



NEWS RELEASE

Fitbit Launches in Argentina

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Fitbit offers a powerful lineup of wearables to help motivate users to get healthier and move more, available November 12 at select major retailers

BUENOS AIRES, Argentina – NOVEMBER 6, 2018 – **Fitbit, Inc.** (NYSE: FIT), the leading global wearables brand, today announced has launched in Argentina, with its award-winning and top-selling Fitbit Versa, Fitbit Ionic and Fitbit Ionic adidas Edition smartwatches and Fitbit Charge 3 fitness tracker now available at select major retailers and through each retailers' online store. Fitbit's vision is to make the world healthier with a holistic platform that empowers people to take actions by providing them with the tools and information they need, which includes an engaging app experience, insights and guidance based on personalized data which is tracked by a variety of devices that are fun and easy to use, and one of the largest global social fitness networks to motivate and help users reach their health and fitness goals. To date the company has sold more than 84 million devices globally and has more than 25 million active device users.ⁱ

Helping Argentina to be healthier, more active

According to the World Health Organization, diabetes, hypertension and obesity are some of the top health issues facing Argentines.ⁱⁱ In fact, heart disease is the number one cause of death in Argentina and 60 percent of people in the country are overweight or obese.ⁱⁱⁱ While health continues to be a top concern for Argentines, many of these health challenges can be prevented or managed with lifestyle changes, such as increasing physical activity and improving diet.

Wearable technology can play a powerful role in helping people attain their health goals. In fact, according to IDC, Argentina is projected to be within the top five fastest growing countries for wearables in the Latin American market in the next five years.^{iv}



“The wearables category has the potential to help people achieve better health outcomes, which is our singular focus at Fitbit. Underscoring all of this is our ongoing commitment to deliver the most engaging experience possible to support our users on their health and fitness journeys,” said Ricardo Martiarena, Regional Manager, Latin America, Fitbit. “With a growing focus on personal health, fitness and overall wellbeing across the country, Fitbit is thrilled to provide consumers in Argentina with a range of Fitbit health and fitness devices at different price points across all major mobile platforms, to fit their needs.”

Diverse product family to help reach your health and fitness goals

Fitbit understands there is no “one size fits all” option in health and fitness, as consumers have a wide-range of needs and preferences – from those interested in improving their health through everyday activities like walking to work, to more active consumers looking to maximize their fitness to those looking for a smarter, more connected experience.

To meet these needs, Fitbit is launching in Argentina with the following top-selling wearables beginning November 12:

- **Fitbit Charge 3 fitness tracker:** The latest evolution of the company's best-selling Charge family of devices,^v delivers a premium swimproof design with a large touchscreen display, advanced health and fitness features, and is Fitbit's smartest tracker yet – all powered by up to 7 days of battery life.^{vi}
- **Fitbit Versa:** A modern, full-featured and competitively priced smartwatch that is your personalized daily health and fitness companion to help empower you to take action, make the most of every moment, stay connected and reach your goals – all with 4+ days of battery life.^{vii} Versa has a versatile style at an approachable price and can be personalized with more than 1,100 clock faces and apps.
- **Fitbit Ionic:** A GPS running-focused smartwatch built with purpose that motivates you to reach your goals with the ultimate curation of advanced health and fitness features, on-board industry-leading GPS, personalized guidance and smart functionality. It is packed with personalized fitness guidance, swim tracking, health insights, music storage, 1,100+ clock faces and apps and more, all with up to 5 days battery life.^{viii}
- **Fitbit Ionic: adidas edition:** A GPS smartwatch designed to provide a unique coaching experience for runners and athletes of all levels who want to help improve their performance. In addition to all the advanced health and fitness features of Fitbit Ionic, the adidas edition includes the exclusive adidas Train app with six on-screen workouts and step-by-step coaching designed by adidas to help improve your form, power, and speed, plus a stylish and breathable sport band, and unique adidas-designed clock face – all with up to 5 days of battery life.^{ix}

As part of the Fitbit platform, these health and fitness devices are combined with software and services to help users reach their goals, 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 Pricing & Availability

The Fitbit products will be available starting November 12 at retailers Compumundo, Macstation & Mercado Libre official Fitbit store.

- **Fitbit Charge 3:** Retail price of \$9,299 (ARS) and the special edition (coming soon) will be priced at \$10,399 (ARS). Accessories range from \$1,999-\$2,349 (ARS).
- **Fitbit Versa:** Retail price of \$12,799 (ARS) and the special edition for two looks in one with an extra band in box will be priced at \$13,999 (ARS). Accessories range from \$1,999-\$3,349 (ARS).
- **Fitbit Ionic:** Retail price of \$16,999 (ARS).
- **Fitbit Ionic: adidas edition:** Retail price of \$18,499 (ARS).

All Fitbit devices work with the Fitbit app, which helps people at all fitness levels easily access and log their most important personalized data in real-time, such as steps, activity, exercise, food, weight and sleep over time, providing the information they need to help them more successfully reach their goals. The Fitbit app is compatible with more than 200 Android, iOS and Windows devices.

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 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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i As of December 31, 2017

ii World Health Organisation Statistical Profile Argentina, 2012 <http://www.who.int/gho/countries/arg.pdf?ua=1>.

iii Ministry of Health, Argentina, Third National Survey of Risk Factors, 2013 http://www.msal.gob.ar/ent/index.php/home/6-destacados-slide/index.php?option=com_content&view=article&id=590:en-argentina-una-de-cada-diez-mujeres-tiene-diabetes&catid=6:destacados-slide590

iv IDC Quarterly Wearable Device Tracker, Q2'18

v IDC estimates and Fitbit shipments of Charge, Charge HR and Charge 2 Q2 '17 Q1 '18 in North America, UK and Germany.

vi Battery life varies with use and other factors.

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viii Battery life varies with use and other factors.

ix Battery life varies with use and other factors.