

14 November 2014

Fitbug Holdings Plc ('Fitbug' or 'the Company')
Kiqplan Partner Agreement with Samsung

Fitbug, the AIM listed provider of online personal health and well-being services, is pleased to announce that Samsung Electronics (UK) Limited (SEUK) will include Kiqplan on the Samsung Digital Health platform.

The inclusion of Kiqplan in Samsung's platform was announced as part of the keynote address at the Samsung Developer Conference in San Francisco by Dr. Won-Pyo Hong, President and Head of Samsung Media Solution Center, on 12th November 2014.

Besides the integration of the existing range of Kiqplan applications in the Samsung Digital Health Platform (Slim & Trim, Beer Belly Blaster, Healthy Baby Bump and Goodbye Baby Bump), Fitbug will create an exclusive 12 week Kiqplan, named "Fit + Healthy", which will be available for download by Samsung customers, free of charge.

Lee Epting, Vice President of Samsung Electronics Media Solution Center Europe, said: "We are incredibly excited that Kiqplan will be joining the applications already available on the Samsung Digital Health Platform. Monitoring fitness and wellness are key priorities for a significant number of our customers. Bringing Kiqplan on board will deliver a number of new and enhanced features that will give these users even greater control, insights and motivation to achieve their lifestyle goals."

Presenting at the conference Paul Landau, Founder and CEO of Fitbug Limited said "we are delighted to participate on the Samsung Digital Health platform and work with a business of the scale, quality and stature of Samsung. This integration should help quickly build Kiqplan brand awareness and establish a user base that provides a great opportunity to sell follow on Kiqplans to satisfied Samsung users."

****ENDS****

For further information visit www.kiqplan.com or 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 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.