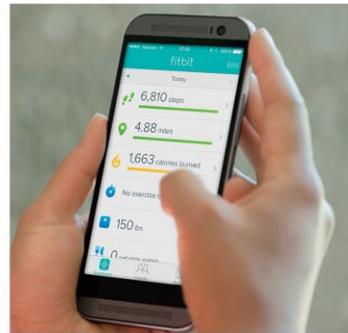


Fitbit Corporate Wellness

Date



About Fitbit

Fitbit designs products and experiences that track everyday health and fitness, empowering and inspiring people to lead healthier, more active lives.

Fitbit is the market leader in the fast-growing Connected Health & Fitness category.

Fitbit products are carried in more than 45,000 retail stores around the globe, in 50 different countries, and has sold more than 20 million devices since its founding in 2007.

The Fitbit platform



Empowering Every Fitness Level

PERFORMANCE FITNESS

Achieve peak performance and take training to a new level



Surge™

ACTIVE FITNESS

Make the most of workouts and embrace your active lifestyle



Blaze™

NEW!



ChargeHR™



EVERYDAY FITNESS

Turn your everyday life into a path for fitness



Charge™



Flex™



One™



Zip™



Introducing Fitbit Blaze



AUTOMATIC

Auto Exercise Recognition

tracks your exercise automatically

MULTI-SPORT

Multi-Sport apps track a variety of activities and provide comprehensive workout summaries

MOTIVATIONAL

More motivational with **goal setting** and **FitStar** custom workouts and coaching

INSIGHTFUL

Enhanced app experience with charts, trends, and workout summaries

CONNECTED

Connected Exercise utilizes your phone's GPS to see real time stats like pace, distance, and time

fitbit wellness

enables all organizations to lead more engaging and effective wellness programs with technologies and services.



Do Corporate Wellness the right way

REWARDING EXPERIENCES

\$250

difference in health care costs for moderately / very active employees vs. sedentary employees

SELF-MOTIVATED CHANGE

70%

employees that are interested in wearing an employer-provided wearable in order to get a break on premiums.

CONNECTED COMMUNITY

7 in 10

Employees who say that health & wellness programs positively impact the culture at work

SCALABLE & MEASURABLE

nearly

50%

benefits professionals who feel the inability to measure impact of programs is an obstacle to implementing a health & wellness program.

Wellness Roadblocks

“I’m lucky if I get 10% engagement.”

“I just don’t have the time to make this better.”

“I don’t even know what I’m getting out of my wellness spending.”

“My coworkers don’t have a place to exercise”



Fitbit Wellness Offering

The logo for Fitbit Wellness features a stylized cluster of white dots on the left, followed by the text "fitbit wellness" in a lowercase, sans-serif font. "fitbit" is in white and "wellness" is in a light teal color. The background is a dark teal with a repeating pattern of faint, semi-transparent Fitbit smartwatch faces showing various data points like time and heart rate.

fitbit wellness

- Market-leading fitness trackers
- A sticky experience that helps any individual get moving and stay motivated
- A seamless implementation experience
- Turnkey, easy-to-use software to help wellness leaders plan, execute, track, and manage programs

Fitbit Wellness Plans



STARTER

Access the Fitbit Wellness technology you need to set up a corporate program and community for your employees.

Ideal for: Wellness leaders who are taking a **DIY approach** to launching and managing their own program.



SELECT

Get guidance and support every step of the way as you build and manage your Fitbit Wellness program.

Ideal for: Wellness leaders who need **dedicated support** from launch through the life of the program.



PARTNERED

Have a wellness partner you love? Fitbit works with leading wellness companies like Virgin Pulse and Vitality to make existing programs successful.

Ideal for: Wellness leaders who want to **supercharge existing programs.**

Vested in your success



STARTER

- Access to a customer success specialist
- Your employees receive priority status with Fitbit customer support



SELECT

- Virtual 4-6 week implementation with a dedicated Fitbit Customer Success team member
- Ongoing account management
- Custom quarterly KPI report so you know how your program's doing
- Your employees receive priority status with Fitbit customer support

Device Integration



Users can link any Fitbit device to our Wellness Dashboard for real-time, downloadable data

The Fitbit Wellness Experience

Choose what to offer in your custom online store.
We take care of the rest.



SELECT A COLOR



Charge™ Activity + Sleep Wristband

- Tracks steps, distance, calories burned, floors climbed, active minutes and sleep. Includes Caller ID.
- Displays daily stats and time of day.
- Monitors sleep and wakes you with a silent alarm.
- Rechargeable battery lasts 7-10 days.
- Includes tracker, charging cable and wireless sync dongle.
- **Please note:** sizing varies across trackers.

SIZE: S **L** XL

[SIZING CHART](#)

[LEARN MORE](#)

COLOR: SLATE

\$ 53.00



SELECT A COLOR



Charge HR™ Heart Rate + Activity Wristband

- Tracks continuous heart rate, all-day activity stats and sleep. Includes Caller ID.
- Pure Pulse™ continuous, automatic, wrist-based heart rate.
- Displays daily stats, time of day and Caller ID.
- Automatically monitors sleep and wakes you with a silent alarm.
- Records run stats, routes, splits and workouts.
- Rechargeable battery lasts 5+ days.
- Includes tracker, charging cable and wireless sync dongle.
- **Please note:** sizing varies across trackers.

