

**Fitbug Holdings PLC** - KIN Non Regulatory - New client contract win  
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Fitbug Holdings PLC  
22 February 2017

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**RNS REACH ANNOUNCEMENT (NON-REGULATORY):**

**22 February 2017**

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

**Non-regulatory - new client contract win**

Fitbug Holdings Plc (AIM: FITB), the AIM quoted digital wellness provider for corporate organisations, is pleased to announce a new contract for a one year programme to serve select UK-based employees of an international FMCG company. This programme will be administered in collaboration with Olympic gold medallist Sally Gunnell, OBE.

Fitbug can confirm an initial contract value of £36,000 in revenue, but client confidentiality does not allow for the disclosure of further details at this time.

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

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

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## 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 it to address holistic wellness by engaging both individuals and teams through intelligent, personalised interaction and gamification. 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.

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Fitbug's shares are admitted to trading on the London Stock Exchange AIM market under ticker FITB.

This information is provided by RNS  
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