



NEWS RELEASE

# Fitbit Launches Fitbit Care, A Powerful New Enterprise Health Platform for Wellness and Prevention and Disease Management

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Fitbit Care combines wearables, digital interventions and health coaching through the new Fitbit Plus app to deliver a more personalized healthcare experience and better health outcomes

Humana Inc. selects Fitbit Care as preferred coaching solution

SAN FRANCISCO--(BUSINESS WIRE)-- **Fitbit** (NYSE:FIT), the leading global wearables brand, today announced Fitbit Care™, a connected health platform for health plans, employers, and health systems that combines health coaching and virtual care through the new Fitbit Plus™ app, Fitbit's innovative wearable devices and self-tracking and personalized digital interventions to help improve wellness, disease management and prevention. Fitbit Care leverages the company's decade-plus of experience inspiring people to get healthy, combined with the clinically-proven behavior change principles of Twine Health—which **Fitbit acquired** earlier this year—to improve care team collaboration and health outcomes across the spectrum of care.

Fitbit Care is available today through **Fitbit Health Solutions**. The company also announced today that Humana Inc. selected Fitbit Care as a preferred coaching solution for its employer group segment. More than 5 million Humana members will have the potential to access Fitbit health coaching or wellness solutions through a comprehensive range of wellness programs and capabilities, such as Go365® and the Humana Employee Assistance Program (EAP).

“With the introduction of Fitbit Care, we continue to expand our healthcare offerings with a new, bundled subscription offering that can help improve outcomes for some of the most common and costly conditions in

healthcare, such as diabetes and hypertension,” said Adam Pellegrini, general manager, Fitbit Health Solutions. “This unique offering will allow us to better support our 1,600-plus enterprise health customers and the 100-plus health plans that we work with through a comprehensive platform that can help deliver positive, lasting outcomes for their employees and members.”

Specifically, the Fitbit Care platform includes:

- Wearables and self-tracking: Fitbit devices and software allow individuals to continuously track activity, sleep, heart rate, and other metrics like female health tracking to help people better understand their overall health and reach their health goals. With a user’s consent, real-time, objective health data also provides care teams with a more comprehensive picture of an individual’s health for more personalized recommendations and care.
- Personalized digital interventions: Fitbit Care delivers Fitbit’s industry-leading community social support tools with challenges, private social groups within Fitbit’s social feed and guided workouts that provide anywhere, anytime training. With more ways to customize social communities and digital tools to support healthy behavior, enterprise customers can provide members and employees with even more motivation and encouragement to achieve their health goals.
- Health coaching and virtual care: For the first time, Fitbit Health Solutions is making health coaching available to enterprise health customers. Coaches work with participants and their care teams to create and execute personalized care plans. The coaches build strong connections with individuals via in-app communications, phone, and in-person meetings to support their goals such as weight management or tobacco cessation; management of chronic conditions like diabetes, hypertension or depression; and complex conditions like chronic pulmonary obstructive disease or congestive heart failure.

“With Fitbit Care we are delivering a solution that empowers people to take control of their health, by providing the accountability, support, guidance and resources that remove some of the most difficult barriers to behavior change,” said Dr. John Moore, Medical Director, Fitbit Health Solutions. “Supporting patients beyond the walls of the doctor’s office is one of the most important things we can do to drive successful outcomes, and as a clinician I see great potential for Fitbit Care to help tackle some of the biggest challenges in healthcare and improve health outcomes at scale.”

## Introducing the Fitbit Plus App

Individuals who are enrolled in the health coaching component of Fitbit Care through their employer, health plan or health system will have access to a new app, called Fitbit Plus, to augment the Fitbit experience.

The Fitbit Plus app allows individuals to communicate directly with their care team and health coach, so they can receive personalized guidance and support at the time and place that is best for them.

Fitbit Plus also supports the integration of more advanced health metrics including blood glucose, blood pressure, or medication adherence for tracking alongside data from Fitbit and other third-party connected devices. This app allows users to see critical health data conveniently in one place, to better understand trends over time.

Fitbit Plus is available now, as part of the Fitbit Care solution.

## Humana Selects Fitbit Care

Fitbit Care has generated interest from some of the nation's leading health and well-being companies, employers and health systems. Announced today, Humana Inc. has chosen Fitbit Care as a preferred solution for health coaching across wellness and prevention, as well as high-risk and chronic conditions for its Group and Specialty segment.

## 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 Alta HR™, Fitbit Alta®, Fitbit Ace™, Fitbit Flex 2®, and Fitbit Zip® activity trackers, as well as the Fitbit Ionic™ and 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 86 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 our ability to help users improve wellness, disease management and disease prevention, improve health outcomes and care team coordination, and drive better health outcomes. 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-Q 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.

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