SIZE: S **L**

[SIZING CHART](#)

[LEARN MORE](#)

COLOR: BLACK

\$ 72.00



SELECT A COLOR



Surge™ Fitness Super Watch

- Tracks GPS, continuous heart rate, all-day activity stats and sleep. Includes smart notifications and music control.
- GPS records distance, pace, elevation, routes & splits.
- Records running, cross training & cardio workouts.
- Pure Pulse™ continuous, automatic, wrist-based heart rate.
- Automatically monitors sleep and wakes you with a silent alarm.
- Rechargeable battery lasts 7+ days.
- Includes tracker, charging cable and wireless sync dongle.
- **Please note:** sizing varies across trackers.

SIZE: S **L** XL

[SIZING CHART](#)

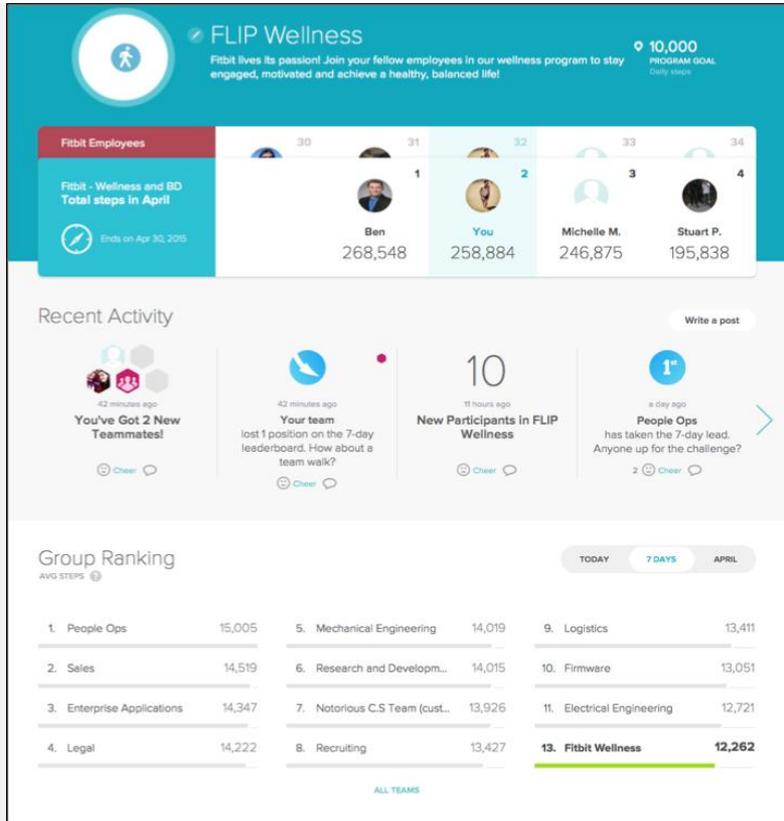
[LEARN MORE](#)

COLOR: BLACK

\$ 149.00



The Fitbit Wellness Experience



Employees can see how they stack up in the program – right on Fitbit.com.

The Fitbit Wellness Experience

Track key metrics such as steps, program trends, and participation through our Program Management Dashboard.



