

The power of the Fitbit brand

to engage your population in their health.



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Dear reader,

In 2007, my co-founder Eric Friedman and I stood in front of investors with a circuit board and a wooden box—our prototype for a small, wearable sensor. We've come a long way since then, proudly offering a family of wearable devices and a personalized health experience that have helped millions of people create healthy habits. We're especially proud that we're helping people find new ways to stay healthy and active as we grow accustomed to new routines.

We partnered with The Harris Poll to survey decision makers on a variety of health and wellness topics, and 86% agreed that a strong brand drives engagement in health and wellness programs.¹ We compiled this ebook to help you learn more about the strength of the Fitbit brand.

We're on a mission to make the world a healthier place, and population health managers like you will help get us there. My heartfelt thanks.



Sincerely,
James Park
Co-founder & CEO, Fitbit

¹ Health & Wellness
Thought Leadership
Survey conducted by
The Harris Poll, 505 HR
leaders in US, Dec. 2018

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Recognition & Relevance

Fitbit Ranks #8 in Brand Relevance Study

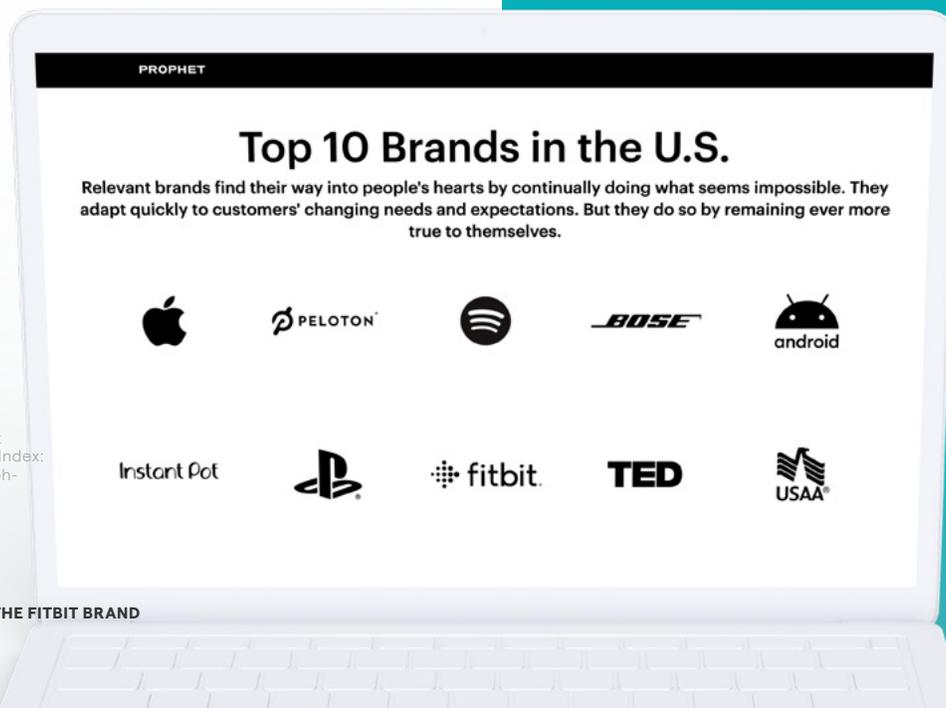
Prophet—a business transformation consultancy who’s been covering the most relevant brands across the globe for the last seven years—recently published their annual Brand Relevance Index which quantifies how brands resonate with the public. Prophet’s research included more than 13,500 U.S. consumers and asked about the brands that matter most in their lives today. **Fitbit ranked #8, and was the category leader for wellness brands.**

“For those looking to prioritize their health, this brand is a steadfast accountabilibuddy. It’s outgrown its step-counting roots, offering smart-watches that rival fancier tech brands. And people love its mental-health promise: Move more, feel better.”¹

