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## ASX ANNOUNCEMENT

### ALPHA GROUP LEGAL DISPUTE UPDATE

**29 April 2025, Melbourne:** Bubs Australia Limited (ASX:BUB) (“**Bubs**” or “**the Company**”) refers to its previous announcements<sup>1</sup> regarding the legal dispute between Bubs’ wholly owned subsidiary, The Infant Food Co. Pty Limited (“**IFC**”) and its former customers, Alice Trading Limited (“**Alice**”) and Willis Trading Limited (“**Willis**”). Alice and Willis are both wholly owned subsidiaries of Alpha Professional Holdings Ltd, a company incorporated in Bermuda and listed on the Hong Kong Stock Exchange.

Last evening 28 April 2025, the Australian Centre for International Commercial Arbitration handed down its awards in the arbitration proceedings brought against each of Alice and Willis by IFC after the cases were commenced in July 2023 and heard in Sydney in late November/early December 2024.

Bubs and IFC are pleased to announce that they have succeeded in their debt, breach of contract and damages claims and have been awarded \$22.9 million in the proceeding against Alice and \$3.6 million in the proceeding against Willis (inclusive of legal costs and interest).

Bubs will now consider its options to recover the awarded amounts from each of Alice and Willis.

This release is approved by the Board of Directors.

END

#### MEDIA INQUIRIES

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<sup>1</sup> See announcements of 30 June 2023, 3 July 2023 and 12 July 2023, and Bubs’ 2023 and 2024 Annual Reports, and Interim Reports dated 26 February 2024 and 28 February 2025.