

29 October 2015

Holdings in Company

Fitbug Holdings Plc, the AIM listed provider of online personal health and well-being services, announces that on 28 October 2015 Mr. Fergus Kee transferred 6,500,000 ordinary shares in Fitbug to his adult children. Following this transfer, Mr. Kee's beneficial interest in the Company is 16,416,667 ordinary shares representing 5.8 per cent. of the total voting rights in the Company.

****ENDS****

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

Anna Gudmundson/Paul Landau	Fitbug Holdings Plc	020 7449 1000
Marc Milmo Catherine Leftley	Cantor Fitzgerald Europe, Nomad and Joint Broker	020 7894 7000
Claire Louise Noyce	Hybridan LLP	0203 764 2341
Elisabeth Cowell Charlotte Heap	St Brides Partners Ltd, Public Relations	020 7236 1177