

29 June 2016

BOARD CHANGES

Fitbug Holdings Plc, the AIM quoted technology developer and digital wellness pioneer, is delighted to announce that Tyler Tarr, who has highly relevant experience of managing the finances of both growing and large cap technology companies, has joined the Board as part time Finance Director with immediate effect. This appointment has been made in line with the Company's strategy to become a provider of digital wellness services focussed on the B2B market.

Tyler has worked with the Company as interim CFO since early December 2015. Prior to that Tyler has spent more than 10 years providing mergers and acquisitions advisory, debt placement, management consulting and interim CEO and CFO services to a wide variety of tech, media and electronics businesses. Tyler has extensive financial and operational experience in a wide array of environments, from early stage high technology companies to large multi-national manufacturing enterprises having qualified in accountancy with Arthur Andersen and Coopers & Lybrand and having spent his early career with EMI Music, Packard Bell Electronics and Astro Canon Business Solutions.

Additionally, the Company announces that both David Turner and Allan Fisher have stepped down from the board to pursue alternative business opportunities.

Fitbug CEO Anna Gudmundson said, "I am excited and proud to welcome Tyler to the Fitbug board.

"We have been working with Tyler for several months now and he has contributed considerably to Fitbug's turnaround strategy, to ensure we are ready for growth. He has proved himself invaluable in our thorough review of our operations to ensure we are maximising efficiencies, and has identified and is implementing a number of cost saving initiatives. He has also worked closely with and been well received by many of our key customers and strategic partners, shareholders and potential investors.

I would also like to thank both David and Allan for their many years of service to the Company and wish them both well in their future endeavours."

Mr. Tyler Scott Tarr (age 52) holds or has held the following directorships and/or partnerships in the last 5 years:

Current	Past (within the past five years)
Argo Consulting LLC ECCA Apparel - Partner	None

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

****ENDS****

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Notes

About Fitbug®

Fitbug is a leading provider of online health and well-being services which is pioneering an innovative 'Digital Wellness' model to help individuals to improve their lifestyles by making realistic changes to their daily routine. It combines activity tracking devices, which 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 to achieve "wellness". This is centred on four key areas: stress, sleep, nutrition and activity.

Its "Kiqplan"™ 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 achieve their wellness goals.

The Company is primarily focussed on the B2B market, mainly mid-to-large cap corporations and insurance brokers / health insurers, where significant growth opportunities have been identified, particularly in the UK and US. An important part of the Company's focus is on building strategic relationships with organisations, which can integrate Fitbug or Kiqplan into their own service/product offerings or resell to their customer base. For more information, visit www.fitbug.com and www.kiqplan.com.