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ASX ANNOUNCEMENT

BUBS APPOINTS NEW CHAIR AND EXECUTIVE DIRECTOR

15 September 2025, Melbourne: Bubs Australia Limited (ASX: BUB) (**Bubs** or the **Company**) announces that Non-Executive Director, Paul Jensen has been appointed as Independent Chair following the resignation of Katrina Rathie as announced separately. The Company also announces that Joe Coote will join the board as Managing Director and CEO. Both board appointments are effective immediately.

Mr Jensen joined the Bubs Board on 20 March 2023 and has been the Chair of the Audit and Risk Committee since joining the Company. He has served as a Director on ASX listed and unlisted Boards for over 20 years and has experience across a range of industry sectors.

Mr Coote was appointed as CEO on 28 July 2025 bringing more than 20 years of global leadership experience in the consumer products, dairy and infant formula sectors.

Mr Paul Jensen, Chair said:

“I am excited about the future of Bubs and the opportunity to serve as Chair and welcome Joe to the Board as Managing Director. We are committed to further Board evolution during this financial year to ensure we have the right mix of skills and experience to oversee our corporate strategy and to align with corporate governance standards.

This announcement has been approved by the Board of Directors.

END

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