

27 July 2016

## Holdings in Company

TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES<sup>i</sup>

<b>1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:</b> <sup>ii</sup>	Fitbug Holdings PLC	
<b>2 Reason for the notification</b> (please tick the appropriate box or boxes):		
An acquisition or disposal of voting rights	<input checked="" type="checkbox"/>	X
An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached	<input type="checkbox"/>	
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments	<input type="checkbox"/>	
An event changing the breakdown of voting rights	<input type="checkbox"/>	
Other (please specify):	<input type="checkbox"/>	
<b>3. Full name of person(s) subject to the notification obligation:</b> <sup>iii</sup>	Charles Stanley Group PLC	
<b>4. Full name of shareholder(s)</b> (if different from 3.): <sup>iv</sup>	Charles Stanley & Co Ltd Rock (Nominees) Ltd	
<b>5. Date of the transaction and date on which the threshold is crossed or reached:</b> <sup>v</sup>	21/07/2016	
<b>6. Date on which issuer notified:</b>	27/07/2016	
<b>7. Threshold(s) that is/are crossed or reached:</b> <sup>vi, vii</sup>	Above 7%	

**8. Notified details:****A: Voting rights attached to shares** <sup>viii, ix</sup>

Class/type of shares  if possible using the ISIN CODE	Situation previous to the triggering transaction		Resulting situation after the triggering transaction				
	Number of Shares	Number of Voting Rights	Number of shares	Number of voting rights		% of voting rights <sup>x</sup>	
			Direct	Direct <sup>xi</sup>	Indirect <sup>xii</sup>	Direct	Indirect
GB00B57JB H88					90,000,000		7.3%

**B: Qualifying Financial Instruments****Resulting situation after the triggering transaction**

Type of financial instrument	Expiration date <sup>xiii</sup>	Exercise/ Conversion Period <sup>xiv</sup>	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights

**C: Financial Instruments with similar economic effect to Qualifying Financial Instruments** <sup>xv, xvi</sup>**Resulting situation after the triggering transaction**

Type of financial instrument	Exercise price	Expiration date <sup>xvii</sup>	Exercise/ Conversion period <sup>xviii</sup>	Number of voting rights instrument refers to	% of voting rights <sup>xix, xx</sup>	
					Nominal	Delta

**Total (A+B+C)**

Number of voting rights	Percentage of voting rights
90,000,000	7.3%

**9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable: <sup>xxi</sup>**

Rock (Nominees) Limited

Charles Stanley & Co Ltd

Charles Stanley Group PLC is the holding company of the above

**Proxy Voting:**

**10. Name of the proxy holder:**

**11. Number of voting rights proxy holder will cease to hold:**

**12. Date on which proxy holder will cease to hold voting rights:**

**13. Additional information:**

**14. Contact name:**

Angela Macro

**15. Contact telephone number:**

0207 149 6804

**\*\*ENDS\*\***

For further information visit [www.fitbugholdings.com](http://www.fitbugholdings.com) or contact:

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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"<sup>TM</sup> 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](http://www.fitbug.com) and [www.kiqplan.com](http://www.kiqplan.com).