

**Fitbug Holdings Plc ('Fitbug' or 'the Company')**  
**Appointment of Group Sales Director**  
**Appoints six retail distributor partners to meet global wearable demand**

Fitbug Holdings Plc, the AIM listed provider of online personal health and well-being services, is pleased to announce that in line with its strategy to increase its global presence, it has appointed Ann Jones as Group Sales Director with immediate effect. Additionally, the Company has agreed terms with six retail distribution partners, providing coverage in the UK, France/Germany/Italy, Russia, South Africa, S.E Asia, Australia and New Zealand.

With a very strong sales and account management track record, Ann joins Fitbug from Lowendalmasai, an Enterprise Cost Management Consultancy, where she was European Business Development Director. Prior to that Ann was Managing Director of Lowendalmasai UK and Head of UK Sales at Meridian Global Services. Ann also joins the board of Fitbug as an Executive Director.

Wearables were widely recognised as one of the fastest growing product categories at the January 2014 Consumer Electronic Show (CES) and according to ABI research, adoption is expected to grow to 170 million per annum in 2017. In response to the overwhelming retail interest in the Fitbug proposition at and since CES, Fitbug has now finalised the appointment of six retail distribution partners providing coverage in the UK, France/Germany/Italy, Russia, South Africa, Australia/New Zealand and some of the main markets in Asia.

Paul Landau, Founder and CEO of Fitbug Ltd said: “With consumer demand for wearable technology now growing strongly and our clear USPs in the sector, it makes sense for Fitbug to place more emphasis on retail distribution as well as our traditional B2B markets. The appointment of these established distributors with reach into leading retailers is a very exciting development for the company. Ann brings tremendous business development experience and will greatly strengthen the Fitbug team at an exciting time in the Company’s development.”

Ann Jones, aged 44, has been a director of Lowendalmasai UK Ltd during the previous five years.

Ms Jones currently has no beneficial interest in the share capital of the Company.

There are no other matters which are required to be announced with regard to the appointment of Ms Jones under paragraph (g) of Schedule 2 of the AIM Rules.

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

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

Paul Landau/Andrew Brummer	Fitbug Holdings Plc	020 7449 1000
Mark Percy Catherine Leftley Katie Ratner	Cantor Fitzgerald Europe	020 7894 7000
Claire Louise Noyce William Lynne	Hybridan LLP	020 7947 4350 020 7947 4361
Elisabeth Cowell Charlotte Heap	St Brides Media & Finance Ltd	020 7236 1177

## **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, 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.