Bubs Australia Limited
ACN 060 094 742
23-29 Nina Link, Dandenong South
VIC 3175 Australia

1800 2827 2878 (1800 BUBS AUST)
info@bubsaustralia.com

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ASX ANNOUNCEMENT

Company Secretary Appointment & Resignation

20 October 2025, Melbourne: Bubs Australia Limited (ASX:BUB) ('Bubs' or 'the Company)' wishes to advise, in accordance with ASX Listing Rule 3.16.1, of the resignation of Mr Peter Cope as Company Secretary and the appointment of Ms Olga Smejkalova of Acclime Corporate Services Australia Pty Ltd, with the change effective 20 October 2025.

For the purposes of ASX Listing Rule 12.6, the Company advises that Ms Smejkalova will be responsible for the Company's communications with the ASX in relation to Listing Rule matters from 20 October 2025.

The Board would like to thank Peter for his professionalism and dedication as General Counsel and Company Secretary and wishes him the best in his future endeavours.

This release is approved by the Board of Directors.

END

MEDIA INQUIRIES

Joanna McCarthy

T +61 412 162 152

SHAREHOLDER ENQUIRIES

investors@bubsaustralia.com

www.investor.bubsaustralia.com