

4 September 2015

Board Changes

Fitbug Holdings Plc, the AIM quoted provider of online personal health and wellbeing services, announces that Fergus Kee, the Company's Chairman, has today decided to step down from the Board after four years with the Company.

The current non-executive directors Allan Fisher, former Chairman of the Company, and David Turner, former CEO of the Company, will jointly take over the position of interim non-executive Chairman. Allan founded Holmes Place plc and David was a founder member of LA Fitness plc. The Company has commenced a search for a new Chairman and will make a further announcement in due course. The Board thanks Fergus for his commitment and significant contribution to the company and wishes him every success in the future.

With the recent successful fundraise and the appointment of Anna Gudmundson as CEO, Fitbug is now well placed to implement its strategy to increase sales of the Company's integrated wearable health technology offering, including Kiqplan and Fitbug Orb.

****ENDS****

For further information visit www.kiqplan.com or www.fitbugholdings.com or contact:

Anna Gudmundson/Paul Landau	Fitbug Holdings Plc	020 7449 1000
David Foreman Catherine Leftley	Cantor Fitzgerald Europe, Nomad and Joint Broker	020 7894 7000
Claire Louise Noyce William Lynne Niall Pearson	Hybridan LLP, Joint Broker	0203 713 4580 0203 713 4582 0203 713 4583
Elisabeth Cowell Charlotte Heap	St Brides Partners Ltd, Public Relations	020 7236 1177

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 wwwkiqplan.com.