

ASX: BUB

Bubs Australia

# bübs®

## Investor Presentation

Meeting: 19 May 2022





# Growing Generation Joy™



# Creating new generations of happy & healthy bübs®

## GOODNESS

We believe in wholesome, healthy food and a positive approach to life.

## HONESTY

We believe in 100% transparency, this is 'clean' food from a brand you trust.

## VERY BEST

We believe in being thorough and uncompromising, sticking to our ethics no matter what.

## PLAYFULNESS

We believe in the joy of family time, the pleasure of sharing happy moments and being together.

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bübs

## INNOVATION & AGILITY

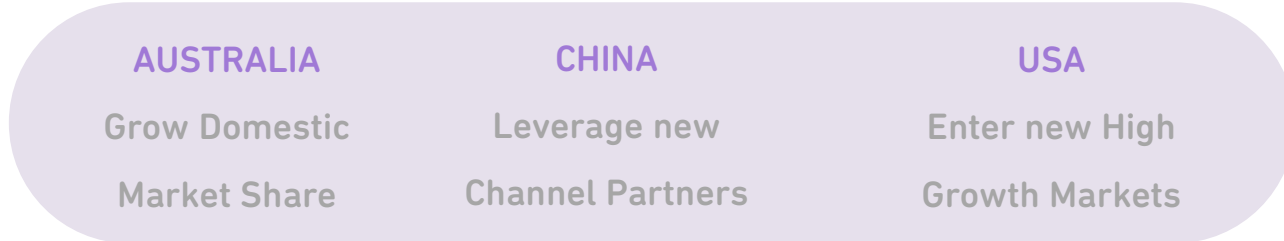


# EXPANDING MARKET SHARE WITH GROWTH MINDSET

Leveraging growth opportunities requires both innovation and new market agility to grow market share.

Market Growth Agility:

Innovation Growth Agility:



NUMBER OF BIRTHS P.A.:



294,000 Births<sup>1</sup>



10,000,000 Births<sup>1</sup>



3,605,201 Births<sup>1</sup>

MARKET INTENSITY:

**Top 4**  
Manufacturers  
83% market share<sup>2</sup>

**Number of Brands**  
450 SAMR  
118 CBEC<sup>2</sup>

**Top 3 Brands**  
Have 90% market share<sup>2</sup>

<sup>1</sup> Government Census Data  
<sup>2</sup> Euromonitor and Market Data

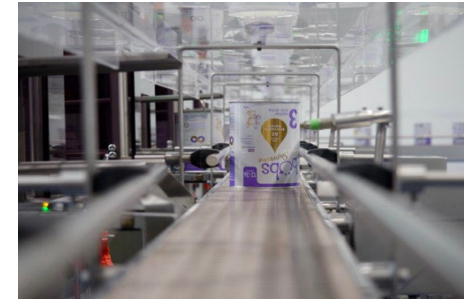


# INCREASING MANUFACTURING EFFICIENCY AND GROWTH

Further leveraging our position as a **safe, clean and nutritional leader**, with manufacturing efficiency

## Bubs Supreme™ launch provides opportunity to;

- Tap into global A2 beta-casein milk market, valued at US\$1.23 billion with forecasted 13.5% CAGR growth, and projections to reach US\$2.6 billion in global market size by 2026.<sup>1</sup>
- Stretches Bubs<sup>®</sup> manufacturing efficiency across all three key premium growth segments: Goat, Organic, and A2 beta-casein protein.



<sup>1</sup> Global A2 Milk Market Research Report - Global Forecast to 2026, Research and Markets.

# LAUNCHING **ADVANCED PREMIUM INNOVATION**

Combining **A2 Beta-Casein Protein milk**, with **NUTRABIO+** as our "super premium" formulation.



## **BUBS SUPREME A2 BETA-CASEIN**

### **Premium Positioning – Natural Clean Label, Advanced Formulation**

- Bubs Supreme™ is a premium formulation with a premium milk source.
- Made with natural A2 beta-casein protein cow's milk and enriched with DHA/ARA, prebiotics, probiotics, and lutein plus nucleotides.
- Clean Label nutrition. Non-GMO, no added hormones.

### **NutraBio+ Key Product Claims:**

- Synbiotic blend of prebiotics + probiotics to support digestive health.
- Zinc, Vitamin A, C and D for normal immune system function
- Lutein for support of normal eye health.
- Iodine, Iron & Zinc for cognitive function.
- Calcium & Vitamin D, for healthy bone & teeth development.





