

29 June 2016

Notice of 2016 Annual General Meeting Publication and Posting of Annual Report

Fitbug Holdings Plc, the AIM quoted technology developer and digital wellness pioneer, announces that its 2016 Notice of Annual General Meeting together with its annual report and financial statements for the year ended 31 December 2015 have been posted to shareholders and will be available on its website, www.fitbugholdings.com.

The Company's 2016 AGM will be held at Suite 5, First Floor, 5 Rochester Mews, London NW1 9JB at 3.00 p.m. on 22 July 2016.

****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.