

27 August 2015

Appointment of CEO

Fitbug Holdings Plc, (AIM: FITB) the AIM quoted provider of online personal health and wellbeing services, is pleased to announce the appointment of Anna Gudmundson as Chief Executive Officer of the Company.

Anna has over 10 years of management experience in the technology sector: successfully building and managing the services and applications department during her time as Head of Services at luxury mobile phone company Vertu, leading large scale multi-national projects at Alcatel-Lucent in the mobile and telecom sector, and developing new marketing solutions for large global brands and leading businesses into new categories and territories.

Most recently she has been running her own consultancy, working directly with executive teams of SME's in the technology industry globally to help businesses with their product roadmap, product portfolio strategy, business strategy and values, price and product positioning, budget management, development processes, team structure and roles, software tools and technology, brand strategy, culture change and other core business areas.

Her primary industry involvement has been within mobile, software, online products, and big data; with important experience in CRM and loyalty, user experience and consumer behaviour, digital services and consumer applications - across global markets, cross-platform, and multi-channel.

Anna has held the role of interim Product Director since February 2015 where she has led the ongoing development of the Company's digital coaching platform, Kiqplan. Since joining she has restructured the product function, introduced a user and design-centric iterative product development process and redeveloped the Kiqplan product. Her success in this role and her previous experience means that her appointment is in line with the Company's strategy to increase its penetration into the wearable technology market, particularly focusing on mobile and digital development.

New Fitbug CEO Anna Gudmundson said, "I am delighted to accept this role and look forward to utilising my previous experience to continue developing and marketing Fitbug's innovative Kiqplan range. This is a highly progressive product in comparison to other wearable health offerings currently in the market and I will focus on ensuring that its ease of use and effectiveness are recognised by end-users and retailers within our target market."

Fitbug chairman Fergus Kee said, "Anna brings strong leadership, business development, digital and mobile experience to Fitbug at an exciting time in the Company's development."

****ENDS****

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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.kiplan.com.