

19 October 2015

Board Changes

Fitbug Holdings Plc, the AIM quoted provider of online personal health and wellbeing services, announces that Ann Jones, Group Sales Director, will be leaving by mutual consent to pursue new business opportunities. Additionally, the Company is bolstering its team in several areas and has recently appointed a new Digital Marketing Manager to support the roll out of Kiqplan version 2 ('Kiqplan V2'), the first digital fitness coaching App of its kind, which is on track to be launched by the end of November 2015.

The Company is focused on ensuring that it has the right resources to successfully penetrate the digital health market with this unique App, which includes a range of tailored 12-week coaching plans to guide and motivate users to achieve more on their fitness journey. Further appointments to the Board and team are advanced and updates will be made in due course.

Fitbug CEO Anna Gudmundson said, "Firstly, I would like to thank Ann for her valuable contribution to our business, and wish her well in the future. Following the launch of Kiqplan V2, our motivating fitness coaching programmes will be offered to our customers through an App, which increases our ability to scale the business quickly and effectively. To ensure that we penetrate the market successfully, the recruitment of experienced digital team and Board members is key and therefore we are actively progressing appointments ahead of the official launch of our new product."

****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. An important part of the Company's focus is on building strategic partnerships with organisations which can integrate Fitbug or Kiqplan into their own service/product offerings or resell to their customer base. The Company has operations in the UK and United States. For more information, visit www.fitbug.com and www.kiqplan.com.