

Fitbug Holdings Plc / Epic: FITB.L / Index: AIM / Sector: Leisure  
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## **Fitbug Holdings Plc ('Fitbug' or 'the Company') Entry into Asian Markets through Launch of AIA Vitality**

Fitbug Holdings Plc, the AIM listed provider of online personal health and well-being services, is delighted to announce that the Company's proprietary digital health technology will be offered to AIA Vitality customers in Singapore following the launch of AIA Vitality, a joint venture between the largest pan-Asian life insurer AIA Group Limited ('AIA') and Discovery Holdings Limited ('Discovery').

### **Highlights**

- Asia represents a new market for Fitbug and marks a major milestone in line with the Company's strategy to increase its presence in the global Connected Health Market
- AIA Vitality is a science-backed wellness proposition aimed at providing participants with knowledge, tools and incentives to help them achieve their personal health goals - testament to Fitbug's capabilities and innovative product range
- Achieved through the Company's long-standing relationship with Discovery Vitality which has a successful 16-year track record as the world's largest and longest-standing wellness programme with more than 5 million customers across four continents
- Successful launch of Fitbug's Singapore website in conjunction with AIA Vitality to increase global reach and exposure

Paul Landau, Chief Executive Officer, said "This is an important development for Fitbug which sees us enter a fast developing new market alongside leading industry players in the insurance and wellness sectors. Our relationship with Discovery Vitality, which currently spans the US, UK, China and South Africa, is long-standing, which is testament to the quality of our products and services in the digital health space."

## Further Information

AIA Singapore launched AIA Vitality, a science-backed wellness proposition that provides participants with the knowledge, tools and motivation to help them achieve their personal health goals, on 17 July 2013. The programme is a joint venture between AIA and Discovery, a specialist insurer headquartered in South Africa, with whom Fitbug has a long standing relationship.

AIA Vitality participants will complete in-depth health assessments to understand their current state of health. They will then receive a set of clearly defined personal health goals and earn "Vitality Points" that will be used to track their progress in meeting those goals. Fitbug, which not only tracks a user's activity but also provides goals and information, fits strongly with this and will be offered to participants to track and evaluate their progress and earn Vitality Points. The customers will move to a higher Vitality Health Status as they earn more Vitality points. AIA Vitality members will get bigger rewards as they improve their Vitality Health Status.

AIA Singapore is the first insurer in Singapore to offer premium discounts that are dependent on their Vitality Health Status throughout the duration of an insurance policy. AIA Vitality members who sign-up for selected new AIA health and life policies will enjoy a 5% upfront discount and may earn up to a 15% discount on their initial premium at renewal each year to the extent that they maintain participation in programmes tailored individually to promote their health.

**\*\*ENDS\*\***

For further information visit [www.fitbugholdings.com](http://www.fitbugholdings.com) or contact:

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## Notes

Fitbug is a leading provider of online health and well-being services to help individuals to improve their lifestyles by making realistic changes to their daily routine. It combines activity tracking devices, which download to fitbug.com to provide an understanding of each user's daily activity achievements, with web technology which provides users with personalised weekly activity and nutrition targets, feedback, advice and encouragement.

Key market sectors include health insurance and rewards providers, workplace health programmes, Primary Care Trusts, fitness operators and consumers. Increasingly, Fitbug's platform acts as the driving force behind third party services such as white label sites, activity driven games and challenge microsites and rewards programmes. The Company's main focus is now on building strategic partnerships with organisations, with the United States as a key market, which can integrate Fitbug into their own service/product offerings or resell to their customer base. For more information, visit [www.fitbug.com](http://www.fitbug.com).

The Fitbug business was founded by Paul Landau, CEO of Fitbug Limited. Fergus Kee, Executive Chairman of the Company is the former Managing Director of Bupa's £2.1 billion turnover UK and North American Division.