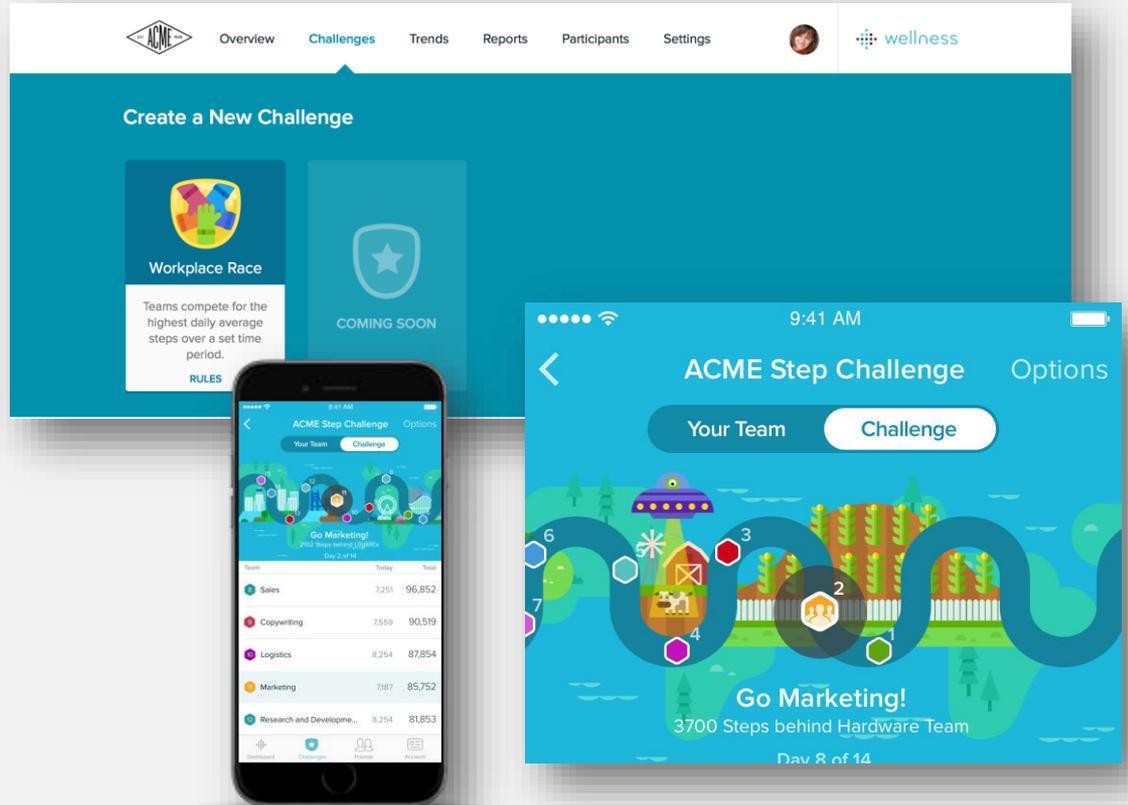
Fitbit Corporate Challenges

CORPORATE CHALLENGES

Built to allow you to run turnkey challenges on top of the Program Management Dashboard platform

KEY FEATURES

- Mobile-first
- Individual & team real-time ranking
- In-app messaging
- Challenge customization





Our Partners

Integration with your favorite apps



Wellness Partner Integration





Company Impact

“Step It Up” at IU Health



Indiana University Health

- Indiana’s **largest and most comprehensive** healthcare system
- Comprised of **hospitals, physicians, allied services** and **health plans**

STEP IT UP CHALLENGE

Fitbit activity-based challenge focused on increasing activity using Fitbit technology

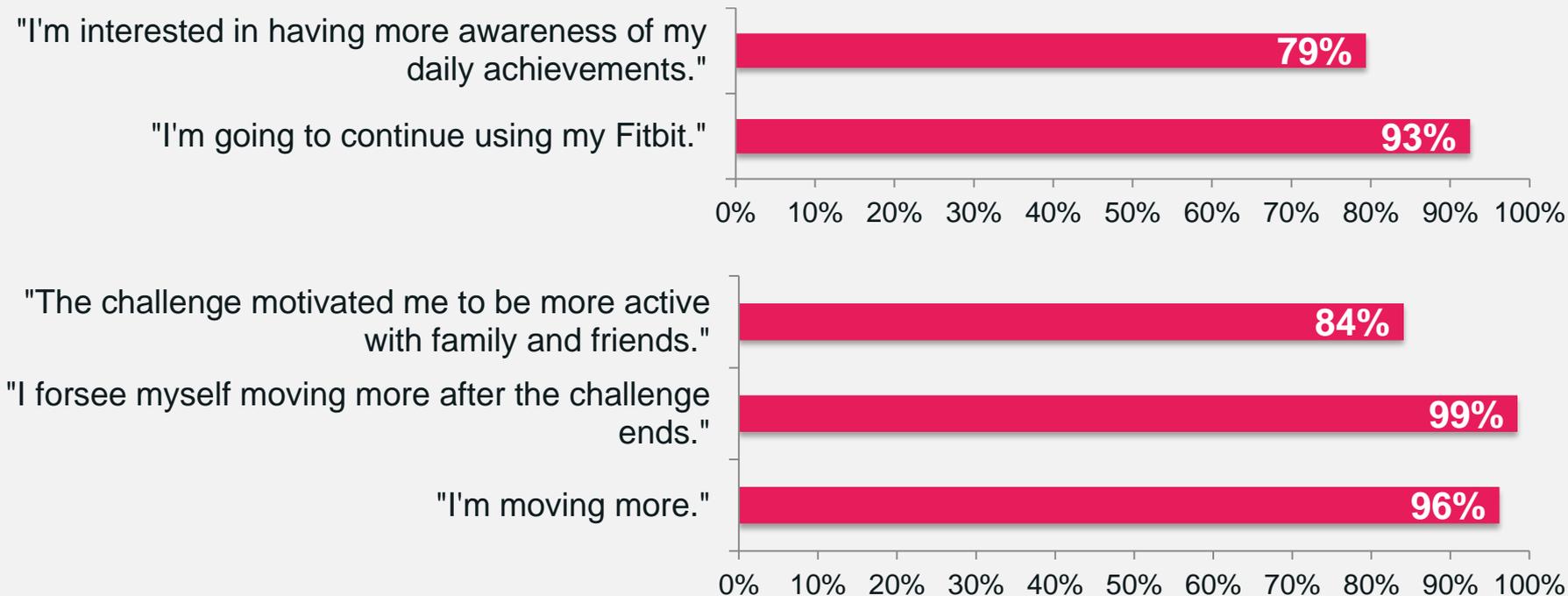
- Sold 3,000 subsidized trackers in three hours
- Discounted trackers for family & friends

WITH FITBIT WELLNESS

- Powerful brand & connected community
- Easy fulfillment, enrollment, and operation

Results: Lifestyle changes

POST-CHALLENGE RESULTS FROM COMPANY-WIDE SURVEY



Results: Employee sentiment

What changes has the competition motivated in you?

“A better sense of self”

“I lost 26 pounds in the challenge!”

“Taking the stairs more”

“I can really see a difference in my motivation to move more”

What changes will you sustain as the challenge ends?

“Eating healthier, exercising regularly, losing weight”

“I lost 11 pounds and have no intention of regaining them”

“I’m maintaining increased level of activity and healthier food choices. This has become a lifestyle change for me.”

