



Fitbug Holdings PLC - KIN Change of Adviser
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Fitbug Holdings Plc

("Fitbug" or "the Company")

Change of Adviser

SPARK Advisory Partners Limited has been appointed as the Company's nominated adviser with immediate effect.

~ End ~

For further information please contact:

Fitbug Holdings Plc

Donald Stewart, Chairman

Anna Gudmundson, Chief Executive Officer

020 7449 1000

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

Notes:

About Fitbug®

Fitbug provides digital wellness solutions that empower employers to create a positive culture of health within their organisation. By helping employees to embrace a healthier way of living, Fitbug can help maximise performance, reduce absenteeism, decrease the risk of chronic illness, and lower healthcare costs.

The Company's technological edge allows us to address holistic wellness by engaging both individuals and teams through intelligent, personalised interaction and gamification. This is an opportunity to make incremental behavioural changes that will last a lifetime. The progress of individuals translates to actionable data, meaningful reporting and insights that allow the organisation to monitor the impact of the programme and to refine it in order to achieve success.

Fitbug's shares are listed on the London Stock Exchange's AIM Market under ticker FITB.

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