



NEWS RELEASE

Fitbit Charge 3 Now Integrated With UnitedHealthcare Motion Walking Program; Fitbit Inspire HR to be Added to the Wearable Device Program Later This Year

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Charge 3 addition can help build on the success of UnitedHealthcare Motion; to date, program participants have walked a combined 272 billion steps and earned more than \$43 million in incentives

SAN FRANCISCO--(BUSINESS WIRE)-- **Fitbit** (NYSE:FIT) today announced the next phase of its integration with UnitedHealthcare Motion® by offering **Fitbit Charge 3™**, the No. 1-selling health and fitness tracker in the U.S., as a buy-up option to eligible program participants.

UnitedHealthcare Motion is an employer-sponsored wearable device walking program that encourages participants to move more and monitor their activity levels, with the potential to earn more than \$1,000 per yearⁱⁱ by meeting certain daily walking goals. The program is an option for employers in most markets across the country.

The addition of Charge 3 builds on Fitbit's history of working with UnitedHealthcare to help eligible program participants monitor progress toward daily walking goals from the wrist. Charge 2 was the first wearable device offered as a buy-up option for UnitedHealthcare Motion program participants in 2017.

Charge 3 is now available for purchase to UnitedHealthcare Motion program participants; those who already own the device can also use it as part of the program. Later this year, **Fitbit Inspire HR™**, Fitbit's lower priced and stylish device designed to meet the needs of the health care industry, is also expected to be offered to UnitedHealthcare Motion program participants.

"After more than two years, Fitbit devices continue to prove popular among UnitedHealthcare Motion program participants, helping encourage sustained and positive behavior change," said Adam Pellegrini, general manager, Fitbit Health Solutions. "Our collaboration with UnitedHealthcare on this successful wearable device walking program and other health initiatives continues to demonstrate the important role wearable technology can play in helping people on their path toward better health."

On average, active UnitedHealthcare Motion participants log nearly 12,000 steps per day, more than double the number of the average American adult.ⁱⁱⁱ Also, people with chronic conditions are 20 percent more likely to participate in the program than those without such a diagnosis; people who have diabetes are 40 percent more likely to participate than those who do not.*

UnitedHealthcare Motion may enable eligible program participants to earn more than \$1,000 per year^{iv} by meeting daily FIT walking goals, which stands for: frequency (complete at least 500 steps within seven minutes six times per day, at least an hour apart); intensity (complete at least 3,000 steps within 30 minutes); and tenacity (complete at least 10,000 total steps each day). The program is available for purchase by employers of all sizes across the country, enabling participants to earn quarterly incentives that are deposited into health reimbursement accounts (HRAs) or health savings accounts (HSAs), as applicable.

"Digital health solutions such as UnitedHealthcare Motion offer valuable and measurable benefits to help motivate and engage people to take control of their health journey," said Paul Sterling, vice president of emerging products for UnitedHealthcare. "Wearable device options like the Charge 3 are an important resource to help drive participation and engagement in our program, particularly among people managing chronic conditions."

Fitbit Charge 3™, the latest evolution of the best-selling Charge family of devices, delivers a premium swimproof^v design with a large touchscreen display, Fitbit's most advanced health and fitness features on a tracker, and is its smartest tracker yet – all powered by up to 7 days of battery life.^{vi}

*All UnitedHealthcare Motion results based on 2018 internal analysis of program participants

About Fitbit

Fitbit helps people lead healthier, more active lives by empowering them with data, inspiration and guidance to reach their goals. As the leading global wearables brand, Fitbit designs products and experiences that track and provide motivation for everyday health and fitness. Fitbit's diverse line of innovative and popular products include Fitbit Charge 3™, Fitbit Inspire HR™, Fitbit Inspire™, Fitbit Ace 2™, activity trackers, as well as the Fitbit Ionic™ Fitbit Versa™ smartwatches, Fitbit Flyer™ wireless headphones and Fitbit Aria 2™ Wi-Fi Smart Scale. Fitbit products are carried in over 39,000 retail stores and in 87 countries around the globe. Powered by one of the world's largest

social fitness networks and databases of health and fitness data, the Fitbit platform delivers personalized experiences, insights and guidance through leading software and interactive tools, including the Fitbit and Fitbit Coach apps, and the Fitbit OS for smartwatches. Fitbit Health Solutions develops health and wellness solutions designed to help increase engagement, improve health outcomes, and drive a positive return for employers, health plans and health systems.

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Forward-Looking Statements

This press release contains forward-looking statements, within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, that involve risks and uncertainties including, among other things, statements regarding the future availability of Fitbit devices, including but not limited to Fitbit Inspire HR, to UnitedHealthcare Motion enrollees. These forward-looking statements are only predictions and may differ materially from actual results due to a variety of factors, including the effects of the highly competitive market in which we operate, including competition from much larger technology companies; any inability to successfully develop and introduce new products, features, and services or enhance existing products and services; product liability issues, security breaches or other defects; and other factors discussed under the heading “Risk Factors” in our most recent report on Form 10-K filed with the Securities and Exchange Commission. All forward-looking statements contained herein are based on information available to us as of the date hereof and we do not assume any obligation to update these statements as a result of new information or future events.

i The NPD Group, Inc., U.S. Retail Tracking Service, Health and Fitness Trackers, September 2018-February 2019

ii Financial incentives may be less due to limits under applicable laws.

iii Bassett, David R., Holly R. Wyatt, Helen Thompson, John C. Peters, and James O. Hill. 2010. “Pedometer-Measured Physical Activity and Health Behaviors in U.S. Adults:” *Medicine & Science in Sports & Exercise* 42 (10): 1819–25. <https://doi.org/10.1249/MSS.0b013e3181dc2e54>

iv Financial incentives may be less due to limits under applicable laws.

v Water resistant to 50M

vi Battery life varies with use and other factors.

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