# MARKET LEADING CLEAN LABEL FORMULA AWARDS

Bubs® and Aussie Bubs™ Formula range receives **Clean Label Award + First 1,000 Day Promise Award**.

Growing global food security concerns need for safe, secure and clean nutritional baby food.

Bubs® Formula range receives independently tested, third party verified product safety and security recognition.

## Powdered Infant Formula Recall: What to Know

Do not use recalled Similac, Alimentum and EleCare powdered infant formulas produced in Sturgis, Michigan.

Facebook Twitter LinkedIn Email Print



For ongoing updates on the powdered infant formula recall and investigation, please see [FDA Investigation of Clostridium Infections, Powdered Infant Formula](#).

**Recall**

If you use powdered infant formula, be aware certain Similac, Alimentum and EleCare products have been recalled and should not be used.

The U.S. Food and Drug Administration (FDA) is investigating consumer complaints of bacterial infections in four infants who consumed powdered infant formula produced in Abbott Nutrition's facility in Sturgis, Michigan. All four infants had to be hospitalized and the bacterial infection may have contributed to death in two patients.

The FDA has published a [list of recalled brands](#). Recalled products should no longer be available for sale at the bottom of the page.

The FDA also is receiving media inquiries about the recall. Because infant formula is a sensitive topic, the FDA understands the importance of providing accurate information.



### New Disclosures Show Dangerous Levels of Toxic Heavy Metals in Even More Baby Foods



Staff Report  
Subcommittee on Economic and Consumer Policy  
Committee on Oversight and Reform  
U.S. House of Representatives

September 29, 2021  
oversight.house.gov

## FSN Food Safety News

Breaking news for everyone's consumption

Home Outbreaks Recalls Directory Events About Us Media Kit Contact Us



Photo Illustration

### EU project targets safe food for infants

By Joe Whitworth on January 4, 2021

An EU-funded project aiming to boost food safety for infants in the European Union and China has begun.

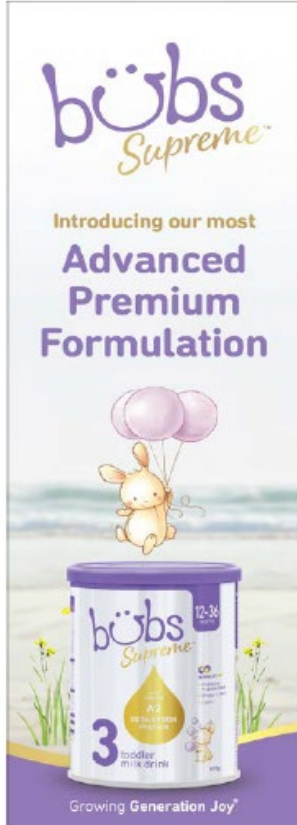
The Safe Food for Infants in the EU and China (SAFFI) project is planned to run until the end of August 2024 and involves academia, food safety authorities, infant food companies, and technology and data-science SMEs. EU funding in the Horizon 2020 project is almost €4 million (\$4.9 million) with an overall budget of €6.75 million (\$8.2 million).



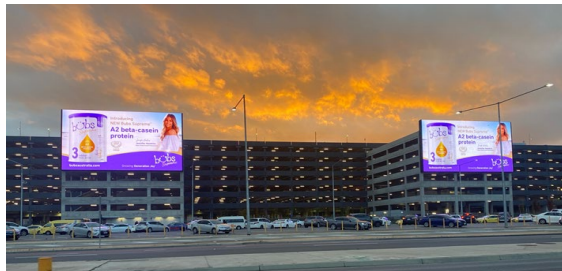
# BUBS SUPREME™ DOMESTIC, RETAIL AND DAIGOU LAUNCH

Rollout commenced across **590 Coles national stores**. Supported by **integrated domestic and Daigou** launch.

