



NEWS RELEASE

Fitbit Announces Global Availability of Fitbit Versa

4/16/2018

Female health tracking coming to entire Fitbit platform starting in May to help women better understand the connection between their menstrual cycle and overall health i

Quick replies to mobile device messages available for Android users in May

Fitbit Pay adds Chase to existing banks and card issuers American Express, Bank of America, Capital One, U.S. Bank and Wells Fargo in the U.S.

SAN FRANCISCO--(BUSINESS WIRE)-- **Fitbit, Inc.** (NYSE: FIT) the leading global wearables brand, announced today the availability of **Fitbit Versa™** at major retailers worldwide for \$199.95 (USD). **Versa** is the lightest metal smartwatch in the U.S. market,ii featuring a modern design, advanced health and fitness features, 4+ days battery life,iii smart features people want most and cross platform compatibility – all at a competitive price.

Beginning in May, these new Fitbit features will be available:

- **Quick replies:** Android mobile device users can respond to messages on the go using Fitbit Versa and **Fitbit Ionic™** smartwatches. Create and send up to five custom pre-populated quick replies of 60 characters or less to text messages and messenger apps like WhatsApp and Facebook Messenger.
- **Female health tracking:** Available to all adult users who identify as female in the **Fitbit® app** to track their menstrual cycle and symptoms.i Makes it easier to manage your cycle with a more complete picture of health and fitness data all in one place. Versa and Ionic users will also be able to view female health tracking information on-device.

“We’re thrilled for consumers around the world to experience Versa, a beautifully designed smartwatch for all with advanced health and fitness features, access to our large global social network and smart features people find

most useful at an approachable price,” said James Park, co-founder and CEO of Fitbit. “We believe Versa is a smartwatch that will have mass appeal, attracting new audiences and helping us capture a previously untapped segment of users in this growing wearables category.”

Powered by **Fitbit OS 2.0**, Versa makes your daily and weekly health and fitness data even more accessible on the go with a redesigned dashboard, which delivers action-oriented motivational messages, tips and tricks, and support to help you stay on track to reach your goals. Advanced health and fitness features include personalized on-device workouts with **Fitbit Coach**,^{iv} enhanced **24/7 PurePulse® heart rate tracking**, 15+ exercise modes plus automatic SmartTrack™ swim tracking with water resistance up to 50 meters, and **automatic sleep stages tracking**.

In addition to new quick replies for Android users, Versa has the smart features you need including: app, calendar, call and text smartphone notifications; access to Fitbit’s growing App Gallery, now with more than 700 popular brand, developer and Fitbit Labs apps,^v and customizable clock faces; wallet-free payments on Fitbit Versa Special Edition via **Fitbit Pay**, supported by **more than 60 banks and card issuers** in 15 countries (now including Chase);^{vi} and on-device music for more motivation with access to Deezer,^{vii} Pandora^{viii} and personal music playlists. All of these features come with 4+ days battery life,ⁱⁱⁱ and, like all Fitbit devices, Versa is compatible across Android, iOS and Windows devices.^{ix}

Pricing and availability

Fitbit Versa is available today at global retail partner stores worldwide. The device is also available for sale at **Fitbit.com** and major online retailers 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.

To help the whole family become active together, Fitbit will be releasing its first activity tracker for kids, **Fitbit Ace™**, in Q2 2018.

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 Scale. 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.

Fitbit and the Fitbit logo are trademarks or registered trademarks of Fitbit, Inc. in the U.S. and other countries. Additional Fitbit trademarks can be found at www.fitbit.com/legal/trademark-list. Third-party trademarks are the property of their respective owners.

Connect with us on **Facebook**, **Instagram** or **Twitter** and share your Fitbit experience.

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 availability of other product features described in this release; consumer reception to Fitbit Versa; and the future retail availability of Fitbit Ace. 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 Female health tracking is available to adults 13 and over in the U.S.; ages may vary by country. Coming in May 2018 for iOS and Windows; coming to Android users in Q2 2018.

ii Based upon leading smartwatch published weights with metal case construction, as of March 2018.

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

iv Additional content available with a subscription to Fitbit Coach.

v 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.

vi 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.

vii Requires Deezer subscription, which is available free to Fitbit users for three months; available globally.

viii Requires Pandora Plus or Premium subscription, available in the U.S. only.

ix See list of compatible devices at [Fitbit.com/devices](https://www.fitbit.com/devices).

View source version on [businesswire.com](https://www.businesswire.com/news/home/20180416005479/en/): <https://www.businesswire.com/news/home/20180416005479/en/>

Fitbit, Inc.

Jen Ralls, 415-941-0037

PR@fitbit.com

Source: Fitbit, Inc.