |
| Sales and marketing | 4,217 | 5,433 | 6,159 | 11,038 | 11,273 | 13,311 | 17,539 | 69,882 | 43,867 | 69,690 | 65,115 | 154,069 | 107,051 | 118,138 | 79,872 | 186,194 | 91,174 | 100,732 | 77,536 | 145,600 | 72,052 | 100,845 | 66,676 | 104,518 | 68,616 | 83,060 | 71,296 | 106,828 | 56,961 | 65,470 | 60,726 | | |

