Bubs Australia Limited

SHAREHOLDER COMMUNICATIONS POLICY

1. Background

1.1 Overview

(a) Bubs is committed to effective communication with its customers, shareholders, market participants, employees, suppliers, financiers, creditors, other stakeholders and the wider community. Bubs will ensure that all stakeholders, market participants and the wider community are informed of its activities and performance.

(b) Bubs will endeavour to make publicly available all information to ensure that trading in its shares takes place in an efficient, competitive and informed market.

1.2 Purpose

(a) This Communications Policy contains Bubs' approach and commitment to communication. The Policy is designed to ensure that Bubs:

i. provides timely and accurate information equally to all shareholders and market participants regarding Bubs including its financial situation, performance, ownership, strategies, activities and governance; and

ii. adopts channels for disseminating information that are fair, timely and cost efficient.

(b) In addition to those policies and processes contained in the Continuous Disclosure Policy, Bubs has implemented a number of processes to ensure achievement of these goals.

2. Confidentiality

(a) Information that Bubs considers private and that is not generally available outside Bubs (**Confidential Information**) and information that Bubs owns, develops, pays to have developed or to which it has an exclusive right (**Proprietary Information**) must be treated by Bubs and all employees as follows:

i. Bubs and all employees must ensure that they do not disclose any Confidential Information or Proprietary Information to any third party or other employee who does not have a valid business reason for receiving that information;

ii. if Confidential Information or Proprietary Information is required to be provided to third parties or other employees for valid business purposes, BUBS and its employees must:

(A) take adequate precautions to ensure that information is

only used for those purposes for which it is provided and is not misused or disseminated to Bubs' detriment; and

(B) ensure that the information is returned or destroyed when the purpose is complete.

(b) Such precautions include obtaining a confidentiality agreement or other undertaking. Advice about these measures can be obtained from the Company Secretary.

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3. Communications with shareholders, employees and the market

3.1 Continuous and periodic disclosure

(a) Shares in Bubs are listed on the ASX. Therefore, Bubs is subject to continuous disclosure requirements under the Corporations Act 2001 (Cth) and the ASX Listing Rules, in addition to periodic and specific disclosure requirements.

(b) A fundamental component of Bubs' Communication Policy is its continuous disclosure program. To ensure Bubs complies with its continuous disclosure obligations, the Board has adopted a Continuous Disclosure Policy.

(c) In addition to its continuous disclosure obligations, Bubs will make other periodic disclosures as required by law, and also in relation to those matters set out in the schedule to this policy, as contemplated by the ASX Corporate Governance Council's Corporate Governance Principles and Recommendations.

3.2 Communications with the ASX

(a) All communication with the ASX will be in accordance with the ASX Listing Rules. The Company Secretary is responsible for communications with the ASX.

(b) Information communicated to the ASX will also be placed on the Company's website.

(c) For further information, refer to Bubs' Continuous Disclosure Policy.

3.3 Meetings

(a) The meetings of shareholders of Bubs represent an excellent opportunity for Bubs to provide information to its shareholders. Bubs encourages attendance at, and participation in, general meetings.

(b) Bubs holds its annual general meeting (AGM) within 5 months after the end of finical year. Shareholders may participate in the AGM either in person where a physical meeting is held, or online if the AGM is held as a virtual or hybrid meeting. Shareholders may appoint a proxy or other representative to attend and vote on their behalf. Shareholders and proxyholders will be provided a reasonable opportunity at the AGM to ask questions and may also submit written questions in advance of the meeting

(c) A notice of a meeting will be sent to shareholders prior to meetings, including details of the time and place of the meeting, the resolutions to be considered and proxy voting procedures.

(a) Shareholders may update their communication preferences and elect to receive all shareholder communications electronically, including dividend statements, notices of meetings, explanatory material and annual reports.

(b) Bubs recognises that some shareholders will not be able to attend its meetings of shareholders. To allow for the participation of any such shareholders, Bubs encourages shareholders to forward their questions to the Company Secretary prior to the meeting. Where appropriate, these questions will be read out and answered at the meeting, or, if this is not practicable, the question and answer will be recorded in the transcript of the meeting.

