



Bubs Australia Limited
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22 October 2020

Dear Shareholder

BUBS AUSTRALIA LIMITED – UPCOMING ANNUAL GENERAL MEETING

Bubs Australia Limited (ASX: BUB) (Bubs or the Company) will be holding its annual general meeting at 2:00pm Melbourne time on Monday 23 November 2020 (the Meeting).

Given the significant health concerns attributed to the COVID-19 pandemic, in addition to guidelines and restrictions issued by Australian state and federal governments, the Company considers that it is appropriate to hold the Meeting as a virtual meeting, in a manner that is consistent with the temporary modifications to the Corporations Act 2001 (Cth) introduced by the Commonwealth Treasurer.

In accordance with the temporary modifications, the Company is not sending hard copies of the Notice of Meeting to Shareholders. The Notice can be viewed and downloaded from investor.bubsaustralia.com/agm.

All resolutions will be decided on a poll. The poll will be conducted based on votes submitted by proxy at the Meeting by shareholders who have indicated that they intend to vote at the Meeting in accordance with the instructions set out below.

If you wish to virtually attend the Meeting, Shareholders may do so:

- a) From their computer, by entering the URL in their browser: <https://web.lumiagm.com/344513965>; and
- b) From their mobile device by either entering the URL in their browser; <https://web.lumiagm.com/344513965> or by using the Lumi AGM app, which is available by downloading the app from the Apple App Store or Google Play Store.

For further instructions on how to participate online, please view the online meeting user guide available for download at investor.bubsaustralia.com/agm.

Shareholders will be able to vote and ask questions at the virtual meeting. Shareholders are also encouraged to submit questions in advance of the Meeting to the Company. Questions must be submitted in writing to the Company at investors@bubsaustralia.com by no later than 5:00pm Melbourne time on 16 November 2020.

If you have nominated an email address and have elected to receive electronic communications from the Company, you will also receive an email to your nominated email address with a link to an electronic copy of the important Meeting documents.

In order to be able to receive electronic communications from the Company in the future, please update your shareholder details online at www.computershare.com/au.

If you are unable to access any of the important Meeting documents online, please contact the Company Secretary, Jay Stephenson at investors@bubsaustralia.com.

Sincerely

Dennis Lin

Executive Chairman