

23 November 2015

Launches Kiqplan App Based Health and Fitness Training Programmes

Fitbug Holdings Plc, the AIM quoted provider of online personal health and wellbeing services, is pleased to announce the launch of Version 2 of the Kiqplan App, a new version of its innovative digital health and fitness training programme, Kiqplan. The app is highly functional, effective and includes an extensive new feature set.

Covering personalised activity, nutrition, workouts, advice and motivation, Kiqplan integrates with all leading wearable devices, including Fitbug, Jawbone, Garmin and more, as well as smartphones and smartwatches including Samsung and Apple devices, plus other third party apps.

Kiqplan helps users step by step through a personalised plan, to eat healthier, sleep better, exercise smarter, go further and ultimately achieve their health and fitness goals.

The digital coaching offering has been developed into an app to facilitate scalability and to promote maximum market share in the UK and US. A free version of Kiqplan is now available, with a selection of the tailored 12-week training programmes available to purchase in-app or online, which will provide revenues to Fitbug. Users who purchase the 12-week training programmes will be provided with weekly targets, health and motivational tips, workout videos, progress reports and simple, healthy recipes with accompanying calorie targets.

Fitbug believe the Kiqplan app is a forerunner in the digital health sector and its launch is an important milestone achievement for Fitbug. Its comprehensive health and fitness programme gives context and meaning to the data generated by all compatible activity trackers. This ideally positions the product in the exponentially growing digital health and fitness market. To support this, the Company is building out its marketing presence; it has already added highly experienced digital personnel and is looking to further strengthen its marketing team to deliver compelling campaigns to support its products.

Fitbug PLC CEO, Anna Gudmundson, said, "The launch of the new Kiqplan app marks a milestone development in the Company's evolution, laying the foundations for the future of our digital business as we look to unlock additional revenue streams. We look forward to following the success of our Kiqplan V2 as we promote health and wellbeing amongst our users and help them achieve the results they want".

Paul Landau, Fitbug Ltd CEO continues "Launching Kiqplan V2 is a key achievement, built on the solid foundations of Kiqplan version 1 and a great deal of user feedback and data driven product development. We have an aggressive roadmap of improvements

and new features that will continue to be released to keep Kiqplan at the leading edge in a rapidly evolving digital market".

****ENDS****

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Notes

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. 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.