

**FOR IMMEDIATE RELEASE**

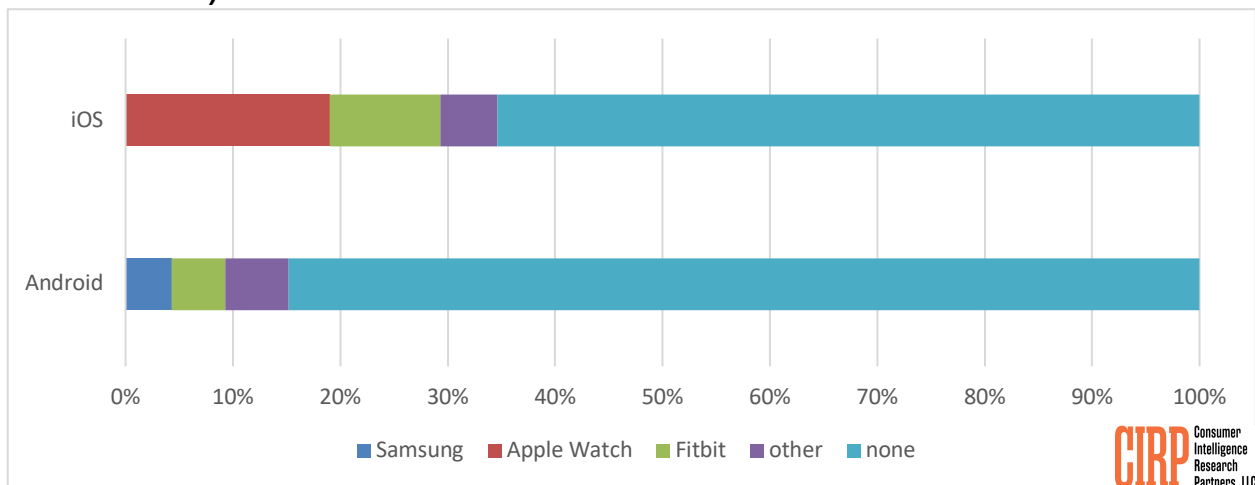
## **Why Didn't Google and Fitbit Think of This Before?**

### **Google Can Grow Fitbit with iPhone and Android Users**

CHICAGO, IL – Tuesday, November 5, 2019 - Consumer Intelligence Research Partners, LLC (CIRP), today released analysis of the results from its research on smartphones and smartwatches, including for Alphabet, Inc. (NASDAQ:GOOG), Apple, Inc. (NASDAQ:AAPL), and Fitbit, Inc. (NYSE:FIT) for the fiscal quarter that ended September 28, 2019.

CIRP analysis indicates 35% of US iPhone buyers have a smartwatch, compared to only 16% of US Android buyers (Chart 1). Among iPhone buyers, 19% have an Apple Watch, while 10% own a Fitbit. Among Android buyers, 4% own a Samsung watch, while 5% own a Fitbit.

**Chart 1: Smartphone buyers owning smartwatch, as of September 30, 2019 (trailing twelve months)**

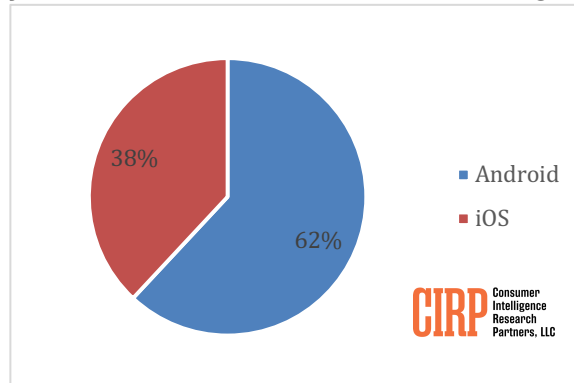


“Among the relatively small share of all smartphone buyers that have any kind of smartwatch, iPhone buyers are twice as likely to own one than Android buyers,” said Josh Lowitz, CIRP Partner and Co-Founder. “Not surprisingly, Apple Watch is the leading smartwatch for iPhone buyers, while about half as many own a Fitbit. Until now, Fitbit was a neutral brand, but now becomes part of the Google-Android-Pixel-Nest

universe. This creates an interesting new Android entry point into the Apple ecosystem, with a decent percentage of iPhone owners now using a wearable that becomes a more Android-friendly device. Also, among the small percentage of Android owners that have a smartwatch, Samsung and Fitbit have roughly equal shares.”

CIRP analyses indicates that Android has a larger share of US smartphone buyers compared to iPhone buyers in the 12 months ending September 30, 2019 (Chart 2).

**Chart 2: Smartphone buyers, as of September 30, 2019 (trailing twelve months)**



“Android has a substantially larger installed base of smartphone users in the US,” said Mike Levin, CIRP Partner and Co-Founder. “With limited penetration of smartwatches among Android buyers, Google has a big opportunity to grow Fitbit as the Android smartwatch, and perhaps more importantly as a health monitor. New generation Apple Watches demonstrate growing consumer interest in health applications as the key to these wearables. Fitbit, now powered by Google, is well-positioned to tap that nascent interest in the Android ecosystem.”

CIRP bases its findings on its survey of 500 US mobile phone buyers, surveyed from September 29 – October 10, 2019 that activated a mobile phone in the US in July-September 2019 period. For additional information, please contact Mike Levin (mike@cirpllc.com) or Josh Lowitz (josh@cirpllc.com) at 312.344.3664. Further information on CIRP, which provides securities research to the investment community using advanced consumer market research strategies, methods, and techniques, is at [www.cirpllc.com](http://www.cirpllc.com).

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