

11 December 2015

BOARD AND MANAGEMENT CHANGES

Fitbug Holdings Plc, the AIM listed provider of online personal health and well-being services, announces that on 11 December 2015 Mr. Fergus Kee transferred 6,000,000 ordinary shares in Fitbug to his adult children. Following this transfer, Mr. Kee no longer has a notifiable interest in the issued share capital of the Company.

****ENDS****

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

Anna Gudmundson	Fitbug Holdings Plc	020 7449 1000
Catherine Leftley Marc Milmo	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