NEWS RELEASE

Fitbit Ships More than One Million Fitbit Versa Devices; Over Two Million Use Female Health Tracking Within First Month

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SAN FRANCISCO--(BUSINESS WIRE)-- Fitbit, Inc. (NYSE: FIT), the leading global wearables brand, today announced that it has shipped more than one million Fitbit Versa™ devices since general availability began on April 16, demonstrating strong consumer demand for a well-designed health and fitness-focused smartwatch with long battery life and broad compatibility, at an affordable price point. Additionally, Fitbit announced that more than 2.4 million users have already used its new female health tracking feature, which became available to all Fitbit app users last month.

“With Fitbit Versa, we are delivering on our promise to offer a true mass appeal smartwatch with engaging new features. The positive response to Versa shows that we are filling this void and well positions us to gain share of the fast-growing smartwatch market,” said James Park, co-founder and CEO of Fitbit. “The engagement we've seen with our new female health tracking feature further demonstrates the value our users see in being able to get a more comprehensive look at their overall health and wellness, in a single place, in a way that other available cycle tracking tools cannot.”

Within the first two weeks that female health tracking was made available to iOS and Windows users, more than one million users began using this feature. Now, with cross platform availability for Android users as well:

• More than 2.4 million users have added the feature to their Fitbit app
• 1.8 million users have added at least one period to the calendar
• More than 500,000 users have added two or more retrospective periods
• Nearly 700,000 users have logged one or more symptoms

With female health tracking, Fitbit users can better understand their overall health and wellness by accessing their data all in one place. Combined with the user’s sleep and activity data, Fitbit is providing a way for its users to gain a better understanding of how their cycle impacts other aspects of their health and wellness, while also potentially creating one of the largest databases of female health.

Fitbit continues to see growth in apps and clock faces built for Fitbit OS. Through its software development kit (SDK), more than 18,000 developers have joined the Fitbit developer community and over 900 apps and clock faces have been built. Fitbit smartwatch users also have new options to help manage their health directly from the wrist, with new apps and clock faces from partners like One Drop, Sickweather and Walgreens.

Fitbit Versa is available at global retail partner stores and online worldwide, as well as Fitbit.com, for $199.95 (USD) in black with a black aluminum case, gray with a silver aluminum case, or peach with a rose gold aluminum case; accessories range from $29.95-$99.95 (USD). Fitbit Versa Special Edition, which includes Fitbit Pay, is available for $229.95 (USD) in a lavender woven band with rose gold aluminum case or charcoal woven band with graphite aluminum case, each with an extra black classic band.

About Fitbit Versa

Fitbit Versa is your personalized daily health and fitness companion: a modern, full-featured and competitively priced smartwatch that helps empower you to take action, make the most of every moment, stay connected and reach your goals. A 24/7 health and wellness companion, Versa helps you reach your goals with a personalized on-device health dashboard, new female health tracking featureii, and an advanced health and fitness experience – all with 4+ days battery lifeiii. Versa also helps you stay connected with advanced smart features like phone-free music, secure, wallet-free payments with Fitbit Versa Special Editioniv, notifications, and Android quick replies – along with more than 900 popular brand, developer and Fitbit Labs apps, and customizable clock faces. Versa currently holds the top two “Best Seller” spots in Smart Watches on Amazon.com.

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. 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 Blaze®, Fitbit Charge 2®, 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 Scales. Fitbit products are carried in over 45,000 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 the strength of retail and consumer demand for Fitbit Versa; expected market share of the smartwatch category; and ability to create one of the largest databases of female health. 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.

i In North America only, based on sell-through data in the first six weeks of availability

ii Female health tracking is available to adults 13 and over in the U.S.; ages may vary by country.

iii Battery life use varies with use and other factors; 7+ hours playing playback and using Connected GPS.

iv Fitbit Pay is available on Fitbit Ionic, Fitbit Ionic: adidas edition and Fitbit Versa Special Edition smartwatches in
the Americas; and on all Fitbit smartwatches in APAC and EMEA.

Because Fitbit Labs content is experimental in nature, users may experience minor issues, and the time period for which apps and clock faces are available may be limited.

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