(c) Bubs will regularly review its policies and procedures that it has in place to facilitate and encourage participation in shareholder meetings including in relation to:

i. participation in meetings involving electronic communications; and

ii. providing direct voting facilities to allow shareholders to vote ahead of the meeting without having to attend or appoint a proxy.

3.4 Information on the website

Bubs' website is one of the cornerstones of the Communication Policy with shareholders and the market. All information released to the ASX will be posted on the company's website as soon as practicable after the ASX has confirmed that it has received the information (see section 4.3 below).

3.5 Briefings

Bubs recognises the importance of the relationship between the company and its institutional investors, brokers and analysts. Bubs may from time to time conduct briefings to these groups. In these cases, the following protocols will apply:

(a) material information which is required to be disclosed under the Continuous Disclosure Policy will not be disclosed at these briefings unless it has been previously, or is simultaneously, released to the market;

(b) if material information which has not been disclosed is inadvertently released, the company will immediately release it to the market via the ASX and place it on company's website;

(c) questions at briefings that deal with material information that has not previously been disclosed will not be answered; and

(d) Bubs will place a copy of the presentation material on the company's website.

3.6 Communication with employees

Bubs recognises that its employees are central to its success. In order to enable staff to fulfil their role to the high standards required and to promote employee satisfaction, Bubs aims to ensure effective communication with employees. Effective communication with employees starts with their direct manager and with accessibility to senior management.

3.7 Employee briefings

Bubs will from time-to-time conduct employee briefings so that all staff are aware of activities within the Company. These briefings may be conducted by the Managing Director and CEO or an appropriate manager.

3.8 Electronic communication

(a) Bubs recognises that it is often efficient to communicate electronically and accordingly:

i. Bubs encourages shareholders to provide email addresses and elect to receive all communications electronically

ii. shareholders will be given the option to receive communications from, and send communications to, Bubs and its registry electronically; and

iii. Bubs' email system allows staff and stakeholders to communicate simply and easily with management and staff of Bubs.

(b) Employees and other stakeholders have access to the email system and are encouraged to use it to improve the flow of information and communication generally.

(c) Bubs will use email to ensure a continued flow of information and to communicate effectively with staff. Staff should feel free to communicate with any member of management by email.

3.9 Website

(a) The Company's website is an important communication tool for employees and external stakeholders, such as customers, suppliers and financiers.

(b) The Company's website contains a range of information of relevance to stakeholders including relevant corporate governance policies and codes, media and market announcements and presentations to shareholders and institutional investors (see section 4.3 below). Stakeholders are encouraged to view the website on a regular basis so that they can keep up to date with information concerning Bubs.

4. Other communications

4.1 Communications with the media

All inquiries from the media must be referred to the CEO, Only the CEO/Managing Director and the Chairman or any persons authorised by the

Chairman are permitted to give an interview or make a presentation to the media.

4.2 Communications with other stakeholders

Bubs is committed to ensuring that all stakeholders regularly receive information about BUBS and its activities. While individual briefings may be held with key stakeholders, such as financiers, the principal means of ensuring that stakeholders have access to information will be through the Company's website.

4.3 Website

(a) The website is the primary means to provide all information to all stakeholders. It has been designed to enable information to be accessed in a clear and readily accessible manner.

(b) The following information will be available on the website:

i. all announcements and releases to the ASX;

ii. copies of presentations to shareholders, institutional investors, brokers and analysts where possible;

iii. any media or other releases;

iv. all notices of meetings and explanatory material;

v. a copy of the most recent annual report as well as previous annual and half yearly reports;

vi. all of the codes, policies and charters; and

vii. any other relevant information concerning non-confidential activities of Bubs including business developments.

(c) Any information concerning Bubs which is not generally available and which may have a material effect on the price or value of Bubs securities may need to be disclosed in order for Bubs to comply with its continuous disclosure obligations referred to in its Continuous Disclosure Policy and the Communications Policy.

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5. **REVIEW AND AMENDEMNTS**

This Policy will be reviewed periodically and can only be amended with the approval of the Board.

This Policy was reviewed and approved by the Board in April 2026.