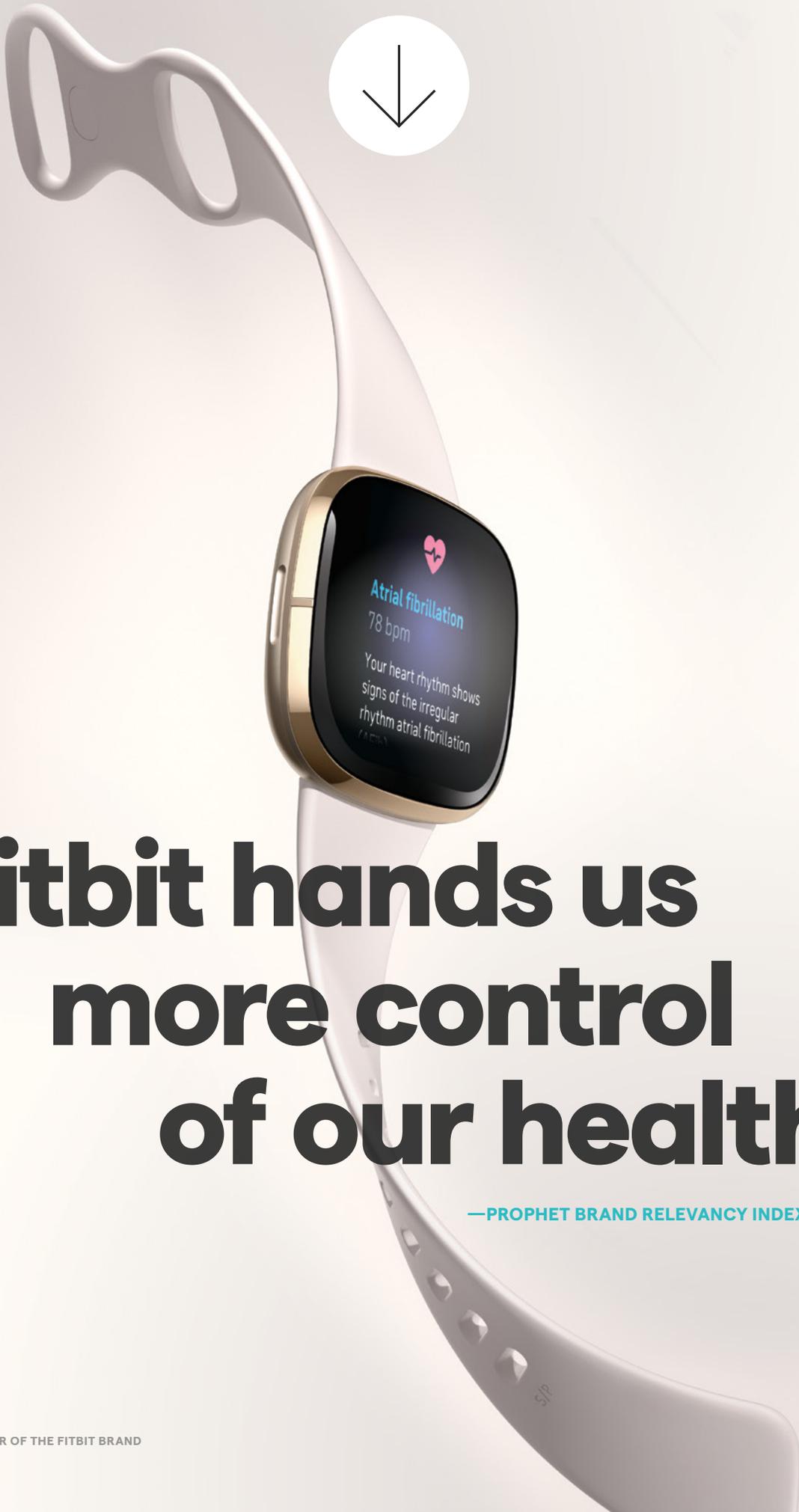


According to Prophet, a new pattern of relevance emerged in 2022:

“Brands are finding success in our new normal by connecting with us as humans—by appealing to the head and the heart.”



¹ The 2022 Prophet Brand Relevancy Index: <https://www.prophet.com/relevant-brands-2022>



**“Fitbit hands us
more control
of our health.”**

—PROPHET BRAND RELEVANCY INDEX® 2022

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We're on a Mission.

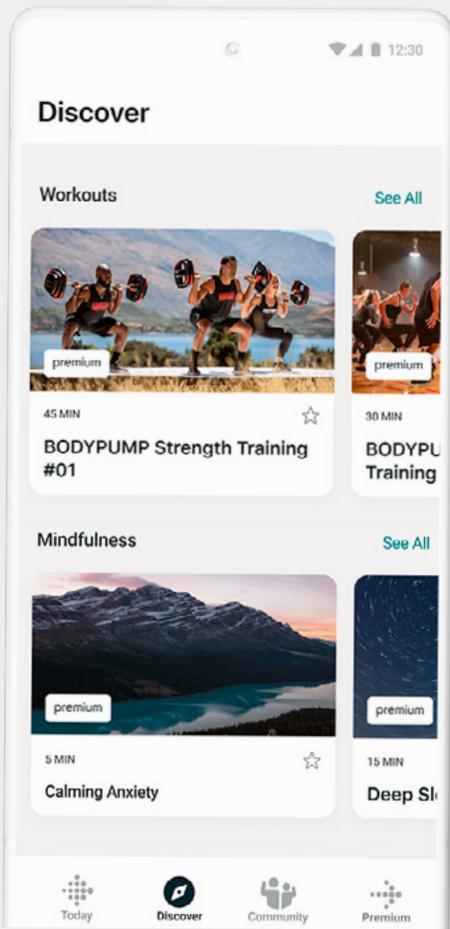
It's ambitious yet simple: we're on a mission to make everyone in the world healthier.

We're doing it by creating a health and wellness experience powered by superior devices, intuitive software, and expert services.



