

22 March 2016

SUCCESSFUL CUSTOMER ROLLOUT WITH STRATEGIC PARTNER PUNTER SOUTHALL

Fitbug Holdings, the AIM quoted technology developer and digital wellness pioneer, is pleased to announce the success of an initial phase with the Company's strategic partner Punter Southall Health & Protection. Between November 2015 and February 2016 Punter Southall Health & Protection rolled out Fitbug's innovative Digital Wellness Solution to four of its clients. Fitbug and Punter Southall Health & Protection will now look to strengthen their strategic relationship and accelerate the promotion of the offering to more of Punter Southall Health & Protection's client base.

Punter Southall Health & Protection is one of the strongest and most innovative health and protection advisers in the UK with 750 corporate clients, 2,700 SME's and 4,500 personal customers. The progression of its relationship with Fitbug confirms the Company's strategy to focus on a B2B digital wellness offering designed to increase employee productivity, wellbeing and engagement through targeted health and wellness programmes.

The Directors believe that the success of the initial trial demonstrates the potential opportunity for Fitbug's Digital Wellness Solution, which offers a holistic and preventative approach to wellness as part of a cost-effective corporate wellness package. The package comprises personalised mobile coaching, gamification, and management reporting. Fitbug's wellness package is focused not only on improving health, but overall wellbeing through mobile technology, with particular emphasis on stress, sleep, nutrition and activity.

Fitbug CEO Anna Gudmundson said "Over the last 10 years Fitbug has built a strong technology platform, gathered valuable data, and has learnt how to engage both corporate and individual users to create lifestyle changes. We are now using our technology and expertise in our clear focus on the needs of the B2B market in order to capitalise on what we believe could be a significant commercial opportunity.

"Punter Southall Health & Protection is focused on helping clients control costs and improving the health and wellbeing of their employees, and is finding innovative ways to add ROI to their clients. The missions of both companies are very much aligned. Together the Fitbug and Punter Southall Health & Protection proposition provides excellent value to corporate clients and offers Fitbug an accelerated route to market, fulfilling the Company's strategy to access the B2B market not only directly, through agreements with mid-large corporations, but also via strategic partnerships with insurance brokers / health insurers. We are very excited to grow our relationship with

Punter Southall Health & Protection, who are pioneering their industry."

John Dean Managing Director of Punter Southall Health & Protection said, "We are looking forward to expanding our partnership with Fitbug, which has been an innovator in digital wellness. We are increasingly seeing employers implementing wellness initiatives, which help staff to improve their wellbeing and adopt healthier behaviours. This in turn improves the performance of their insurance policies. Given both Fitbug and Punter Southall Health & Protection's expertise in our respective sectors, this proposition is a complimentary fit, and will provide our corporate clients with a unique, innovative and highly personalised health and wellbeing solution."

****ENDS****

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

Donald Stewart 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 William Lynne Niall Pearson	Hybridan LLP	0203 713 4581 0203 713 4582 0203 713 4583
Elisabeth Cowell Charlotte Heap	St Brides Partners Ltd, Public Relations	020 7236 1177