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## **M.9660 - GOOGLE / FITBIT**

### **Description of the concentration**

The Transaction concerns the proposed acquisition of sole control by Google of Fitbit, a producer of wrist-worn wearable devices. Under an Agreement and Plan of Merger dated November 1, 2019, Google will acquire all of Fitbit's issued and outstanding shares for a total value of approximately USD 2.1 billion (EUR 1.8 billion).<sup>76</sup>

**Google** is a multinational technology company, headquartered in Mountain View (California, USA), active in a wide range of product areas including online advertising technology, internet search, cloud computing, software, and hardware. Amongst other products and services, Google develops a licensable OS for smartwatches and a health and fitness app.

**Fitbit** is a technology company, founded in 2007 and headquartered in San Francisco (California, USA), that develops, manufactures, and distributes wearable devices, software, and services in the health and fitness sector. The large majority of its revenue is derived from its range of wearable devices, which includes fitness trackers and smartwatches.<sup>77</sup>