

Fitbug Holdings Plc / Epic: FITB.L / Index: AIM / Sector: Leisure
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Entry into Australian Market through Launch of Woolworths "All Good" Wellbeing Programme to 150,000 employees

Fitbug Holdings Plc, the AIM listed provider of online personal health and well-being services, is pleased to announce that it has signed a Master Services Agreement ('MSA') with Leap4Life Global Inc ('Leap4Life'), a US based wellness services provider. Under the MSA, the Company's proprietary digital health technology will, as part of a Leap4Life wellbeing programme, be offered to 150,000 employees of Australia's largest grocery retailer.

Highlights

- Australia represents a new market for Fitbug and marks a further important milestone in line with the Company's strategy to increase its presence in the global Connected Health Market
- The MSA follows the recently announced entry into Asian markets through the launch of AIA Vitality
- Leap4Life is a market leading healthy living incentive programme that brings together social media, education, Fitbug activity tracking technology, loyalty and rewards to engage and motivate users to adopt a healthy, active lifestyle
- Leap4Life will provide an important part of the Woolworths "All Good" employee wellbeing programme which launches this month
- Built around the three principles of health awareness, education and behaviour change, "All Good" is a holistic programme to address the multiple aspects of wellbeing; nutrition, movement, financial and mental health
- The program will initially be offered by Woolworths to 150,000 employees with the potential to expand

Paul Landau, Chief Executive Officer, said, "This is an important

development for Fitbug which sees us enter another major market supporting a groundbreaking wellbeing programme by one of Australia's largest and most progressive employers. We are optimistic that our relationship with Leap4Life will lead to further opportunities in both Australia and the US."

Lee Embley, Chief Executive Officer of Leap4Life said, "Choosing the right partner was a really important decision for Leap4Life. We carried out a full market review looking at integrated device and software platforms. Fitbug was the clear leader."

About Fitbug

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, 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.

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 UK and North American Division.

About Leap4Life

Leap4life is the first true active-healthy-living engagement platform. Leap4Life captures, converts and monetizes all active lifestyle data from their users, through activity data captured from Fitbug and other active-healthy-living devices. Users are motivated to engage and get active by a unique set of technologies and motivations features. Members join virtual events around the globe where they compete for incentive dollars. The Leap4Life platform leverages proven consumer engagement techniques, including gamification of virtual activities, competition, social media, status, recognition, loyalty and peer-to-peer challenges. Leap4Life reaches specific persona via goal alignment techniques (i.e. weight loss, performance enhancement and self-optimizing) to reach the broadest audience. Leap4Life operates within the worksite channel, insurance market, and soon to be direct to consumer.

Lee Embley a successful serial entrepreneur, who has focused exclusively on emerging disruptive technologies, which impacts societal shifts, founded Leap4life

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For further information visit www.fitbugholdings.com or contact:

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