

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

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# EXECUTIVE LEADERSHIP TEAM UPDATE BUBS ADDS BENCH STRENGTH TO CHINA ENTITY WITH THE APPOINTMENT OF DYLAN LU AS MANAGING DIRECTOR – GREATER CHINA

**3 November 2021, Melbourne:** The Board of Bubs Australia Limited (ASX: **BUB**) is pleased to announce the appointment of Mr Dylan Lu as the Company's Managing Director for Greater China effective immediately, as well as a number of executive promotions and appointments to the Board of the Infant Nutrition Council.

### **DYLAN LU, MANAGING DIRECTOR – GREATER CHINA**

Mr Dennis Lin, Executive Chairman of Bubs, welcomed the appointment stating: "Dylan comes to Bubs with a rich vein of 23 years relevant experience with leading consumer brands in the UK and China. In light of the Company's renewed strategy on driving China accelerated growth through an integrated omnichannel approach, Dylan is eminently qualified to lead our China subsidiary, Bubs (Shanghai) Trading Co. Ltd, and cross-functional team in-market. This senior executive appointment serves to underscore the maturity and depth of talent at Bubs as we add international bench strength to our leadership team."

Dylan has extensive experience in building digitally-led businesses in China, including setting-up Hershey's highly successful e-Commerce business and his most recent role as Vice President Marketing & e-Commerce at The a2 Milk Company, where he made material contribution to its e-commerce growth over a 3 year period. Throughout his career, Dylan has led large teams whilst overseeing full P&L responsibility, and spearheaded the e-Commerce, marketing and innovation strategy for numerous high growth brands in the consumer goods, dairy and infant formula sectors.

Dylan earned an MBA at Manchester University in the UK, following a Bachelor of Science, Electronic Engineering, at Beijing UT, and brings insights across his earlier career working with numerous multinational firms doing business in China, including Procter & Gamble, Reckitt Benckiser, Mars, Müller Dairy and Unilever.

Mr. Lu's LinkedIn profile: <a href="https://www.linkedin.com/in/dylan-lu-89576057">https://www.linkedin.com/in/dylan-lu-89576057</a>.

Mr. Lu will participate in the Bubs Executive Leadership Team Employee Share Option Plan (ESOP), and the Appendix 3G has been lodged with the Australian Securities Exchange today.

## **EXECUTIVE LEADERSHIP TEAM UPDATE**

Separately, Bubs confirms a number of key promotions made at the beginning of the 2022 Financial Year.

**Vivian Zurlo** had held the role of Bubs General Manager Marketing since first joining the Bubs Leadership team in July 2019 and has been promoted to **Chief Marketing & Innovation Officer – Global Markets**.

Vivian joined Bubs as a senior commercial marketing business leader, with significant domestic and APAC experiences achieving marketing growth results within world class Food, Dairy, Vitamin and Functional Health & Wellness categories. Since joining Bubs, Vivian has played a pivotal role in growing our domestic brand share, as well as building and elevating the Bubs IP through a consistent and well-developed brand strategy. In her new role, Vivian will be a key appointment to ensure we continue to successfully progress our global market diversification, and consistently build our Brand IP and new product innovation pipeline to be able to meet key demand and market opportunities across our diverse global markets.



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**Richard Paine**, Bubs General Manager – Dairy and a member of the Leadership Team since 2018, has been promoted to the role of **Chief Manufacturing Officer – Quality, Dairy and Nutritionals**.

Richard has worked for over 30 years within the dairy industry having previously managed complex dairy site operations for several large companies, including Murray Goulburn and Bega Cheese, in both the commodity and nutritional ingredient space, as well as dealing directly with farmer groups. Richard manages Bubs dairy based operations, including our wholly owned Deloraine infant formula manufacturing facility and associated supply chains across Australia and New Zealand. This broad new role encompasses all of Bubs internal and external manufacturing, as well as milk supply and utilisation, with oversight for all manufacture of Bubs products and associated processes. This promotion coincides with the Company's move into B2B, and completes a team with the most comprehensive understanding of dairy from farm to processing to consumer packaged products.

Announcing the appointments, Bubs Founder and CEO, Mrs. Carr said: "Vivian and Richard have demonstrated outstanding leadership and served Bubs with distinction over several years. They have proven to be major contributors to maintaining marketing momentum and innovation, manufacturing excellence and supply chain resilience, that stands us in good stead to deliver our future global growth aspirations."

## **APPOINTMENTS TO INFANT NUTRITION COUNCIL**

Reflecting the growth and influence of Bubs in the Australian market presence, Bubs Australia, through its trading arm, the Infant Food Co Ltd has now officially achieved Ordinary Membership status of the Infant Nutrition Council (INC).

Announcing the step-up from Associate Member to Ordinary Member, Mrs Carr said this provides a welcome opportunity for Bubs Australia to play a key role in helping to support and shape the strategic direction for the INC in Australia.

"Importantly, this has been accompanied by INC Board membership for our senior Executive Leadership Team members; Fabrizio Jorge, our Chief Operating Officer, and Vivian Zurlo, our Chief Marketing & Innovation Officer. Bubs looks forward to joining its fellow leading industry peers and working together to support the INC objectives," said Mrs Carr.

This release is approved by the Board of Directors.

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### Media and Investor Inquiries

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