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FITBUG HOLDINGS PLC

Partnership with Punter Southall Health & Protection Consulting Limited ('PSHPC') to provide wearable health technology to promote employee-wellness

Fitbug Holdings Plc, the AIM quoted provider of online personal health and wellbeing services, is pleased to announce that it has entered into a partnership with Punter Southall Health & Protection Consulting Limited (PSHPC), one of the strongest and most innovative health and protection advisers in the UK.

Fitbug will provide its wearable health technology for the first group income protection solution being launched under PSHPC's Havensrock brand. Havensrock is a UK-based provider of unique employee benefit insurance products with bespoke group life assurance solutions for the professional services sector and trustees.

Havensrock Income Protection is underwritten by Aviva Life and Pensions UK Limited and will provide the Fitbug Orb, a personal, easy-to-use, wearable movement & sleep tracker, to policy holders as part of its new wellness programme. This aims to uniquely combine employee wellness with traditional income protection to not only financially and emotionally support employees that become too ill to work but also improve the overall health of all staff and help tackle the UK's falling productivity. Using Fitbug's latest digital technology, users will be able to better monitor and meet their individual health and wellbeing goals.

In conjunction with access to the Fitbug Orb, users of Havensrock's new health plan will have access to at least one Health MOT a year via a Wellbeing People Interactive Health Kiosk. This records their general health indicators including weight, body mass index, body fat index, blood pressure, resting heart rate, hydration and life balance and also notifies them of any health issues that fall outside the recommended safety guidelines.

John Dean, managing director, PSHPC. "For the first time with Havensrock, income protection is wellness-enabled. Like more traditional policies, it still provides financial help for staff who are too ill to work, but it is also uniquely based on employee wellness, education and engagement to proactively improve workplace health and reduce sickness absence.

Paul Landau CEO of Fitbug Limited said, "The wearable health technology sector has significant potential to revolutionise the health space. Our innovative range of

wearable tracking devices and digital coaching programmes give individuals the ability to achieve their health and wellness goals. We are delighted that Havensrock and PSHPC have selected Fitbug to partner with them in this innovative and exciting programme. This agreement underpins our collaborative approach and highlights the versatility of our unique service offering which we remain committed to growing in line with our strategy of increasing our market share within both the B2B and B2C arenas." [2]

****ENDS****

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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.

About PSHPC

Punter Southall Health & Protection Consulting Limited or PSHPC - www.pshpc.com - has grown considerably since its launch in 2010 and is now one of the most innovative and strongest health and protection advisers in the UK. Defined business areas of Protection, Healthcare, Wellbeing and Online Benefits, led by industry specialists, provide complete benefits solutions for over 700 corporate clients.

In February 2013, PSHPC launched Gladis, a unique online self-service platform used by companies to reduce the widespread risk and cost issues of managing protection insurances for their employees.

In October 2013, the company won the award for the Best Healthcare Trust Intermediary at the Health Insurance Awards.

In July 2014, PSHPC launched Healthsmart - a service that integrates occupational health, absence management and employee benefits to get employees back to work as soon as possible.

In October 2014, PSHPC began distributing Havensrock's unique life assurance products with bespoke solutions for the professional services sector and Trustees.

PSHPC is a subsidiary of Punter Southall Health and Protection Holdings Limited, which in turn is part of Punter Southall Group - www.puntersouthall.com

Punter Southall Health & Protection Holdings acquired Enrich Reward Limited, the employee benefits consultancy in 2013 and the Private Health Partnership Limited, incorporating Red Arc and Medical Care Direct, in July 2014.

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