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FITBUG HOLDINGS PLC

Partnership with Tower Watson to Launch Employee Wellness Offering

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 Towers Watson, a leading global professional services company, and Australia-based HealthLogix, to develop HealthVantage, a comprehensive online health management solution.

Developed by Towers Watson in response to growing client demand for healthier workforces, HealthVantage incorporates new technology, including wearable devices and online applications for smart devices, to give an organisation's workforce a full health "refresh". HealthVantage will initially be launched to all Towers Watson clients in the Asia Pacific region.

"Technology has changed the way people think about health." said Dr. Rajeshree Parekh, Asia Pacific Director - Corporate Health and Wellness at Towers Watson. "Using technology effectively can present a big opportunity for employers to build a culture of wellness at their organisation. This is a major focus for most employers in Asia Pacific according to Towers Watson research."

"Towers Watson has partnered with best-in-class providers to bring organisations a genuinely unique offering; one that combines technology with thoughtful analysis and insights to take an organisation's health and productivity strategy to the next level. This will help them to achieve their strategic and sustainable health goals, and bring long-term behavioural change." said Dr. Parekh.

Paul Landau CEO of Fitbug Limited said, "This partnership draws on the B2B experience gained over the past 10 years. We are delighted to partner with Towers Watson to support the launch of HealthVantage. The partnership draws on Fitbug's B2B experience gained over the past 10 years and represents a major opportunity with Fitbug products being offered to the employees of all participating employers."

HealthVantage features:

- Multi-media tool with built-in components including nine Asian language capabilities
- Wellness assessment and targeted health content
- Smart device-based activity, nutrition and sleep tracking
- Social media and behavioural economics used to engage employees
- Personalised, individualised and corporate dashboards

For the employee, HealthVantage contains smart device-based activity; nutrition and sleep tracking; a host of health-related content that is targeted to issues relevant to that individual; and includes social media and gaming components to allow them to connect with other users.

For the employer, the tool provides a dashboard of overall workforce health; identifies and forecasts health risks; and gathers and analyses data to pinpoint, for example, what is driving the organisation's leading health risks. Nine multi-language capabilities make HealthVantage suitable for a regional rollout. In addition, a consulting element makes the tool a bespoke solution for companies.

****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.

About Towers Watson

Towers Watson (NASDAQ: TW) is a leading global professional services company that helps organisations improve performance through effective people, risk and financial management. With 15,000 associates around the world, we offer solutions in the areas of employee benefits, talent management, rewards, and risk and capital management