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**Fitbug Holdings Plc ('Fitbug' or 'the Company')**  
**Fitbug announces Kiqplan promotional programme with Jawbone**

Fitbug Holdings Plc, the AIM quoted provider of online personal health and wellbeing services, is pleased to announce that Kiqplan™, its digital health coaching platform, has become an inaugural member of the newly launched Jawbone® Marketplace. As part of the Marketplace, the Slim + Trim Kiqplan will be featured, which represents a strong milestone in line with Fitbug's previously announced strategy to increase its market profile as it moves to scale up the business.

Jawbone is a world-leader in consumer technology and wearable devices, building hardware products and software platforms powered by data science. The Jawbone Marketplace features best-in-class devices and apps spanning categories across Fitness, Sleep, Food, Lifestyle and the Smart Home, which work alongside the UP® platform. The Jawbone Marketplace brings together apps and devices that help further enhance the experience of the Jawbone community. Whether someone wants to use a smart home device to control home appliances via their UP activity tracker or send weight information directly to the UP App - all of these experiences and more can now be found in one place. Initially, the offering will be available in the US market only. The Jawbone Marketplace will offer the Slim + Trim Kiqplan, a weight loss programme priced at \$19.99, and will also highlight the other plans available on [kiqplan.com](http://kiqplan.com) for U.S.-based Jawbone consumers.

"With the launch of the Jawbone Marketplace, it's now easier than ever to explore the best integrated devices, apps and services for UP, including highly specialized personal training programs that work seamlessly with Smart Coach, the UP App's intelligent guidance and insight system," said Travis Bogard, vice president of product management and strategy at Jawbone. "We're excited to bring Kiqplan's effective guidance programs to the Marketplace and to help the UP community make progress toward the specific goals, like weight loss, that are important to them."

The Kiqplan system will work seamlessly with the UP App to integrate data across the two platforms for an even broader picture of a user's overall wellness. Food, steps, and workouts logged in Kiqplan will automatically be visible in the UP App and vice versa. Similarly, Kiqplan's step-by-step exercises, recommendations and recipes will be displayed in the UP App feed.

"From the outset, we designed Kiqplan to be as open and flexible as possible as due to our belief that the next step for the activity tracking market is to focus on helping

people interpret and turn data into actions that improve lives," said Paul Landau, CEO of Fitbug. "In addition to having integrated Jawbone's range of UP wearable activity trackers with Kiqplan, we are delighted to now be working with Jawbone, a large and respected leader in the sector that shares our vision of bringing the digital health revolution to as many people as possible."

The integration highlights how companies in the digital health space are coming together as the eco-system continues to evolve by enhancing devices with advice and services that help people make better use of data.

**\*\*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.kiplan.com](http://www.kiplan.com).