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FITBUG HOLDINGS PLC
Kiqplan Is Now Available In S Health Globally

Further to the announcement on 14 November Fitbug Holdings Plc, the AIM quoted provider of online personal health and wellbeing services, is pleased to announce that Kiqplan has now been integrated into the Samsung Digital Health platform and is currently one of the partner applications featured in Samsung's S Health app globally.

The inclusion of Kiqplan in Samsung's platform was announced as part of the keynote address at the Samsung Developer Conference in San Francisco on 12 November 2014.

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

Paul Landau, CEO of Fitbug. Limited said: "We are delighted that Kiqplan is now available globally on Samsung's Digital Health Platform. Early interest is very encouraging and we're confident that our app will continue to go from strength to strength with its extended availability on the Samsung Digital Health platform."

****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.