



NEWS RELEASE

Fitbit OS 5.1 Update Delivers Enhanced Health Capabilities and Convenience Features for Sense and Versa 3 Smartwatches

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Adds more ways to track SpO2, on-device voice-enabled capabilities including Google Assistant, audible replies for Alexa and Bluetooth hands-free calling

SAN FRANCISCO--(BUSINESS WIRE)-- **Fitbit** (NYSE: FIT) today announced the availability of its OS 5.1 software update, which expands on its existing health capabilities and brings new convenience features to **Fitbit Sense™** and **Fitbit Versa 3™**. This update provides more ways to track SpO2 so users can better manage their wellbeing and delivers enhanced on-device voice-enabled capabilities with the availability of Google Assistant in the U.S., Bluetooth® calling² and audible replies for Alexa users.³

"As we head further into the flu season amidst the ongoing COVID-19 pandemic, keeping an eye on changes to your day-to-day health metrics is more important than ever," said James Park, co-founder and CEO of Fitbit. "Fitbit Sense and Versa 3 are Fitbit's most innovative devices yet and can play an important role in making new information available about your physical and mental health and wellbeing. We're empowering you with the tools you need to better understand and take control of your health and wellness."

Looking at your SpO2 trends in the Health Metrics dashboard⁴ may help you see when there are important changes in your fitness and wellness, like increased stress or fatigue, or signs of respiratory issues or changes in your environment, such as altitude or air quality. By tracking your SpO2 levels over time, you can see when there may be important changes in your fitness and wellness.

Fitbit has enhanced its SpO2 experience, enabling Sense and Versa 3 Premium members to track blood oxygen



levels while sleeping and see their average in the Fitbit app without using a specific SpO2 clock face.¹ For those who prefer to see their nightly SpO2 levels at a glance on their wrist, Fitbit still has its free signature SpO2 clock face, and will offer seven additional new SpO2 clock faces in the app gallery by the end of the year. Since its launch in September, Fitbit's signature SpO2 clock face has more than one million downloads from the Fitbit app gallery.

More convenience and connectedness, right from the wrist

In addition, Fitbit is elevating the on-device experience by offering even more everyday convenience, turning its smartwatches into devices you can't live without. Starting today, Fitbit is delivering a choice of voice assistants with the launch of Google Assistant in the U.S.,⁵ so you can start a yoga exercise in your living room, check the weather forecast before stepping out for a walk, set an alarm or check your sleep duration, and even control your smart home devices⁶ – all from the wrist with the touch of a button. Google Assistant will roll out to additional markets, including Australia, Canada, India, Ireland, New Zealand, Singapore and the U.K. in English in late 2020.

With Alexa, you have the added capability to receive audible replies from the on-device voice assistant, making it easier than ever to stay connected.⁷ Fitbit plans to make audible replies available for Google Assistant in the first half of 2021 as it continues to explore more features to bring even more convenience on-the-go.

With both Sense and Versa 3, you'll also be able to take hands-free Bluetooth calls⁸ with the on-device microphone and speakers, send incoming calls to voicemail and control volume without reaching for a phone – so when you're taking the dog on a walk around the neighborhood or getting curbside pick-up for groceries, you won't miss a beat. AndroidTM users can also respond to text messages on-the-go with voice-to-text commands.

More content and motivation with Fitbit Premium

To complement the exciting Sense and Versa 3 software updates, Fitbit continues to offer expanded features and content for Fitbit Premium members. Over the last several months, Premium has broadened its offering with workouts from celebrity influencers like **Ayesha Curry** and delivered more motivational tools such as guided programs and activity challenges to help support you in reaching your unique health goals. With more than **500,000 paid** subscribers, Premium recently expanded to a total of 18 languages, including Dutch, French, German, Italian, Japanese, Korean, Spanish and Swedish, increasing the potential for even more Fitbit users around the world to benefit from the service.

Availability

Fitbit Sense and **Fitbit Versa 3** are available on **Fitbit.com** and online at select retailers.

