

25 July 2016

Adoption of Share Option Schemes and Grant of Options

Fitbug Holdings Plc, the AIM quoted technology developer and digital wellness pioneer, is pleased to announce that, as set out in the Circular to shareholders on 29 June 2016, following admission of its enlarged issued share capital to trading on AIM this morning, it has adopted two new share option schemes, the Fitbug Holdings plc Enterprise Management Incentive Share Option Scheme 2016 and the Fitbug Holdings plc Unapproved Share Option Scheme 2016, for directors, employees, and certain other persons engaged in the business of the Group (the "New Schemes").

The Company has also granted options over an aggregate of 113,837,413 Ordinary Shares, representing 9.24% of the enlarged issued share capital of the Company pursuant to the New Schemes. The options are all exercisable between the third and tenth anniversary of grant or in the event of a takeover. One third of the options held by each option holder will be exercisable at 0.25p per share, one third at 0.35p per share and the remainder at 0.5p per Ordinary Share.

Options granted to the directors and other persons discharging managerial responsibilities are as follows:

Name	Options issued at 0.25p exercise price	Options issued at 0.35p exercise price	Options issued at 0.5p exercise price	Total number of options held	Percentage of enlarged issued share capital
Donald Stewart	4,925,468	4,925,468	4,925,468	14,776,404	1.2%
Anna Gudmundson	18,470,505	18,470,505	18,470,505	55,411,514	4.5%
Tyler Tarr	3,694,101	3,694,101	3,694,101	11,082,303	0.9%
Mark Ollila	3,694,101	3,694,101	3,694,101	11,082,303	0.9%
Richard Goodlad	3,694,101	3,694,101	3,694,101	11,082,303	0.9%
Total	34,478,275	34,478,275	34,478,275	103,434,825	8.4%

****ENDS****

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

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Claire Louise Noyce	Hybridan LLP	020 3764 2341
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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.