The Million Step Man



HOW HE GOT HIS START

10,000 Broviak's initial daily step goal with the IU Health challenge.

HOW HE WAS INSPIRED

45,000 The number of steps Broviak walked the first Sunday of June, after seeing a colleague record an all-time high step count

34,000 Broviak's average daily step count in June

8 The number of miles Broviak walked every morning at 4am with his dog, Dexter

A CHALLENGE FROM HIS DAUGHTER

1,036,747 The number of steps Broviak took in August 2014. Despite physical setbacks in July, he was determined to meet the million step goal.

Lost 10 percent of his body weight, normalized his cholesterol numbers, and lowered a borderline A1C number to normal.

Why Fitbit Wellness Works

Power of a market-leading brand

Enormous network of loyal users

World-class ecosystem

Flexible for any company



The background of the slide is a dark teal color with a repeating pattern of various Fitbit devices, including smartwatches and fitness trackers, in a lighter teal shade. The devices are scattered across the frame, some showing their screens with data like time and heart rate.

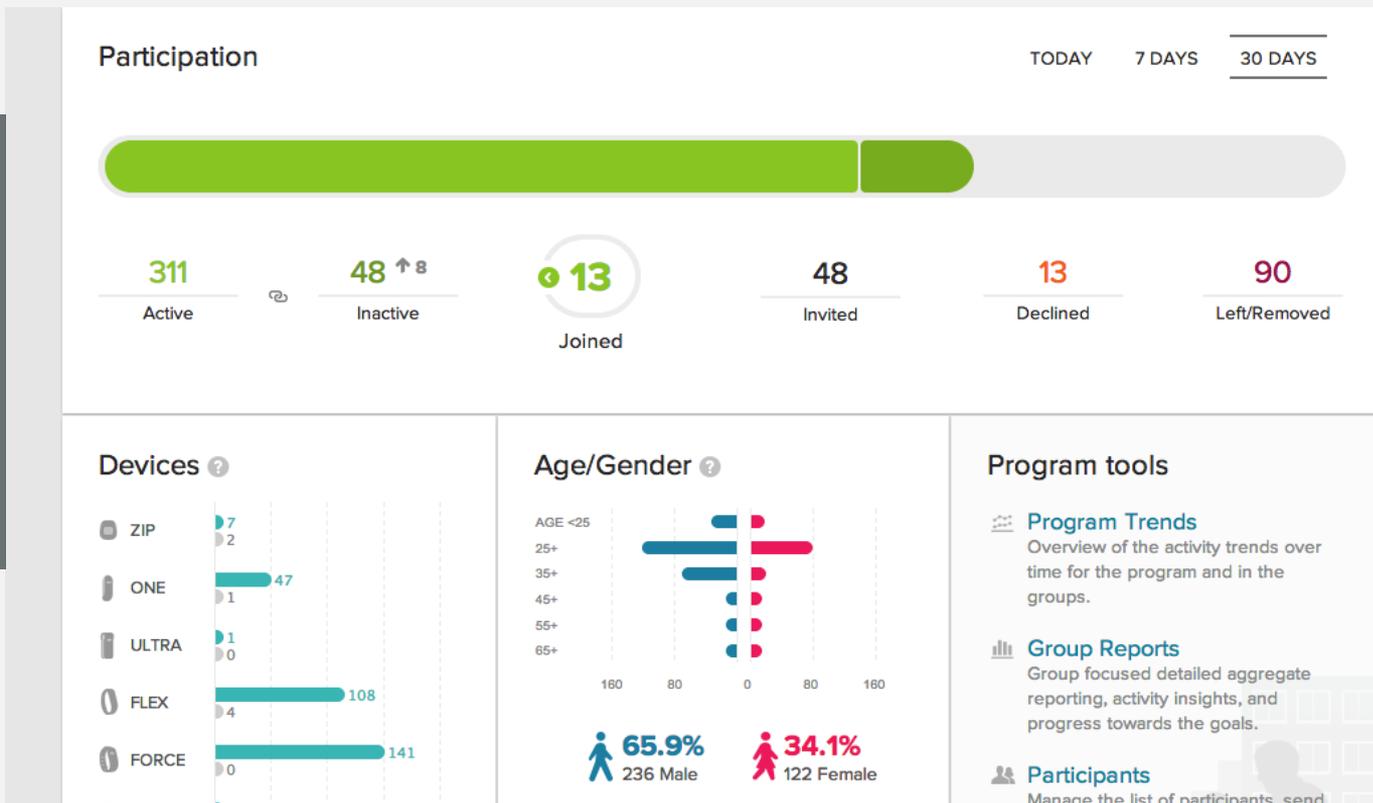
THANK YOU.



APPENDIX

Fitbit Wellness Program Dashboard

View participation and engagement in your activity program, at a glance.



Fitbit Wellness Program Dashboard



Overview

Program Trends

Group Reports

Participants

Settings



wellness

Howard Inc.