## DIGITAL & RETAIL SUPPORT



## DOMESTIC OUTDOOR BILLBOARDS



## DOMESTIC DAIGOU CHANNEL



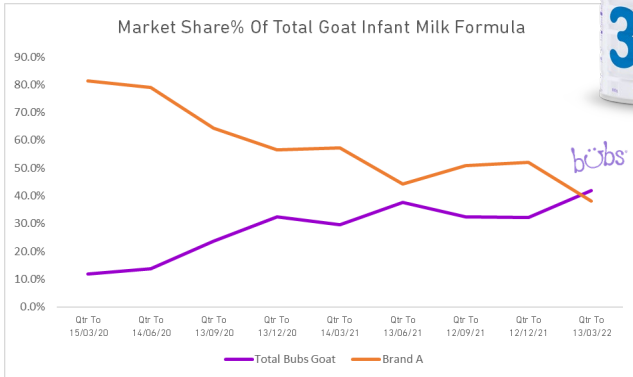
# DOMESTIC



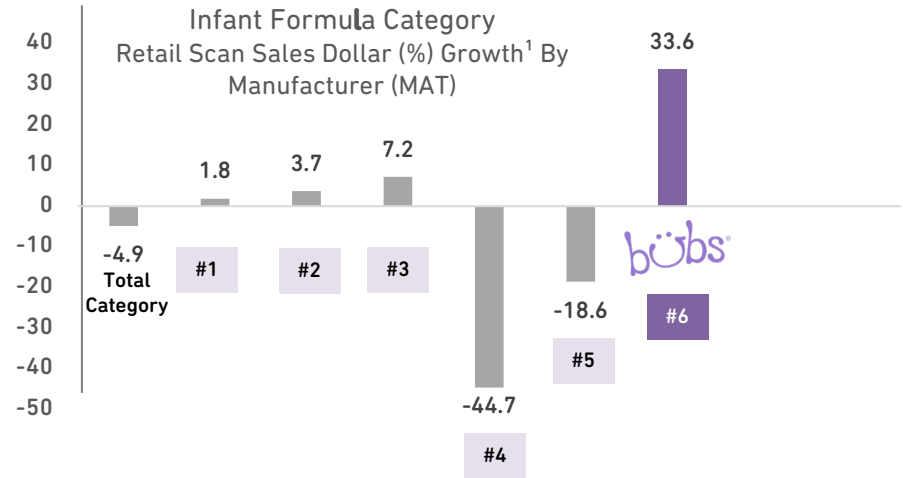
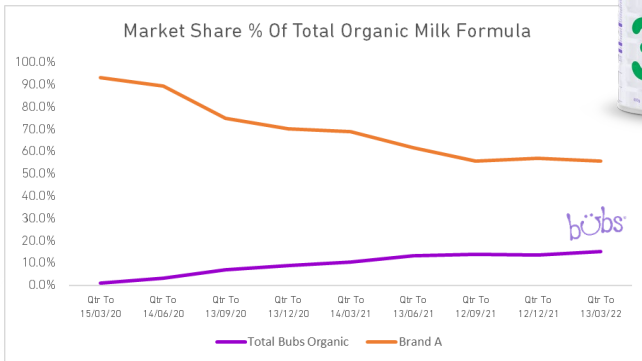
# DOMESTIC: GROWTH IN MULTIPLE PRODUCT SEGMENTS

Bubs remains **fastest growing** manufacturer<sup>1</sup> with **+33.6% scan sales growth**.

Bubs<sup>®</sup> Goat Formula now #1 Goat Brand in Australia.



Bubs<sup>®</sup> Organic Formula closing the gap on market leader in Organic category.



<sup>1</sup> IRI Scan value scan sales growth % YA. Dollars (\$000's) Moving Annual Total (MAT) 10.04.22, Coles, Woolworths Chemist Warehouse Combined.

<sup>3</sup> IRI Scan value sales, Units (000's) share of total Goat, Coles, Woolworths and Chemist Warehouse combined rolling quarter 13.03.2022

<sup>3</sup> IRI Scan value sales, Units (000's) share of total Organic Cow, Coles, Woolworths and Chemist Warehouse combined rolling quarter to 13.03.2022

# DOMESTIC: BUBS BRAND BLOCK ON SHELF

Significant shelf presence in national **590 Coles stores**, with the launch of **Bubs Supreme™** in Q4.