The rollout of Fitbit's OS 5.1 software update starts today.⁵

Beginning November 22, **Fitbit.com** will offer Black Friday deals to make these and other devices like the newest tracker, **Fitbit Inspire 2™**, more accessible for more people around the world so you can inspire health this holiday season.

About Fitbit, Inc. (NYSE: FIT)

Fitbit helps people lead healthier, more active lives by empowering them with data, inspiration and guidance to reach their goals. 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 Sense™**, the **Fitbit Versa™** family of smartwatches, **Fitbit Charge 4™**, **Fitbit Inspire 2™**, and **Fitbit Ace 2™** activity trackers, and **Fitbit Aria Air** smart scale. Fitbit products are carried in approximately 39,000 retail stores and in 100+ countries around the globe. The Fitbit platform delivers personalized experiences, insights and guidance through leading software and interactive tools, including the Fitbit and Fitbit Coach apps, and Fitbit OS for smartwatches. Fitbit's paid subscription service, **Fitbit Premium**, provides advanced analytics and actionable guidance in the Fitbit app to help you reach your health and fitness goals. **Fitbit Premium + Health Coaching** provides one-on-one virtual coaching with expert health coaches and personalized plans based on your Fitbit data. **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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Looking for motivation? You're in the right place - join us on **Facebook**, **Instagram**, **LinkedIn**, **Twitter** and **YouTube**. We want to hear from you, share your Fitbit experience with us [here](#).

Google and Android are trademarks of Google LLC.

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 about the expected performance and/or benefits of products or services described in this release, including but not limited to ability to track and prevent spread of illness; the future availability of wearable early illness detection and/or diagnostic capabilities, including but not limited to the future development of a regulated

SpO2 feature; our ability to help users manage or improve their health and wellness; the future availability of product features, including but not limited to availability of Google Assistant in certain countries, availability of audible replies, and development of new clock faces; and future product promotions.

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; the impact of COVID-19; 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.

1 Users can now run SpO2 in the background and track in the Fitbit mobile app; no clock face required. Not available in all markets. The SpO2 feature is not intended to diagnose or treat any medical condition or for any other medical purpose. It is intended to help you manage your well-being and keep track of your information.

2 This feature requires more frequent charging.

3 Voice assistant availability and features may vary, see [fitbit.com/voice](https://www.fitbit.com/voice). Google Assistant coming to Australia, Canada, India, Ireland, New Zealand, Singapore and the United Kingdom in late 2020 in English only; Belgium, Canada (French), Chile, Colombia, France, Germany, Italy, Japan, Mexico, Netherlands, Peru, Spain, Sweden and Switzerland available early 2021.

4 The Health Metrics dashboard and the metrics displayed in the dashboard are not available in all countries and may require a Premium subscription. Breathing rate, resting heart rate and heart rate variability Health Metrics are available with Fitbit Charge 3, Fitbit Charge 4, Fitbit Inspire 2, Fitbit Inspire HR, Fitbit Ionic, Fitbit Alta HR, Fitbit Versa family and Fitbit Sense devices; SpO2 and skin temperature available with Ionic, Fitbit Versa family and Fitbit Sense devices only. This feature is not intended to diagnose or treat any medical condition or for any other medical purpose. It is intended to help users manage their wellbeing and keep track of their information.

5 Launching in the United States today. Voice assistant availability and features may vary, see www.fitbit.com/voice. Google Assistant coming to Australia, Canada, India, Ireland, New Zealand, Singapore and the United Kingdom in late 2020 in English only; Belgium, Canada (French), Chile, Colombia, France, Germany, Italy, Japan, Mexico, Netherlands, Peru, Spain, Sweden and Switzerland available early 2021.

6 When phone is nearby. Third-party account and app may be required. Compatible smart home devices only.

7 Voice assistant availability and features may vary, see [fitbit.com/voice](https://www.fitbit.com/voice).

8 This feature requires more frequent charging.

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