



6<sup>th</sup> December 2018

### AIB Launches Fitbit Pay in Ireland

- AIB customers with a Fitbit Versa, Fitbit Ionic or Fitbit Charge 3 (Special Edition) can now make secure contactless payments on the go
- AIB Everyday Rewards customers get 20% discount on a spend of €150 or more on a Fitbit device\*
- Fitbit Pay is latest addition to AIB's suite of digital wallets

AIB has announced that starting today [Fitbit Pay](#) will be available to AIB customers in the Republic of Ireland who have a [Fitbit Versa](#), [Fitbit Ionic](#) or [Fitbit Charge 3 \(Special Edition\)](#) device. [Fitbit Pay](#) brings convenience and freedom to users so they can leave their smartphone and wallet at home, and make secure purchases at stores where contactless payments are accepted. Fitbit® (NYSE: FIT) is the leading global wearables brand.

AIB Customers can easily add their Visa debit or personal Visa credit card to their Fitbit app, and use their device to make payments on the go directly from their wrist. Customers can follow simple steps within the Fitbit mobile app on Android or iOS devices to add a credit or debit card to the Fitbit Wallet. Making payments in stores that accept contactless payments is also very easy. Simply press and hold the left side button until the debit or credit card is seen on the Fitbit device screen, and hold the watch against the payment terminal until a confirmation of the payment appears.

Transactions with Fitbit Pay have enhanced safeguards. Using an industry standard tokenization platform, a user's card information is never revealed or shared with merchants or Fitbit. Plus, a protected PIN is chosen by the user during device set-up for an added layer of protection.

Fergal Coburn, AIB Chief Digital and Innovation Officer, said: "We are delighted to be launching Fitbit Pay as our latest mobile first innovation and addition to our digital wallet. This allows customers to decide the way they prefer to make payments, freeing them up to spend less time banking, and more time living. AIB is the number one provider of personal main current accounts in Ireland, and we're delighted to provide our customers with the convenience and choice of using Fitbit Pay.

Fitbit are delighted to exclusively offer AIB customers 20% cashback on Fitbit devices worth €150 or more from the Fitbit Store, via AIB Everyday Rewards. [Log in](#) or [register](#) to AIB Everyday Rewards today to activate the offer.

"We're thrilled to work with AIB to bring Fitbit Pay to their customers in the Republic of Ireland," said Des Power, SVP, MD Fitbit International. "By delivering new and exciting experiences through our banking partners, Fitbit Pay allows us to deliver on our mission to help people around the world get healthier. With the discount offered through the AIB Everyday Rewards programme, we hope that more AIB customers will take a step into their health and fitness journey with Fitbit."

For additional information on how to set-up the contactless payment system, please visit Fitbit Payonline resources on [community](#) and [video](#).

**End**

**Media inquiries:** Paddy McDonnell - [paddy.x.mcdonnell@aib.ie](mailto:paddy.x.mcdonnell@aib.ie) / 01 6412869 / 087 739 0743

### **About Fitbit**

Fitbit helps people lead healthier, more active lives by empowering them with data, inspiration and guidance to reach their goals. As the leading global wearables brand, Fitbit designs products and experiences that track and provide motivation for everyday health and fitness. Fitbit's diverse line of innovative and popular products include Fitbit Charge 3™, Fitbit Alta HR™, Fitbit Alta®, Fitbit Ace™, Fitbit Flex 2®, and Fitbit Zip® activity trackers, as well as the Fitbit Ionic™ and Fitbit Versa™ smartwatches, Fitbit Flyer™ wireless headphones and Fitbit Aria 2™ Wi-Fi Smart Scale. Fitbit products are carried in over 39,000 retail stores and in 87 countries around the globe. Powered by one of the world's largest social fitness networks and databases of health and fitness data, the Fitbit platform delivers personalized experiences, insights and guidance through leading software and interactive tools, including the Fitbit and Fitbit Coach apps, and the Fitbit OS for smartwatches. Fitbit Health Solutions develops health and wellness solutions designed to help increase engagement, improve health outcomes, and drive a positive return for employers, health plans and health systems.

*Fitbit and the Fitbit logo are trademarks or registered trademarks of Fitbit, Inc. in the U.S. and other countries. Additional Fitbit trademarks can be found at [www.fitbit.com/legal/trademark-list](http://www.fitbit.com/legal/trademark-list). Third-party trademarks are the property of their respective owners.*

*Connect with us on Facebook, Instagram or Twitter and share your Fitbit experience.*

### **Forward-Looking Statements**

This press release contains forward-looking statements, within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, that involve risks and uncertainties including, among other things, statements regarding the future retail availability of Charge 3. These forward-looking statements are only predictions and may differ materially from actual results due to a variety of factors, including the effects of the highly competitive market in which we operate, including competition from much larger technology companies; any inability to successfully develop and introduce new products, features, and services or enhance existing products and services; product liability issues, security breaches or other defects; and other factors discussed under the heading "Risk Factors" in our most recent report on Form 10-Q filed with the Securities and Exchange Commission. All forward-looking statements contained herein are based on information available to us as of the date hereof and we do not assume any obligation to update these statements as a result of new information or future events.

\*while offer lasts