



Bubs Australia Limited
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KEY MANAGEMENT PERSONNEL UPDATE

BUBS ESCALATES GLOBAL MARKET DIVERSIFICATION WITH APPOINTMENT OF FABRIZIO JORGE AS CHIEF OPERATING OFFICER

- *Bubs appoints senior global dairy industry expert, Fabrizio Jorge as Chief Operating Officer (COO).*
- *Key focus of newly created COO position will be to drive Bubs Global Growth Market Diversification initiatives, working closely with CEO, Kristy Carr and Executive Chairman, Dennis Lin.*
- *Mr. Jorge brings a wealth of executive level sales, business development and export experience across global dairy markets, including nutritional and specialty formulated milk powders.*
- *The role will support operational excellence underpinning continued focus on Bubs operational action plan and strong bottom line focus as a foundation to next stage growth platform towards becoming a major global food business.*

Melbourne, 10 May 2021: Bubs Australia (ASX: **BUB**), the producer of Bubs® Australian made specialty infant formula and children's nutrition products, and Australia's largest producer of goat dairy products, announces the appointment of Fabrizio Jorge as Chief Operating Officer (**COO**).

Born in Brazil, Mr. Jorge brings 24 years of experience in the global consumer goods and dairy industry, including nutritional and specialty milk powders. Most recently, Mr. Jorge was the General Manager for Fonterra Brands for Thailand, Laos & Myanmar. Previously from 2016 through 2020 he held full P&L responsibility for Fonterra Australia's Ingredients business with sales to over 50 export markets. This followed a long association with Fonterra going back to 2009 covering South East Asia sales, Fonterra's South America Ingredients operations, and as Product General Manager for nutritional and specialty formulated milk powders based in New Zealand.

Fabrizio has also been on the Board of the Australian Dairy Industry Council and Australian Dairy Products Federation, where he helped to shape the policy direction of Australia's dairy industry.

Prior to Fonterra he held senior leadership roles for 12 years with Nestlé, including Export, M&A and Business Development teams, responsible for activities in Asia, Oceania and Africa.

As COO Mr. Jorge will work closely with Bubs Chief Executive Officer, Kristy Carr, and Executive Chair, Dennis Lin to roll out the Company's overall global growth strategy and execution with a strong bottom-line focus aligned with revenue generation, business development and end-to-end operational oversight in the drive for accelerated growth in existing and new markets.

Announcing the appointment, Mrs. Carr said: "We are thrilled to have Fabrizio join our executive leadership team in the critical role of COO. It is rare to find someone of his calibre and depth of highly relevant international experience in Australia.

"For my part, I have known Fabrizio for many years and I am confident he will contribute significantly to elevating our performance to the next level on our journey as our company continues its focus on global growth and cost discipline.



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"We believe his proven ability to drive operational excellence will add enormous value to our leadership and drive our international market access strategies to return to accelerated and profitable growth, maximising our scale advantages, energising new business development and ensuring we have the best operating team in the industry," said Mrs. Carr.

Commenting on the appointment Mr. Jorge said: "This is an exciting time to join Bubs. The company has a solid growth platform both here in Australia and in key export markets across Asia. I look forward to working with the team and stakeholders to realise the Company's vision of becoming a major global food business."

Mr. Jorge has lived and worked in six countries across his career and speaks five languages. He holds a Bachelor in Business and did his Post Graduate in International Business at the University of California.

Mr. Jorge will be based in Bubs Melbourne headquarters. His LinkedIn profile is at:

<https://au.linkedin.com/in/fabrizio-jorge-5a5322>

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About Bubs Australia Limited (ASX: BUB)

Founded in 2006 in Sydney, Bubs Australia's vision is to create new generations of happy, healthy bubs through its range of premium Australian infant nutrition and goat dairy products. Bubs® Goat Milk Infant Formula and Bubs Organic® Grass-fed Cow's Milk Infant Formula, along with organic baby food, cereals, toddler snacks, and Vita Bubs® infant and children's vitamin and mineral supplements, cater for all feeding occasions and stages of development from newborn through to childhood.

Bubs Australia is the leading producer of goat dairy products in Australia with exclusive milk supply back to the farm gate. Bubs® is proudly the only infant formula in the world to be based on Australian goat milk.

Products are widely sold in major supermarkets and pharmacies throughout Australia, as well as exported to China, South East Asia and the Middle East.

Consumer Website: bubsaustralia.com

Investor Centre: investor.bubsaustralia.com