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FITBUG HOLDINGS PLC
SCORPIO CLOSE FIRST FITBUG IN-FLIGHT RETAIL DEAL WITH KLM

Fitbug Holdings Plc, the AIM quoted provider of online personal health and wellbeing services, is pleased to announce an agreement with inflight retail specialist, Scorpio Worldwide Limited, to include a Fitbug/Kiqplan product bundle within its range of products promoted to major airlines. The first confirmed airline customer is KLM who will stock a Fitbug Orb + Kiqplan product bundle on-board flights from October 2015. Discussions with other airlines are progressing.

Scorpio Worldwide Sales and Marketing Director Richard Kennedy says: "We are thrilled to be launching this engaging and innovative product to travel retail. We predict it will be extremely popular with a wide demographic of consumers.

Paul Landau, CEO of Fitbug Limited comments, "We are extremely pleased to be partnering with Scorpio Worldwide; we see the travel sector as an exciting sales channel that offers great potential for this bundled product offering."

****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.