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Chief Financial Officer Announcement

10 July 2026, Melbourne: Bubs Australia Limited (ASX:BUB) ("Bubs" or "the Company") announces that Naomi Verloop has resigned from her role as Chief Financial Officer.

During her tenure, Naomi was a respected member of the Executive Leadership Team and made a contribution to the company's financial performance, governance framework, strategic planning, and stakeholder engagement.

Chief Executive Officer Joe Coote and the Board of Directors thank Naomi for her contribution and wish her every success for the future.

The Company has appointed Chris Rowe as Chief Financial Officer.

Chris is an experienced global executive with more than 30 years' leadership experience across the dairy and consumer sectors including infant formula supply. He brings expertise across finance, commercial leadership, strategy, mergers and acquisitions, information technology, legal governance and integrated business planning.

Chris has held senior leadership roles across Australia, Asia and the United States, including Commercial Director of Fonterra Brands Australia and most recently as B2B President and CFO at Darigold in Seattle USA. He has a strong track record of strategy execution, business transformation, disciplined capital allocation and delivering shareholder value through operational excellence and strong execution.

Chief Executive Officer Joe Coote said: "We are pleased to appoint Chris to this role. His combination of finance, commercial and operational leadership experience, together with his deep understanding of our key markets, makes him well placed to support the next phase of the Company's growth. Chris has a proven record of translating strategy into execution, driving performance and creating shareholder value through disciplined capital allocation and strong operational delivery."

This release is approved by the Board of Directors.

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Shareholder enquiries

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ABOUT BUBS AUSTRALIA LIMITED (ASX: BUB)

Bubs Australia (ASX: BUB) is a leading infant nutrition company committed to providing premium-quality products that support the health and wellbeing of babies worldwide. Founded in 2006, Bubs has built a reputation for innovation and excellence, offering a range of organic and specialty infant formulas, including goat milk and grass-fed options. With a strong presence in Australia, the United States and growing international markets, including China, Bubs is dedicated to delivering trusted nutrition backed by rigorous quality standards. For more information, visit www.bubsaustralia.com or our social media channels.

Consumer Website:	bubsaustralia.com
Investor Centre:	investor.bubsaustralia.com