As we continue to grow, we get that much closer to our mission. To date:

- **116+ million** devices sold
(October, 2020)
- **28+ million** active users
(October, 2020)
- **500,000+** Fitbit Premium subscribers in first year
(August, 2020)
- Available in **39,000 stores** in **100+ countries**
(October, 2020)
- Fitbit users have tracked:
 - 175 trillion** steps
 - 457 billion** hours of exercise
 - 181 billion** hours of heart rate data
 - 9 billion** nights of sleep
(October, 2018)



Fitbit Health Solutions is making a tremendous impact on population health:

- 1,759 enterprise customers
(October 27, 2020)
- Offered as part of 11 health plans
(October 27, 2020)
- Included as an embedded benefit in 59 Medicare Advantage programs in 27 states in 2020
- UHC Motion program participants have earned over \$13 million in rewards, from 2017-2020
- Collaborating with Moda Health to promote healthier communities in the Pacific Northwest and Alaska. *(October, 2020)*

2014

6.7M



2020

28M



KEY TAKEAWAY

Fitbit's active users have grown from 6.7M in 2014 to more than 28M in 2020, keeping us motivated to innovate and provide highly engaging experiences for our growing user base.

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Wearable of choice

in Clinical Research

There has been dramatic growth in the use of connected digital products in clinical trials since 2000, with a compound annual growth rate of 34%.

<https://www.nature.com/articles/s41746-020-0259-x#Abs1>

We're incredibly proud that Fitbit is the top consumer wearable in research:

- Used in 1400+ published studies, more than any other wearable device¹
- Most commonly used tracker in biomedical research²
- Registered in clinical trial studies 10x more than any other wearable brand³
- Used in 95% of NIH-funded research²
- First wearable chosen for the National Institutes of Health's ground-breaking precision medicine research program, All of Us.
- With Fitbit-based interventions, studies found a statistically significant increase in daily step count and moderate-to-vigorous physical activity, and a significant decrease in weight.⁵

Fitbit's recognizable name, high adherence rates, long battery life, extensive data capture and ease of use make it a clear choice for researchers.

Our devices have been used in studies on liver transplants, stress, breast cancer recurrence, inflammatory bowel disease, post-operative outcomes and sleep disruption just to name a few. This speaks to the variety and depth of the data we track, and the immense potential our devices have to impact population health.

Organizations such as Dana Farber, The Mayo Clinic, Stanford University, and Cedars Sinai are only a few of the many world-class institutions who have leveraged Fitbit devices in their studies.

¹ <https://healthsolutions.fitbit.com/research-library/>

² Stephen P Wright, Scott R Collier, Tyish S Brown, and Kathryn Sandberg. An analysis of how consumer physical activity monitors are used in biomedical research. FASEB Journal. https://faseb.onlinelibrary.wiley.com/doi/abs/10.1096/fasebj.31.1_supplement.1020.24

³ Using Fitness Trackers and Smartwatches to Measure Physical Activity in Research: Analysis of Consumer Wrist-Worn Wearables, <https://www.jmir.org/2018/3/e110/>

⁵ Fitbit-Based Interventions for Healthy Lifestyle Outcomes: Systematic Review and Meta-Analysis <https://drive.google.com/file/d/1kFls8wmtgpQw-piRZJjRITwKoj4RBEJb0/view>

And Fitbit is conducting its own research, too.



FITBIT COVID-19 STUDY

In May, 2020, we launched the Fitbit COVID-19 study, aimed at building an algorithm that detects COVID-19 before symptoms start. Based on the early findings of our study, we can detect nearly 50 percent of COVID-19 cases one day before participants reported the onset of symptoms, with 70% specificity.

Other findings include:

- On average, heart rate variability hits its lowest point the day after symptoms are reported
- Increases in resting heart rate normalize, on average, at least 5–7 days after the start of symptoms
- Breathing rate peaks typically on day 2 of symptoms, but there is a slight elevation, on average, for up to 3 weeks after symptoms start

FITBIT HEART STUDY

AFib, an irregular heart rhythm that increases the risk of serious complications like stroke, can be particularly difficult to detect, as episodes can sometimes show no symptoms. Some studies suggest that as many as 25 percent of people who have an AFib-related stroke find out they have AFib only after a stroke has occurred.¹

In May 2020, the [Fitbit Heart Study](#) launched to validate the use of Fitbit's PPG technology to identify episodes of irregular heart rhythm suggestive of AFib. After only 4 months, the Fitbit Heart Study enrolled more than 400,000 participants. The results of the study will be used to support Fitbit's regulatory submissions globally for its long-term heart rhythm assessment feature.



¹ Freedman B, Potpara TS, Lip GY. Stroke prevention in atrial fibrillation. *Lancet*. 2016;388:806–817

Find out more about how Fitbit can help engage people in their health.

VISIT [HEALTHSOLUTIONS.FITBIT.COM](https://healthsolutions.fitbit.com)