

05 November 2014

**Fitbug Holdings Plc ('Fitbug' or 'the Company')  
Director Dealing**

Fitbug Holdings Plc, the AIM listed provider of online personal health and well-being services, was notified on 4 November 2014 that Pantheon Leisure Plc, a subsidiary of Westside Investments plc of which Geoffrey Simmonds, Non-Executive Director of Fitbug, is a shareholder and CEO, sold 2,000,000 Fitbug shares at 4.4p per share on 4 November 2014. Following this disposal, Westside Investments plc and Geoffrey Simmonds have the following interest in Fitbug's issued share capital:

	Interest in number of Fitbug shares	As % of issued share capital
Pantheon Leisure plc	4,254,000	2.51%
Geoffrey Simmonds	2,010,000	1.19%
Total	6,264,000	3.72%

**\*\*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	Hybridan LLP	0203 713 4580
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 the Fitbug app

and fitbug.com to provide an understanding of each user's daily activity achievements, with mobile and web technology which provides users with personalised weekly activity and nutrition targets, feedback, advice and encouragement.

Key market sectors and distribution channels include retail, 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. An important part of the Company's focus is on building strategic partnerships with organisations which can integrate Fitbug into their own service/product offerings or resell to their customer base. The Company has operations in the UK, Australia and Asia, with the United States remaining the primary market. For more information, visit [www.fitbug.com](http://www.fitbug.com).