CHINA

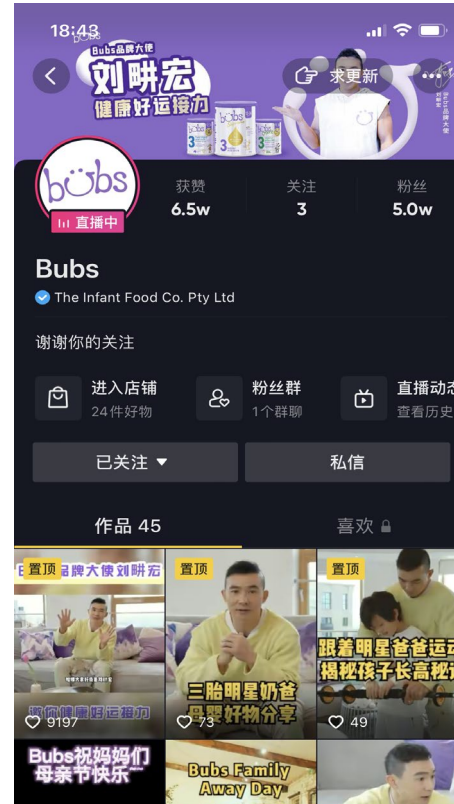
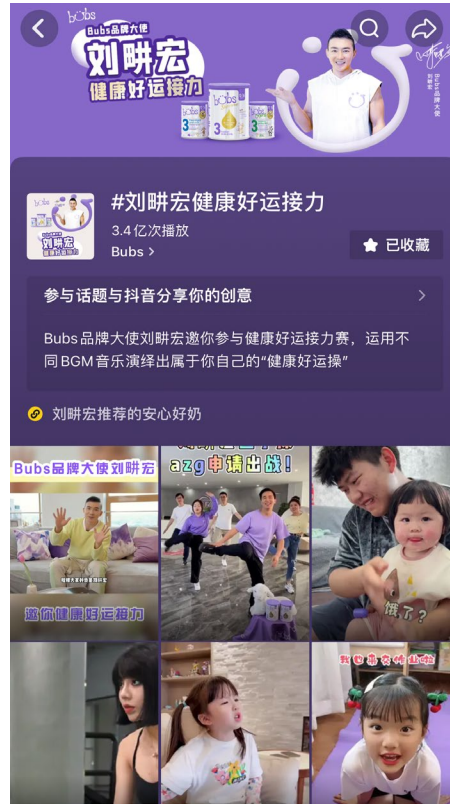


VIDEO



# CHINA: BUBS® BRAND AMBASSADOR WILL LIU

Bubs Brand Ambassador driving brand awareness<sup>1</sup> – total followers **60 million**, with **340 million campaign views** and **67,000 Bubs Video uploads** in just 10 days.



TOTAL  
VIEWS  
340m

TOTAL  
VIDEOS  
67,000

Data source :DOUYIN 2022/5/13

# CHINA: RIGHT TIME, RIGHT PLACE, RIGHT PEOPLE

## 天时，地利，人和。

Right Time

Right Place

Right People

RIGHT  
TIME

- ✓ Created a unique business model during Covid
- ✓ Appointed Will Liu just prior to lockdown
- ✓ Top of mind consumer needs: safety, trusted brand

- ✓ 10M annual newborns
- ✓ NZ/AU are the top 4 most trusted countries for infant milk source.
- ✓ A2 Beta-Casein category in high growth.

RIGHT  
PLACE

RIGHT  
PEOPLE

- ✓ Strategic Partnership with global largest A2 Beta-Casein category distributor - AZG
- ✓ One China Strategy with CBEC, Daigou, O2O synergy build brand and consumer demand.
- ✓ Navigating the lock-down with proprietary supply chain solutions.



# CHINA: INTEGRATED CONSUMER CAMPAIGN

Driving online and outdoor China consumer awareness, to instore O2O stores and e-commerce Tmall conversion. This was able to be achieved in record time, despite the lockdowns, due to our proprietary freight and supply chain flexibility.



Bubs贝臻A2β-酪蛋白  
牛奶粉新品上市

全国众多城市线下门店陆续上线

陈\*\*怡 B8VIP  
5天前评价

已购商品: 单罐净含量:800克 罐数:1罐

最近新入手了这款奶粉! 一岁多的宝贝正值成长发育期, 营养也要跟得上才行, 宝贝喝了一段时间我感觉真的不错👍易冲泡奶味也很浓郁, 粉质细腻不结块! 这段时间宝贝的营养吸收的非常好, 活力满满也没有出现便秘的情况👍



USA



Aussie  
bubs™

12-36  
MONTHS  
MESES

PREMIUM NUTRITION  
A2  
GOAT  
PROTEIN  
EASILY DIGESTED

Australian  
goat milk-based  
toddler formula

base de leche de cabra Australiana  
fórmula para niños

✓ Farm fresh goodness  
Bondad fresca de la granja

✓ Supports easy digestion  
Apoya la digestión fácil

✓ Contains DHA, Prebiotics,  
Vitamins & Minerals  
Contiene DHA, prebióticos,  
vitaminas y minerales



clean  
label  
PROJECT  
PURITY  
AWARD

AUSTRALIAN  
MADE

NET WEIGHT/PESO NETO 28.2 OZ/825g (1.76 LB/800 g) POWDER/POUDO

# USA: NATIONAL DISTRIBUTION FOOTPRINT GROWING

Driving ranging and growing points of distribution across existing and new retailers & e-commerce sites..

