

27 May 2015

**FITBUG HOLDINGS PLC  
DIRECTORATE CHANGE**

Fitbug Holdings Plc, the AIM quoted provider of online personal health and wellbeing services, announces that Andrew Brummer, the Company's Finance Director, will be leaving Fitbug to pursue a new role. Andrew will step down from the Board with immediate effect, however will remain as Company Secretary and will stay in the business whilst the Company finalises its succession planning. A further announcement will be made once these arrangements are in place. The Board wishes to thank Andrew for his commitment and significant contribution over the last six years and wishes him every success in the future.

**\*\*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).