

11 January 2016

NED APPOINTMENT

Fitbug Holdings Plc, the AIM quoted provider of online personal health and wellbeing services, is pleased to announce the Board appointment of Dr. Mark Ollila as a Non Executive Director.

Based in San Diego, Dr Ollila is currently Chief of Staff and General Manager of the Innovation and New Products group at Verve Mobile, a leader in mobile location based advertising.

Prior to this, Dr Ollila was at Nokia where he held a variety of senior roles, including leading the smart devices long term roadmap and innovation portfolio. He played an integral role in the development and roll-out of Nokia's services, ranging from games, app stores, photo and video sharing and new publisher intake tools, with global reach in the hundreds of millions of handsets. Ollila was also a core member of the deal team between Nokia and Microsoft in the strategic agreement in 2011, managing product requirements. During Ollila's tenure, he delivered many first-of-their-kind, industry-winning services and solutions, and, most recently, was responsible for complementary products in connected devices.

An industry leader in mobile media and technology, Ollila is a member of Southern California's start-up incubator EvoNexus's selection committee and an expert in residence at UC Irvine Applied Innovation. He also serves as an advisor to multiple companies in entertainment, games and new technology, and previously served on the advisory board of the Game Developers Conference (Mobile) and, until 2010, was a board member of the EMEA Chapter of Mobile Ecosystem Forum, the global trade body addressing issues affecting the broadening mobile ecosystem.

Fitbug CEO Anna Gudmundson said, "We are very excited to welcome Mark to the Board. His experience in driving innovation and new technologies and experiences will add new technological depth to the Board. His cross functional leadership expertise in research & development, engineering, marketing, and business development will also provide additional insight. We will also be looking for Mark to assist us in gaining profile and momentum in the US."

Dr. Mark Ollila (age 46) holds or has held the following directorships and/or partnerships in the last 5 years:

Current	Past (within the past five years)
Ollila Konsult (Sweden) UX-fit LLC N-Gage Inc Imminent Inc Knight Wish Ltd National Research Group Pty Ltd	Ideas That Go Ping Ltd. - dissolved July 2011

There is no further information on Dr. Ollila required to be disclosed under Schedule Two, paragraph (g) (i)-(viii) of the AIM Rules for Companies.

****ENDS****

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