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Fitbit Launches Fitbit Premium, New Health and Fitness Subscription Service

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Paid membership in the Fitbit app leverages insights from 10+ years of Fitbit data plus academic and medical expertise to deliver personalized programs, thousands of workouts, advanced insights, along with new challenges and reports coming soon Ã¢â?¬â?? all to help you move more, sleep better and eat well

Fitbit has announced the launch of Fitbit Premium, a paid subscription service in the Fitbit app that uses your unique data to deliver Fitbit's most personalized experience yet, with actionable guidance and coaching to help you achieve your health and fitness goals. Premium leverages insights from 10+ years of Fitbit data as well as academic and medical expertise to help you move more, sleep better and eat well with customized programs, advanced sleep features, personal insights, thousands of workouts, new challenges, health reports and more – all in one place and made just for you.[1] Premium will be available to any Fitbit user and to Fitbit Health Solutions customers through Fitbit Care.

The digital health and wellness market is crowded, with an estimated 14 million U.S. adults currently subscribed to a service and paying an average of $174 annually for different apps.[2] Based on this data, there remains a void in the market for a single app that can provide quality health and fitness tools, personalized guidance and coaching all in one place.Premium does just that and provides a holistic view of your health that current offerings lack, at an affordable price. Designed for those looking for extra motivation and support who may not know where to start, Premium offers the tailored support you need to help you make lasting behavior changes that lead to better health.

"At Fitbit, we're focused on making health accessible and more achievable. With Fitbit Premium, we're excited to deliver our most personalized experience yet. It will evolve with you and get smarter over time, delivering the support and guidance you need to help you achieve your health goals," said James Park, co-founder and CEO of Fitbit. "The launch of Premium also marks an important milestone as we expand our business beyond devices and deliver new and innovative ways to engage our

more than 27 million active users, while also attracting new users to the Fitbit platform."[3]

Together with our innovative devices, engaging software features and global social community, Premium delivers even greater value to the Fitbit platform – offering a truly immersive experience that is designed to motivate and support you on a path to better health.