

Fitbug Holdings PLC - KIN Non Regulatory - Customer renewal
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RNS REACH ANNOUNCEMENT (NON-REGULATORY):

11 April, 2017

FITBUG HOLDINGS PLC ('FITBUG' OR 'THE COMPANY')

Non-regulatory - Customer Renewal

Fitbug Holdings Plc (AIM: FITB), the AIM quoted digital wellness provider for corporate organisations, now trading as Kin Wellness, is pleased to announce a customer renewal for wellbeing services with a large financial institution.

After a successful first year, the client has renewed its arrangements with the Company's strategic partner, for the same group of employees as the previous year. This is expected to generate around £70,000 of service revenues for the Group during 2017.

Client confidentiality does not allow for the disclosure of further details at this time.

This non-regulatory RNS Reach communication is part of our strategy to provide more frequent updates to our shareholders.

****ENDS****

For further information visit www.kinwellness.com or
www.fitbugholdings.com

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Notes**About Kin Wellness**

Kin Wellness 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, Kin Wellness can help maximise performance, reduce absenteeism, decrease the risk of chronic illness, and lower healthcare costs.

The Company's technological edge allows it 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.

Shares are still admitted to trading on the London Stock Exchange AIM market under ticker FITB.

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