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14 March 2024

INVESTOR WEBINAR PRESENTATION

14 March 2024, Melbourne: Bubs Australia Limited (ASX:BUB) ("**Bubs**" or "**the Company**") is pleased to announce its participation in the ShareCafe Small Cap "Hidden Gems" Webinar, to be held on Friday 15th March 2024 from 12:30pm AEDT/ 9:30am AWST.

Reg Weine, Bubs' Chief Executive Officer and Managing Director will provide an overview of the Company, its strategy, H1 FY24 results and outlook.

This webinar can be viewed live via Zoom and will provide viewers the opportunity to hear from, and engage with, a range of ASX-listed leading micro/mid cap companies.

Those wishing to access further details of the event and to register at no cost should copy and paste the following link into their internet browser:

https://us02web.zoom.us/webinar/register/WN_R9CICdLPQY6vFSxLtCfU5A#/registration

A recorded copy of the webinar will be made available following the event.

-ENDS-

This release is approved by Bubs' CEO & Managing Director.

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ABOUT BUBS AUSTRALIA LIMITED (ASX: BUB)

Bubs Australia is on a mission to nourish new generations of happy Bubs, with clean label nutritional products that provide the foundation for setting up a lifetime of good eating habits. Founded in 2005 and long trusted by families throughout APAC, Bubs entered the U.S. market first with its toddler formulas in 2021 and then with its infant formulas in 2022 at the height of the U.S. formula crisis. Today, Bubs is the #1 Goat Milk Infant and Toddler Formula in the U.S. Other products include Bubs 365 Day Organic Grass Fed Cow Milk Formula and Bubs Supreme Infant Formula. Bubs can be purchased at aussiebubs.com and major retailers including Target, Amazon and Walmart. Visit aussiebubs.com for more information.

FORWARD LOOKING STATEMENTS

This announcement contains certain 'forward-looking statements' within the meaning of the securities laws of applicable jurisdictions. Forward-looking statements can generally be identified by the use of forward-looking words such as 'may', 'should', 'expect', 'anticipate', 'estimate', 'scheduled' or 'continue' or the negative version of them or comparable terminology. Any forecasts or other forward-looking statements contained in this announcement are subject to known and unknown risks and uncertainties and may involve significant elements of subjective judgment and assumptions as to future events which may or may not be correct. There are usually differences between forecast and actual results because events and actual circumstances frequently do not occur as forecast and these differences may be material. The Company does not give any representation, assurance or guarantee that the occurrence of the events expressed or implied in any forward-looking statements in this announcement will actually occur and you are cautioned not to place undue reliance on forward-looking statements.