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**Fitbug Holdings Plc ('Fitbug' or 'the Company')  
Announces Addition of Voice, Scanning and Connected Home Functionality to  
Kiqplan**

Fitbug Holdings Plc, the AIM quoted provider of online personal health and wellbeing services, has today unveiled new functionality that focus on innovative new ways to manage nutrition using exciting emerging new technologies. These features that are currently being developed, include voice recognition, food label scanning and Connected Home functionality to Kiqplan, its 12 week coaching system.

These new technologies focus on food tracking/logging capabilities which include "speak & eat" technology, product bar code scanning as well as sensor triggered notification alerts that help users more regularly and easily track their daily food intake. Kiqplan is a new concept in wearable technology, a library of interactive coaching systems that work with most leading trackers, smartphones or smartwatches.

The features were unveiled at the start of The Consumer Electronics Show (CES) in Las Vegas where the Company will this week be promoting both the Fitbug Orb wearable device and Kiqplan to retailers, distributors and strategic partners.

Food logging has always been the hardest part of most lifestyle tracking systems since it relies on human inputs rather than integrated technology. Kiqplan is looking to make this process more interactive and immediate by allowing people to simply speak to it, telling Kiqplan what they had to eat before the system searches its food database to log the right item. In addition, Kiqplan will leverage connected home sensors to integrate kitchen alerts from appliances and items such as fridges, cupboards and biscuit jars. Notifications could be sent to Kiqplan users when a fridge or cookie jar is opened, prompting them to own up and enter their data or even quiz them on whether they really need that extra calorie intake.

Paul Landau, Founder and CEO of Fitbug Limited said, "Wearables, Connected Home and Connected Sensors are amongst the top themes at CES this year. Kiqplan, with its wide device connectivity, sits at the centre of this tech revolution. As we look to take advantage of these exciting emerging new technologies, these additions to the Kiqplan digital health coaching platform will make it more connected, easier to use, and more effective."

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

For further information visit [www.kiqplan.com](http://www.kiqplan.com) or [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 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"<sup>TM</sup> 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](http://www.fitbug.com) and [www.kiqplan.com](http://www.kiqplan.com).