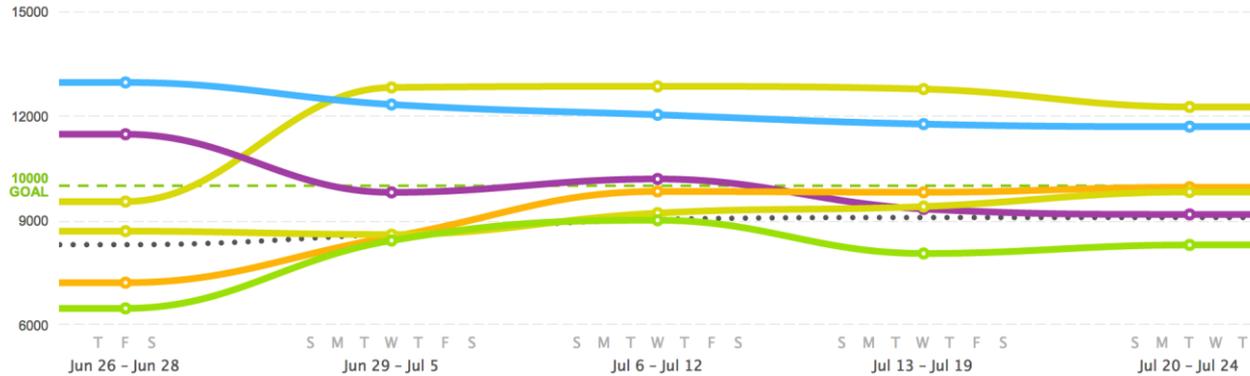
Departments only

Jun Jul

Last 30 days: Jun 26, 2014 – Jul 25, 2014

STEPS

ACTIVE MINUTES



Beautiful visuals show how active your employees are, by group.

Fitbit Wellness Program Dashboard

Easy access to exportable reporting on activity levels and program performance.

#	GROUP	DAILY AVG STEPS	BEST DAY	DAYS GOAL MET	DATA LOGGED
Average for all groups 2924 participants, 403 active		8,878	9,554 Jul 15	0	87.6%
1	Communication 4 participants, 1 active	12,809	21,446 Jul 2	18	88.6% 24 / 30 days
2	Executive 25 participants, 3 active	12,377	15,599 Jul 19	26	97.7%
3	Facilities 29 participants, 3 active	12,076	16,127 Jun 26	26	89.1%
4	Legal 11 participants, 0 active	10,539	14,376 Jul 5	18	89.4% 28 / 30 days
5 ↓	Wellness 30 participants, 4 active	10,528	12,504 Jul 22	21	86.7%
6	Governance 2 participants, 0 active	9,935	16,494 Jul 12	9	100% 18 / 30 days

Fitbit Wellness Program Dashboard



Overview

Program Trends

Group Reports

Participants

Settings



Howard Inc.

Executive – All Locations

Jun Jul

Last 30 days: Jun 26, 2014 – Jul 25, 2014

DAILY AVG
12,382
STEPS

5h 4m
ACTIVE MINUTES

TOTAL
3076
DISTANCE, MI

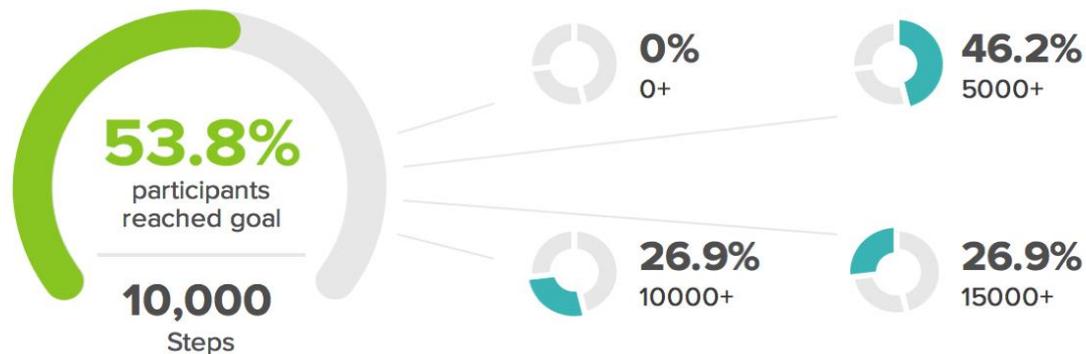


Track key group metrics such as steps, active minutes, and total distance.

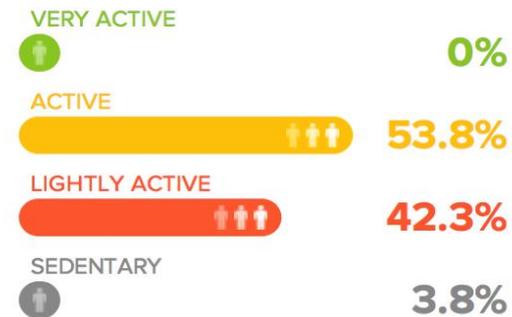
Fitbit Wellness Program Dashboard

Participants breakdown

GROUPS BY DAILY STEPS



GROUPS BY ACTIVITY



30 participants were active, 26 of which had enough activity data to be included into this breakdown.

See how active (or sedentary!) activity groups are, right down to the day.

Fitbit Wellness Company Storefront



SELECT A COLOR



Charge™ Activity + Sleep Wristband

- Tracks steps, distance, calories burned, floors climbed, active minutes and sleep. Includes Caller ID.
- Displays daily stats and time of day.
- Monitors sleep and wakes you with a silent alarm.
- Rechargeable battery lasts 7-10 days.
- Includes tracker, charging cable and wireless sync dongle.
- **Please note:** sizing varies across trackers.

