

Fitbug Holdings PLC - KIN Non Regulatory - Results of Case Study
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FITBUG HOLDINGS PLC ('FITBUG' OR 'THE COMPANY')

Non Regulatory - Results of Case Study

Fitbug Holdings Plc (AIM: FITB), the AIM quoted digital wellness provider for corporate organisations, would like to share some insights and findings from a recent case study, following a pilot wellness programme with MTR Crossrail. The pilot was rolled out in collaboration with Olympic gold medallist Sally Gunnell, OBE, (the partnership which was announced in December 2016) to a select group of about 100 MTR Crossrail employees over a period of three months.

Of the group participating, 60% were headquarters staff, 20% were train drivers and 20% were station staff. The rate of uptake and engagement was high, with 94% of the eligible employees joining the programme.

As with its typical service offering, Fitbug gathered aggregate data about employee progress and compiled after-action reports. The report for the MTR Crossrail programme revealed some interesting findings when it came to their employee wellness and engagement:

- Over the course of the programme, participants walked 72% more than the average person in the UK
- Activity levels gradually increased from week one to week four
- Some individuals improved their step activity by 177% over the course of the programme

- 60% of employees who participated in the post-programme survey thought that the programme had a positive impact on office morale

MTR Crossrail has shown a real commitment to the wellbeing of its employees by setting some valuable benchmarks during this pilot wellness programme.

****ENDS****

For further information visit 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.

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