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## **FITBUG HOLDINGS PLC LAUNCH OF FOUR NEW KIQPLANS AND RETAIL SALES TOOLKITS**

Fitbug Holdings Plc, the AIM quoted provider of online personal health and wellbeing services, is pleased to announce that it has expanded its pioneering Kiqplan offering through the launch of four new training programmes, which work together with wearable health technology to help users achieve their health and wellness goals. This launch, which brings the total number of Kiqplans to ten, complements the Company's existing range of digital health solutions which are focused on encouraging a healthy lifestyle through the provision of an integrated and quality service.

### **OVERVIEW**

- Launch of four new innovative Kiqplans:
  - Sun's Out Guns Out - a summer oriented, shape up man-plan, to help men shed the winter weight and look and feel great for the summer
  - Bikini Hot - a female oriented programme to help women lose weight and shape up for the summer
  - Your first 5k - an easy to follow programme to help people start running and prepare for their first 5k
  - 10k run ready - a plan for to get race ready for a 10k distance
- New plans are in addition to the recently released 5k and 10k Kiqplans for Cancer Research UK's Race for Life 2015, of which Fitbug is the official partner - designed to help women get race ready
- Kiqplans are all available to purchase online for £19.99 on [kiqplan.com](http://kiqplan.com) and will be available to buy from associated retail partners in the coming weeks
- Compatible with a broad range of sensors to support significant market penetration, including wearable activity trackers, smart phones, and smart watches, including Samsung's device range and the recently launched Apple Watch

Additionally, the Company introduces new retail packaging and sales toolkits, designed to generate interest and maximise consumer understanding and sell through of the Kiqplan propositions. Over the coming few weeks the enhanced Kiqplan packaging and sales materials will be deployed both instore and on retailers websites to assist consumers in quickly understanding the Kiqplan proposition and breadth of compatibility.

Paul Landau, CEO of Fitbug Limited said, "The launch of Kiqplan solidified our industry-wide reputation as innovators in the sector and we are committed to

maintaining this status to maximise our market penetration. I am delighted to announce the launch of four new innovative Kiqplans focused on enabling our users to achieve specific health and fitness goals; all with a seasonal summer theme. These personalised digital coaching programmes have been carefully developed to ensure compatibility with a broad range of third party devices, including Apple Watch and our own wearable tracking technology. With a total of ten plans now available, a number of strategic partnership agreements secured, and further developments planned, Kiqplan represents a compelling growth opportunity, which distinguishes Fitbug within a very active marketplace."

**\*\*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).