SIZE: S **L** XL

[SIZING CHART](#)

[LEARN MORE](#) ▶

COLOR: SLATE



\$ 53.00



SELECT A COLOR



Charge HR™ Heart Rate + Activity Wristband

- Tracks continuous heart rate, all-day activity stats and sleep. Includes Caller ID.
- Pure Pulse™ continuous, automatic, wrist-based heart rate.
- Displays daily stats, time of day and Caller ID.
- Automatically monitors sleep and wakes you with a silent alarm.
- Records run stats, routes, splits and workouts.
- Rechargeable battery lasts 5+ days.
- Includes tracker, charging cable and wireless sync dongle.
- **Please note:** sizing varies across trackers.

SIZE: S **L**

[SIZING CHART](#)

[LEARN MORE](#) ▶

COLOR: BLACK



\$ 72.00



SELECT A COLOR



Surge™ Fitness Super Watch

- Tracks GPS, continuous heart rate, all-day activity stats and sleep. Includes smart notifications and music control.
- GPS records distance, pace, elevation, routes & splits.
- Records running, cross training & cardio workouts.
- Pure Pulse™ continuous, automatic, wrist-based heart rate.
- Automatically monitors sleep and wakes you with a silent alarm.
- Rechargeable battery lasts 7+ days.
- Includes tracker, charging cable and wireless sync dongle.
- **Please note:** sizing varies across trackers.

SIZE: S **L** XL

[SIZING CHART](#)

[LEARN MORE](#) ▶

COLOR: BLACK



\$ 149.00

Choose what to offer in your custom online store. We take care of the rest.

Howard Inc.

Fitbit lives its passion! Join your fellow employees in our wellness program to stay engaged, motivated and achieve a healthy, balanced life!

Your Fitbit data is yours, and so is the choice of which data you choose to share with friends, groups and your program administrator:

-  Following personal information is visible to the program administrator to verify participation in the program: job title, name.
-  Individual activity and sleep data is shared with the program administrator.
-  You will be enrolled in your team's group on Fitbit.com based on your selection below.

 BY CLICKING "JOIN PROGRAM", YOU AGREE TO THE PROGRAM TERMS

Ray Smith

Product Designer

Product team

[Not now](#)

[JOIN PROGRAM](#)



Seamless auto-enrollment process automatically recognizes trackers in your program.



Howard Inc.

Join your fellow employees in our Wellness program to stay engaged, motivated and achieve a healthy, balanced life!

10,000
PROGRAM GOAL
Daily steps

Howard Inc. - Marketing,

Howard Inc. Employees
Total steps in July



Ends on Jul 31, 2014

11	12	13	14
 274 Matt P. 113,057	 275 Jonathan D. 112,755	 276 You 111,236	 277 Danielle C. 110,873
			 278 Scott H. 110,672

Employees can see how they stack up in the program – right on Fitbit.com.

Group Ranking

AVG STEPS

1. APAC	14,592	5. Howard BD	11,974	9. Research and Developm...	11,319
2. Web UX	13,209	6. Majesticons Social	11,440	10. Manufacturing	11,314
3. Marketing, PR and Desi...	12,616	7. Device/Site	11,438	11. Boston	11,286

