

Fitbit raising share cost, expects to finalize price later Wednesday

Washington (dpa) - Fitbit, maker of wearable activity trackers, is raising its pricing range for its initial public offering (IPO) expected Thursday.

Fitbit is expected to set the final price later Wednesday. The IPO could raise as much as 656 million dollars for the company as well as current share holders.

The popular fitness tracking device maker is expected to hit the New York Stock Exchange on Thursday, according to an official schedule posted by the high tech NASDAQ exchange. According to the company's most recent filing, Fitbit planned to sell 22.4 million of its own shares now priced at 17 to 19 dollars per share, up from the 14-to-16-dollar range initially expected.

The boost could bring in an additional 67.2 million dollars for Fitbit over the initial price estimate. The number of privately-held Class A common stock expected to be sold has risen from 7.5 million to 12.1 million, according to the updated prospectus from the company.

Fitbit has proven to be profitable in the past year as it more than doubled revenues from 271.1 million dollars in 2013 to 745.5 million dollars in 2014, producing earnings of 131.8 million dollars last year.

When Fitbit first announced going public in early May, it cited society's increased emphasis on health and fitness as a large factor of their success.

While Fitbit is reaping the profit of wearable technology, its competitor, Jawbone, has threatened the company with two lawsuits in the last few weeks.

In the most recent lawsuit, filed on June 10, Jawbone and its owner AliphCom claim patent infringement by Fitbit's wearable technology line.

In the first lawsuit, Jawbone alleges that Fitbit poached five of its employees who allegedly divulged company information.

In the lawsuit filed in federal court in California, Jawbone indicated it would also file a complaint with the International Trade Commission, a move that could complicate foreign trade in Fitbit products.