



Bubs Australia Limited
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**MAJOR NEW SUPPLY AGREEMENTS WITH COLES AND OTHER DOMESTIC RETAILERS
BUBS ORGANIC® GRASS FED FORMULA NOW THE ONLY AUSTRALIAN MADE AND OWNED
ORGANIC FORMULA SOLD NATIONALLY IN ALL MAJOR RETAILERS**

- *Bubs Organic® Grass Fed Infant Formula on-shelf in 482 Coles supermarkets from June 2020, complementing existing ranging of Bubs® Goat Milk Infant Formula and Bubs Organic® Toddler Snacks already sold in Coles supermarkets nationally.*
- *Baby Bunting, Australia's largest nursery retailer, to range Bubs® Goat Milk Infant Formula, Bubs Organic® Grass Fed Infant Formula, baby food pouches and cereals in 52 stores from May 2020.*
- *Increased store ranging in Woolworths to 800 stores for Bubs Organic® Grass Fed Infant Formula and 654 stores for Bubs® Goat Milk Infant Formula from May 2020.*
- *Collectively these new agreements are expected to materially add to the Company's domestic revenues from Q4 FY20, with all initial orders being processed in May 2020.*
- *Expands Bubs Organic® Infant Formula presence to over 1,850 points of sale across Australia, and a selection of Bubs® infant nutrition portfolio to over 2,000 stores nationally.*

Melbourne, 6 May 2020: Bubs Australia (ASX: **BUB**) announces it has entered a new supply agreement with Coles Supermarkets Australia under which Bubs Organic® Grass Fed Infant Formula will be distributed to 482 Coles supermarkets, with initial orders to be processed in mid-May and on-shelf in early June 2020.

The incremental distribution of Bubs Organic® Grass Fed Infant Formula is in addition to the continued sale of Bubs® Goat Milk Infant Formula ranged in 561 stores and Bubs Organic® Toddler Snacks ranged in up to 804 stores. Coles is Bubs longest retail partnership first established in 2008 and has sold Bubs® Goat Milk Infant Formula since April 2016, followed by the expansion into Bubs Organic® toddler snacks in May 2019.

Bubs Founder and Chief Executive Officer, Kristy Carr said: "This is a continued vote of confidence in Bubs® brand portfolio from Coles and demonstrates Bubs® strong performance in the super-premium specialty infant formula segments, and confidence in the capability of our vertically integrated supply chain to meet our commitments under the new supply agreement.

"Moreover, this agreement with Coles establishes Bubs® as a significant participant in the super-premium organic infant formula category. With such strong penetration across all major retail points of distribution in the Australian grocery and pharmacy sector, we are confident the Bubs Organic® range will support continued portfolio-wide growth in our domestic volume as we continue to build awareness and trust in the Bubs® brand with Australian parents," Mrs. Carr said.



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In addition to the Coles agreement, the Company has entered a new supply agreement with Baby Bunting, Australia's largest nursery retailer, to range a total of 16 products, including Bubs® Goat Milk Infant Formula, Bubs Organic® Grass Fed Infant Formula, and Bubs Organic® baby food pouches and cereals in 52 stores. Initial orders have already been processed and products are expected to be on-shelf and online in May 2020.

In addition, as a further update to the Announcement posted on the ASX on 18 February 2020 regarding a new major supply agreement with Woolworths, the Company is pleased to advise Woolworths has further increased the store ranging for Bubs Organic® Grass Fed Infant Formula from 700 stores to 800 stores, and Bubs® Goat Milk Infant Formula from 400 stores to 654 stores. The expanded distribution will be implemented on-shelf in May 2020 and pipe-fill orders have already been processed.

Collectively these new supply agreements are expected to materially add to the company's domestic revenues from Q4 FY20, with all opening orders to be dispatched in May.

Following this new Coles supply agreement, Bubs Organic® is the only Australian Made and Australian Owned organic formula brand to achieve national ranging across all major retailers of infant formula in Australia, including Coles, Woolworths, Chemist Warehouse and Baby Bunting, as well as many independent grocers and pharmacies, providing a strong national footprint in excess of 1,850 stores. A selection of Bubs® infant nutrition portfolio will now be available in over 2,000 stores.

The substantial expansion of the Bubs® portfolio across the Coles network will be supported by a strong trade media campaign in Coles media, as well as continued multi-media consumer brand campaign support.

The Bubs® portfolio now consists of 31 products catering to all feeding occasions and stages of a child's development.

Mrs Carr said that the extension into Bubs Organic® Cow Milk Infant Formula is a key growth strategy for the Company in 2020. "We are now well placed to expand our addressable market beyond goat milk into the much larger cow's milk segment, which accounts for over 90 percent of the Australian formula market.

"With the launch mid last year of our high quality, Australian made and Australian owned Bubs Organic® 365 days Grass Fed Infant Formula containing both prebiotics and probiotics, as well as DHA and ARA for cognitive health, our premium formulation provides support for key drivers of choice in the infant formula market - immunity, digestion and healthy growth," Mrs. Carr said.



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About Bubs Australia Limited (ASX: BUB)

Founded in 2006 in Sydney, Bubs Australia is engaged in the business of inspiring new generations of happy, healthy bubs through its range of super-premium infant nutrition products. Bubs® goat milk and Bubs Organic® grass-fed infant formula ranges, and organic baby food, cereals and toddler snacks cater for all feeding occasions and stages of development from newborn through to childhood.

Bubs Australia is the leading producer of goat dairy products in Australia with exclusive milk supply from the largest milking goat herds in the country. Bubs® is proudly the only infant formula in the world to be based on Australian goat milk.

Products are widely sold in major supermarkets and pharmacies throughout Australia, as well as exported to China, South East Asia, and the Middle East.

Consumer Website: bubsaustralia.com

Investor Centre: investor.bubsaustralia.com