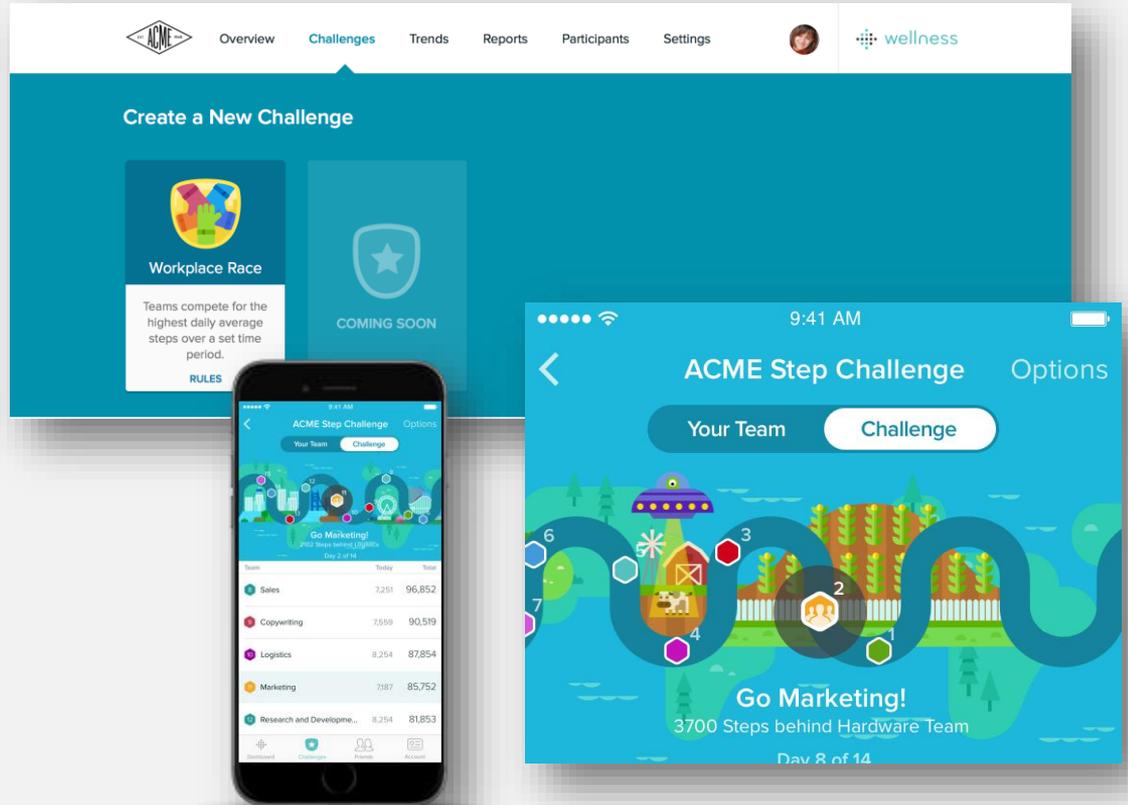
Workplace Race

WORKPLACE RACE

Built to allow you to run turnkey challenges on top of the Program Management Dashboard platform

KEY FEATURES

- Mobile-first
- Individual & team real-time ranking
- In-app messaging
- Challenge customization



Challenge Experience

A mobile-first experience designed to engage not only the top teams, but all teams, in a social, motivating and fun team versus team challenge



Admin Experience

Your administrators will have the ability to create challenges via your program dashboard platform

- Change challenge name
- Set challenge duration
- Select participating teams
- Access to all current and previous challenges

The screenshot displays the 'Create a New Challenge' page in the ACME Wellness admin dashboard. The top navigation bar includes 'Overview', 'Challenges', 'Trends', 'Reports', 'Participants', and 'Settings'. The main content area features two challenge options: 'Workplace Race' and 'COMING SOON'. Below these is a form for creating a new challenge, including a 'Challenge Name' field (containing 'ACME Step Challenge'), 'Challenge Dates & Duration' (set from 07/08/2015 to 07/22/2015), and a 'Duration' of 14 days. The page also includes explanatory text and recommended options for challenge duration.

Create a New Challenge

Workplace Race
Teams compete for the highest daily average steps over a set time period.
[RULES](#)

COMING SOON

Challenge Name
ACME Step Challenge
What do you want to call your challenge? You can stick with the "Workplace Race", or enter your own. If you choose to create a new title for this challenge, remember that it will often appear next to the name of your program ACME Wellness, and that the two names should complement each other.

Challenge Dates & Duration
07 / 08 / 2015 — 07 / 22 / 2015
Duration: 14 days
Final results: Jul 23, 2015
How long do you want this challenge to last? We recommend creating challenges at least two weeks prior to their start, as large teams need time to organize for a new event.
Challenges start and end at midnight in the timezone of each participant, and can last from 5 days to 2 months. Here are some great options we recommend:

1 week (starts Monday) 1 month (starts July 01)
2 weeks (starts Monday) 2 months (starts July 01)

Fitbit Wellness Best Practices

- To maximize participation
 - Prepare an effective communications plan
 - Keep challenges fresh and engaging
 - Incorporate exciting and meaningful incentives
 - Build teams to encourage friendly competition

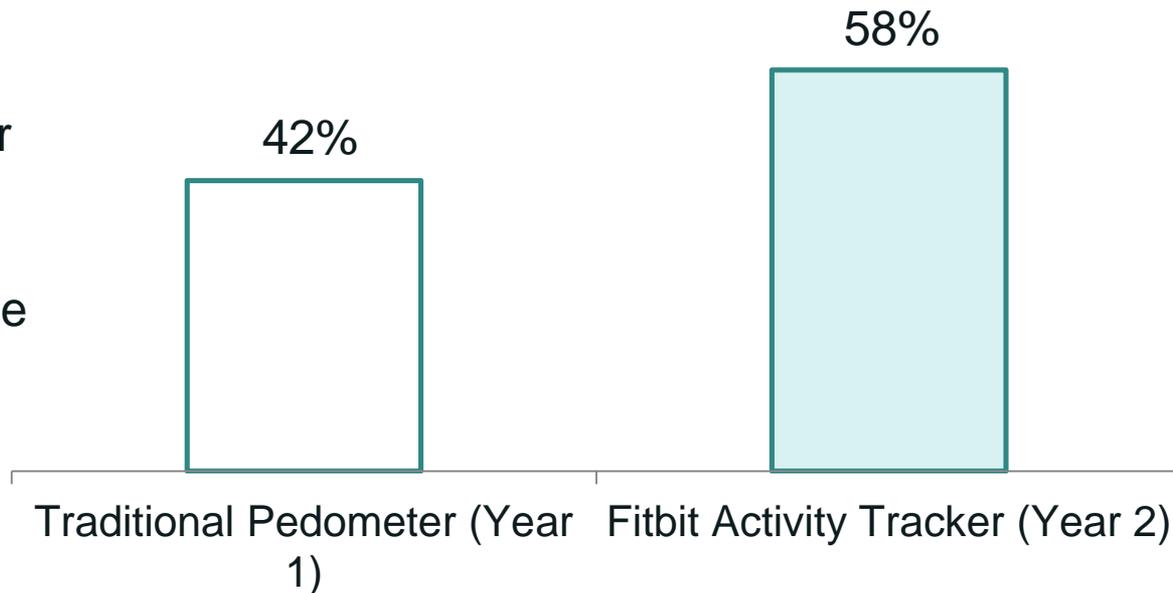
Fitbit Wellness Best Practices

- **Successful programs**
 - Get leaders on board
 - Communication and Transparency
 - Wellness Champions as ambassadors
 - The power of word of mouth
 - Share and celebrate success
 - Make it fun, easy, and inclusive!