## EXISTING AND NEW CONFIRMED RETAILERS & E-COMMERCE SITES





# USA: SIGNIFICANT CRISIS **BABY FORMULA SHORTAGE**

Aussie Bubs™ is providing reassurance as a clean label, nutritional, safe, secure formulation from Australia.

## CURRENT CRISIS SITUATION



### 'It's a nightmare': baby formula shortage leaves US parents desperate

Congress is investigating the baby formula shortage and demanding answers from the 4 companies who control almost 90% of the market

### Baby formula shortage hits 'crisis' level, sparking panic in parents across US

Moms and dads nationwide take to social media with pictures of empty store shelves

### Biden Seeks to Address Baby Formula Crisis With Logistics Help

- FDA expected to announce steps Monday to facilitate imports
- Administration in touch with suppliers of raw materials

## BUBS RESPONSE: EDUCATION & SUPPORT WITH ACCESS TO BUBS FORMULA FROM AUSTRALIAN RETAILERS



### Are you a concerned parent?

The Aussie Bubs™ Advisory Board created these tips to help concerned parents find some peace of mind.

**DO** switch brands if your routine formula isn't available. It can take a baby a few days to transition to the new formula so be patient. If your baby is on a specialty formula, or has an allergy or sensitivity to any formula, always talk to your pediatrician before switching.

**DO** call smaller mom & pop stores as they often have stock that the larger retailers may not.

**DO** introduce toddler formula if your baby is close to a year old, eating solid foods and you've consulted with your pediatrician. Look for formulas that are Clean Label Purity Award recipients.

**DO NOT** make homemade infant formula. It won't meet your baby's essential nutritional needs, can be very dangerous to their growth and development and can even make your baby sick.

**DO NOT** add extra water to stretch your formula supply. This will dilute essential nutrients which can lead to major health problems and harm the normal growth and development of the infant.

### Where to Shop

Aussie Bubs™ Toddler Formula retailers:



Bubs™ Infant Formula  
(Currently only available to ship from Australia)



### Media



### Aussie Bubs™ Advisory Board



- Dr. Tanya Allmann, MD, FAAP
- Founder, Calabasas Pediatrics
  - Best-selling author, "What to Feed Your Baby"
  - Aussie Bubs™ brand ambassador



- Stephanie Middleberg, MS, RD
- Founder, Middleberg Nutrition
  - Best-selling author, "The Big Book of Organic Baby Food" & "The Big Book of Organic Toddler Food"
  - Aussie Bubs™ brand ambassador

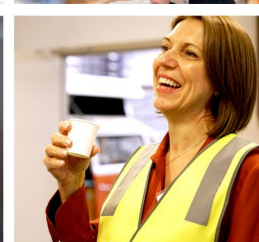
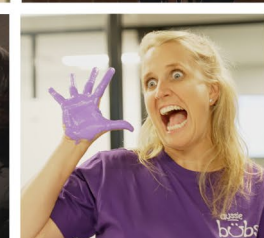
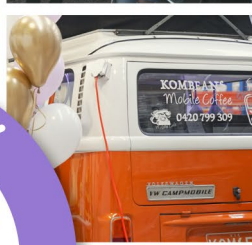


- Jackie Bowen, MPH, MS
- Executive Director, The Clean Label Project
  - Engineer, public health professional & researcher
  - 20 years of experience in natural products industry

# OUR PURPOSE & PEOPLE



bübs  
organic  
3-12 YEARS  
PURE NUTRITION  
PPD+ ADVANCED  
ORGANIC FARM SOURCE  
organic grass fed  
Junior Nutrition  
Supports immunity function  
Supports normal teeth, bone & cognitive function  
With prebiotics & probiotics  
100% Certified Organic





# OUR BUBS FAMILY CULTURE DRIVES OUR GROWTH

Our market growth and innovation agility are driven by our Bubs Family and company purpose.

THANK YOU TO ALL OF OUR BUBS FAMILY!



ASX: BUB  
Bubs Australia



bubs®

Growing Generation Joy