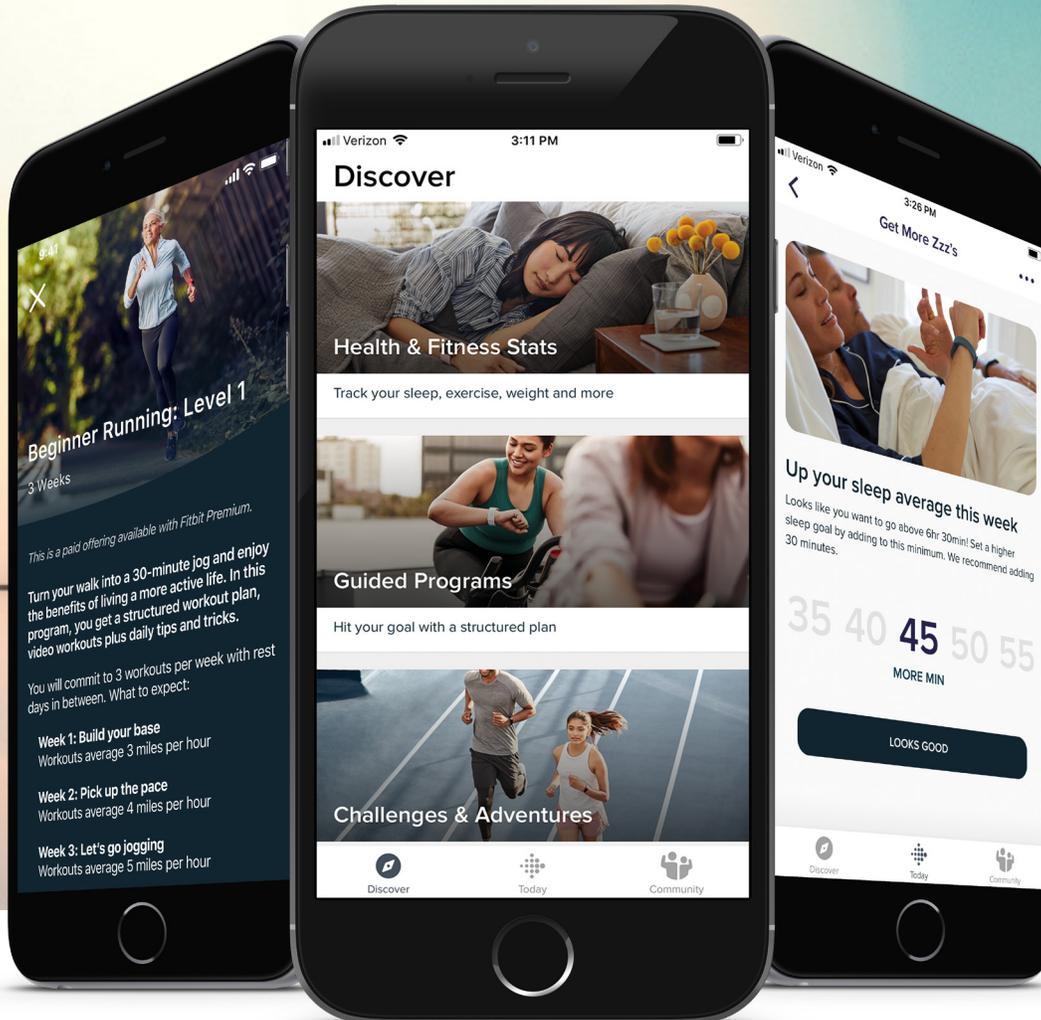


FITBIT PREMIUM™



Fitbit's new health and wellness membership that turns data into personalized, actionable guidance.



With Fitbit Premium, employees get more out of their Fitbit experience than ever before. The stats on their wrists translate into personalized health and wellness guidance, as unique as they are. With customized programs, personal insights, advanced sleep tools and thousands of unique workouts, Fitbit Premium helps them shape better habits and live a healthier life.

IT'S PERSONALIZED

Using their specific behavioral data and analytics, employees will get personalized guidance that helps them achieve results.

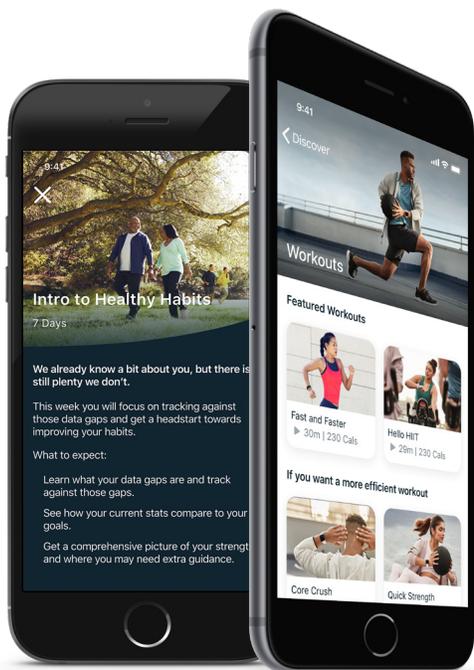
IT'S MOTIVATING

Through expert guidance and community support, they're always encouraged to stay on track.

IT'S INTEGRATED

With all the tools, data and programs they need in one place, it's much easier to reach their health goals.

What's included in Fitbit Premium?



GUIDED PROGRAMS

Based on their goals, schedule and workout style, Premium creates customized programs to help employees move more, sleep better and eat well. Each program lasts a few weeks and walks them through how to build healthier habits, step by step. Programs will cover nutrition, sleep, and activity.

WORKOUTS

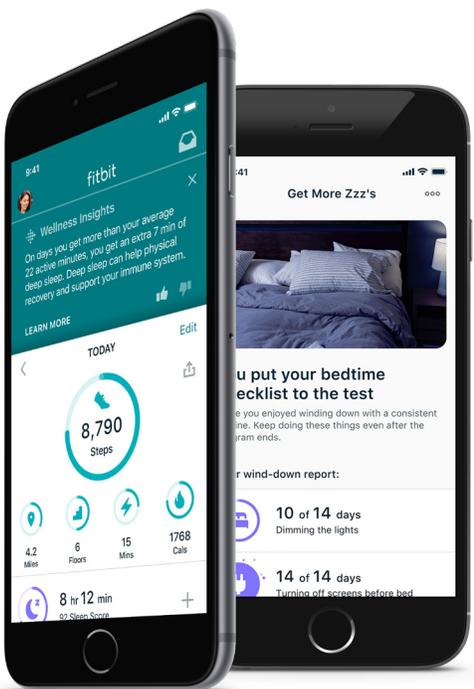
Employees will wake up to a new workout every day that's custom-made, and can access thousands of video and audio workouts anytime. As they give feedback, Premium fine tunes their sessions and builds on their progress, so they're always getting just the right challenge. And we're always adding new content to mix it up and keep them on their toes.

ADVANCED INSIGHTS

Fitbit gives general insights; Fitbit Premium makes them personal. They will receive personalized insights about their activity, exercise, heart rate and sleep, see how their actions impact their health, and get clear guidance on what they can do to improve.

ADVANCED SLEEP TOOLS

Sleep is essential to maintain a healthy weight, boost immune system, fight aging, improve mood and so much more. Employees will gain deeper insight into their night with a detailed breakdown of their Sleep Score, plus personalized guidance on how they can sleep better and have more energy.



FOR MORE INFORMATION, PLEASE CONTACT YOUR FITBIT SALES REPRESENTATIVE.