“The number of individuals indicating they have achieved weight loss during our Fitbit competition has markedly improved from 2011 with the use of a traditional pedometer.”

Engagement in walking challenge





“Real-time feedback without having to connect to a computer lets our Fitbit users make timely decisions about their activity. We’ve found this leads to real changes in behavior and a healthier, more active lifestyle.

Integrating their Fitbit data with our Wellness programs and step competitions makes Fitbit an integral part of a participant’s personal health management plan.

It’s proven to be a fun, effective, reliable solution for Cerner’s associates and clients.”



We have a population of technical people who are often just sitting at their computers, and we had seen medical claims data evidence that our employees in general were not physically active enough.

We've seen an incredible increase in activity levels.

I personally was someone who never got out of my chair. But when you have this Fitbit and see how little you move, it's incredibly motivating.

Autodesk®

Thank you again for rolling out such a great program to employees!”

I really appreciate Autodesk doing this for us. **Thank you** again.”

“I just wanted to say **thank you** to you and the Health & Wellness team for putting together this program. I’ve been using it for about a week and it has already raised my awareness of my activity without consuming my time trying to manage a new system.

“This is FANTASTIC! I am thrilled and my teammates are, too. We have made a little running club and we will definitely be using this! **Thanks** so much!”

“Quick **Thank You** for this offer. Upon receiving your e-mail, I immediately ordered my Fitbit and have worn it almost every day... Seeing the numbers really brings reality home.



HQ: Houston, TX
INDUSTRY: Oil & gas
EEs: 20,000
LOC: US

Million Steps Challenge: Annual step challenge

Incentives

- 500 points for 1 million steps, 250 for 500,000 steps.
- 1000 points gets an incentive through health plan

Results

- 692,000 average steps per person
- More than half (55%) of Million Step Challenge (MSC) participants registered for additional behavior change programs
- Individuals who only participated in MSC and those who participated in multiple behavior change programs were the only groups to have better weight risk status in 2015.



HQ: San Francisco, CA
INDUSTRY: Technology
EEs: 1,000
LOC: US, Ireland, India, Japan, China

CloudFit: Virtual wellness for a global tech company

Description

To appeal to their tech-savvy employees around the globe, they decided to design a virtual wellness program called CloudFit.

Roadblock

Quality issues with employees' initial tracker choices began affecting program participation and satisfaction. Appirio's HR took swift action by switching to Fitbit devices only, which improved employee satisfaction immediately.

Results

Through their virtual-first wellness program, employees could contribute to ideas and activities, offer health assessments and tips, and work with their own health trainers on their schedule.

over **50%**
of Appirio's Fitbit users
have opted into the
wellness program.
Appirio even used their
CloudFit participation
data to lower their
insurance costs.

Healthy Directions: Fitbit meets you where you are.

Description

After learning that Fitbit users with at least 1 friend take 27% more steps, Houston Methodist generously subsidized the costs of 2 devices for each participant of their new wellness program—1 for the participant, 1 for the partner.

Roadblock

Meeting about enrollment benefits resulted in a number of ongoing questions. Eventually Houston Methodist appointed 1 employee as their wellness administrator, who answered questions and empowered participants with information.

Results

Thanks to their dedicated wellness administrator, employees were more engaged and motivated than ever—walking during their lunch breaks, becoming friends with the CEO, and even taking bets at work about their step count.

90%

of Houston Methodist employees participated in Fitbit Wellness

16k+

Average steps taken per day by Houston Methodist executives



HQ: Irving, TX
INDUSTRY: Consumer Packaged Goods
EEs: 43,000
LOC: Worldwide

Reinvigorating a corporate wellness program

Description

After 40 years in existence, Kimberly Clark's Wellness Program was rebranded and given new life with the title "Live Well." In 2014 they launched their first Live Well Challenge in which Fitbit trackers played an integral part.

Challenge

Kimberly Clark is a huge organization with offices around the world. Not all locations had the infrastructure to support a fitness center. Employees were encouraged to take advantage of their surroundings and move, whether using a local gym or walking around the block

Results

Employees were challenged to up their steps to 10,000 per day. About 50% of them decreased their waistlines while increasing their strength, flexibility, and overall fitness.

47%

of participants increased their cardiovascular fitness

50%

of participants lost weight, and increased their strength and flexibility



HQ: Bethesda, MD
INDUSTRY: Advertising
EEs: 75
LOC: US

Stretching a dollar for a healthy workforce

Description

Recognizing the need for a wellness program was an important first step, but the real challenge was creating a fresh and motivating program for a community that was already fairly fit. August Jackson dove right in to brainstorm ways to creatively get their employees moving.

Challenge

Like many small companies, August Jackson controls their resources tightly—and wellness is no exception. With a limited budget, the team needed to design incentives that were both motivating and affordable.

Results

August Jackson saw their small budget as a chance to be creative. The wellness team offered a monthly step contest with prizes like giftcards. The team also began hosting healthy lunch and learns, created a wellness activity group, and crafted inspiring communications to foster a culture of well-being.

100%

of employees have opted in to the Fitbit wellness program since launch

24%

increased their daily step count over 6 months