

Fitbug Holdings Plc / Epic: FITB.L / Index: AIM / Sector: Leisure  
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**Fitbug Holdings Plc ('Fitbug' or 'the Company')  
Appointment of former Bloomberg business unit head as CEO  
and signing of US Retail Sales Representative Agreement**

Fitbug Holdings Plc, the AIM listed provider of online personal health and well-being services, is pleased to announce that it has appointed Malcolm Fried to succeed David Turner as CEO of the Company with immediate effect. Additionally, the Company has signed an exclusive retail sales representative agreement with Griffin International Companies, Inc. ('Griffin'). Under the terms of this two year agreement Griffin agrees to act as the Company's sole and exclusive US sales representative to Target, Best Buy and Walmart specifically.

Previous to this role, Malcolm Fried worked for Bloomberg LP for 13 years, most recently holding the position as the Head of Bloomberg's London business unit that encompassed digital and broadcast in Europe, the Middle East and Africa. Prior to Bloomberg, Malcolm was based in Johannesburg as a director of Primedia Broadcasting, overseeing a group of commercial radio stations. He has extensive experience in building and structuring operations to optimise efficiency and value.

Following Malcolm's appointment David Turner will step down from his role as CEO of Fitbug Holdings PLC but will remain as a non-executive director. Fergus Kee's role of Chairman will revert to a non-executive one. Paul Landau, founder of the Fitbug business, remains an Executive Director of the Company and CEO of the Company's subsidiary Fitbug Limited.

Griffin, based in Minneapolis, is a leading US retail sales representative firm comprised of experts in all aspects of sales and sales support, merchandising, product development, multi-channel strategy, pricing and brand growth. Their dedicated team has placed premium branded products in over 10,000 retail store locations of the top US national retailers. The agreement with Griffin follows the announcement last month of 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.

Fergus Kee, Chairman of Fitbug said, "With consumer demand for wearable

technology now growing strongly, this agreement with Griffin will help accelerate Fitbug's retail channel growth in the US. Malcolm brings strong leadership, operational, business development and digital experience to Fitbug at an exciting time in the Company's development."

Mr Fried, aged 50, 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 Mr. Fried under paragraph (g) of Schedule 2 of the AIM Rules.

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

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

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## **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.