Fitbit, Inc.
(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement if Other Than The Registrant)

Payment of Filing Fee (Check the appropriate box):

☐ No fee required.
☐ Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

☐ Fee paid previously with preliminary materials.
☐ Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:
*** Exercise Your Right to Vote ***

Important Notice Regarding the Availability of Proxy Materials for the Stockholder Meeting to Be Held on May 21, 2020.

FITBIT, INC.

Meeting Information
Meeting Type: Annual Meeting
For holders as of: March 24, 2020
Date: May 21, 2020
Time: 11:00 AM Pacific Time
Location: Meeting live via the internet.
www.virtualshareholdermeeting.com/FIT2020

The company will be holding the meeting live via the Internet this year. To attend the meeting, visit the Internet address at www.virtualshareholdermeeting.com/FIT2020 and be sure to have the information that is printed on this form and encased in the envelope.

You are receiving this communication because you hold shares in the company named above.

This is not a ballot. You cannot use this notice to vote those shares. This communication presents only an overview of the more complete proxy materials that are available on the Internet. You may view the proxy materials online at www.proxyvote.com or easily request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

See the reverse side of this notice to obtain proxy materials and voting instructions.
Before You Vote
How to Access the Proxy Materials

Proxy Materials Available to VIEW or RECEIVE:
NOTICE AND PROXY STATEMENT  ANNUAL REPORT
How to View Online:
Here the information that is printed in the box marked by the arrow ➔xxxx xxxx xxxx xxxx (located on the following page) and visit: www.proxyvote.com

How to Request and Receive a PAPER or E-MAIL Copy:
If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request:
1) BY INTERNET:  www.proxyvote.com
2) BY TELEPHONE:  1-800-579-1639
3) BY E-MAIL*:  sendrequests@proxyvote.com

* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked by the arrow ➔xxxx xxxx xxxx xxxx (located on the following page) in the subject line.

Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor. Please make the request as instructed above on or before May 7, 2010 to facilitate timely delivery.

How To Vote
Please Choose One of the Following Voting Methods

Vote By Internet:
Before The Meeting
Go to www.proxyvote.com. Have the information that is printed in the box marked by the arrow ➔xxxx xxxx xxxx xxxx (located on the following page) available and follow the instructions.

During The Meeting
Go to www.virtualshareholdermeeting.com/RT2010. Have the information that is printed in the box marked by the arrow ➔xxxx xxxx xxxx xxxx (located on the following page) available and follow the instructions.

Vote By Mail:  You can vote by mail by requesting a paper copy of the materials which will include a proxy card.
Voting Issues

The Board of Directors recommends you vote FOR all of the following nominees:

1. Executive Director
   Nominees:
   (A) James Johnson
   (B) Elizabeth Thompson
   (C) David Williams
   (D) Michael Lee
   (E) Matthew Martin

The Board of Directors recommends you vote FOR the following proposal:

2. Ratification of the appointment of John Johnson as the independent registered public accounting firm for the fiscal year ending December 31, 2023.

The Board of Directors recommends you vote AGAINST the following proposal:

3. A special issue proposal regarding a special lottery ticket.