

16 June 2015

FITBUG HOLDINGS PLC
APPOINTMENT OF CHIEF FINANCIAL OFFICER

Fitbug Holdings Plc, the AIM quoted provider of online personal health and wellbeing services, is pleased to announce the appointment of Mr. James Ward as interim Chief Financial Officer, effective immediately.

Mr. Ward has built an expansive career within the financial space and has proven experience working with listed companies, managing transactions in both public and private markets. He founded & was previously CEO of Whale Rock Accounting, which he sold to Capita plc (FTSE100) in 2012 before leaving in April 2015. He was also Finance Director of International Mining & Infrastructure Corporation plc (2011-2014) and executed the US\$200m acquisition of Afferro Mining Inc (TSX/AIM).

Mr. Ward is currently a Non-Executive Director of Stanhope Gate Architecture Ltd and a Trustee Director of Magen David Adom UK, a UK charity.

Paul Landau, CEO of Fitbug Limited said, "We are delighted to welcome James to the Fitbug team. His proven corporate experience and solid understanding of the financial markets will be of great value as we continue to advance our growth strategy."

****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"[™] 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 wwwkiqplan.com.