

30 December 2014

**Fitbug Holdings Plc ('Fitbug' or 'the Company')
Total Voting Rights**

Further to the announcement of 9 December 2014, Fitbug Holdings Plc, the AIM quoted provider of online personal health and wellbeing services, is pleased to confirm that the 39,002,224 Placing Shares and 33,333,333 Loan Conversion Shares have now been admitted to trading on AIM, effective 30 December 2014.

Fergus Kee, Executive Chairman, said, "I would like to take this opportunity to welcome new shareholders to the Company and thank existing investors for their continued support. With the help of these funds and strong prospects, I believe that Fitbug is now entering a very exciting period as we start the new year."

Following Admission of the Placing Shares and Loan Conversion Shares, for the purposes of the FCA's Disclosure and Transparency Rules, the Company advises that the total number of shares in issue and total voting rights will be 240,850,530 Ordinary Shares of 1 pence each.

The above figure may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change in their interest in, the share capital of the Company.

Upon Admission, the Placing Shares will represent 16.19 per cent. and the Loan Conversion Shares 13.84 per cent. of the enlarged share capital. The Placing Shares and Loan Conversion Shares will rank pari passu with the existing Ordinary Shares, including the right to all dividends and other distributions, paid or made after the date of issue.

Following the Admission of these shares to AIM, the directors below now hold the following shares in the Company:

Shareholder share capital	No. of Shares	% of issued
Fergus Kee	22,916,667	9.51%
David Turner*	12,515,000	5.20%
Allan Fisher**	10,890,000	4.52%
Paul Landau	8,788,894	3.65%

* Persons connected with David Turner have an interest in 6,280,000 ordinary shares representing 2.61 per cent. of the issued share capital of the Company

** Persons connected with Allan Fisher have an interest in 6,280,000 ordinary shares representing 2.61 per cent. of the issued share capital of the Company

****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. Its "Kiqplan"TM digital health coaching platform is designed to make wearable technology relevant to new audiences and take the "so what?" out of activity tracking by providing structured action plans to help people get fitter, lighter and lead happier, healthier lives.

Key market sectors and distribution channels include retail, health insurance and rewards providers, workplace health programmes, fitness operators and consumers. Increasingly, Fitbug's platforms act 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 and www.kiqplan.com.