

Fitbug Holdings PLC - KIN Corporate Wellness Partnership
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Sally Gunnell and Fitbug Corporate Wellness Partnership

London, U.K., 13 December 2016 - Fitbug Holdings Plc (FITB), the AIM quoted provider of digital wellness for corporate organisations, today announces a strategic partnership with Olympic gold medallist Sally Gunnell, OBE, to help promote and expand its digital wellness offering to businesses in the UK.

Drawing on her professional athletic career, Sally Gunnell and her team of experts have designed a bespoke, highly engaging workplace wellbeing programme that helps companies tackle health and wellness issues among employees. The partnership combines Sally's programme and Fitbug's scalable digital platform to offer a rich corporate health and wellness proposition and to generate new growth opportunities.

Fitbug CEO Anna Gudmundson says; "Sally Gunnell represents great inspiration for positive change and reaching goals, and her brand reflects 'positive energy', which is our brand essence. The extensive knowledge and experience of Sally and her team, together with our highly scalable, engaging and intelligent platforms allows us to offer a well-balanced programme to companies who are serious about their employee wellbeing goals. "

Sally Gunnell comments; "I've worked in the corporate market for many years now and research confirms what I know from experience; happy and healthy people are more productive, engaged and successful. Working with Fitbug allows us to reach a much larger audience, and provide a more powerful programme. That way we can have a bigger impact, and create a lasting health legacy within many organisations."

Sally Gunnell remains the only woman ever to hold four major track titles concurrently - Olympic, World, European and Commonwealth. Following her retirement from international athletics, Sally developed a career as a television presenter and motivational speaker. She has written four books on fitness, health, self-fulfilment and wellbeing.

Fitbug is already being used by global corporations to create a positive culture of health, maximise performance, reduce absenteeism and the risk of chronic illness among employees, and lower insurance premiums. Fitbug uses technology and data intelligence to make their solutions scalable, effective and personalised.

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For further information visit <http://landing-pages.fitbug.com/sallygunnell> or www.fitbugholdings.com

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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 AIM market under ticker FITB.

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