



Bubs Australia Limited
ACN 060 094 742
2-4/6 Tilley Lane, Frenchs Forest
NSW 2086 Australia

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Board Transition – Retirement of Chairperson

Sydney 13 January 2017: BUBS Australia Limited (ASX:BUB) advises that Alan van Noort has retired as Chairman.

Kristy Carr, Executive Managing Director of Bubs commented, “Alan’s objective over the past 6 months has been to identify and facilitate a transaction that would secure the future of the Company and manage the execution of that transaction. Alan achieved that objective and after 18 years on the board of Hillcrest Litigation Services (and its recent successor Bubs Australia Limited), he has decided it is time he retired.”

Alan van Noort commented: “I very much enjoyed being involved in this transaction between Hillcrest and The Infant Food Holding Co. to establish Bubs Australia Limited and wish to thank all concerned.”

Matthew Reynolds, Non-executive Director, commented: “Alan has made a very significant contribution to Bubs Australia Limited in securing its transition. I am confident that the Board transition will be a positive one. On behalf of the Board I wish to thank Alan and wish him the best in his future endeavours and to thank him for such a significant contribution.”

The Company will commence an internal consideration of the skill, experience, and expertise on the board before embarking on a recruitment process in relation to the identification of a new chair.

The remaining members of the board will fulfil the role of acting chair until a suitable candidate is identified to ensure a seamless transition for this role.

END

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About Bubs Australia

- Established 2005.
- Based in Sydney, BUBS has continually innovated and launched infant formula and organic baby food products that cater for all stages of development from newborn to toddler. Including prepared food brand *Bubs Organic* and a unique digestion friendly Bubs Advanced Plus+ *Goat's Milk Infant Formula*.
- 100% Australian Made.
- 1st organic baby food pouch range to launch in Australia and certified by Australia's largest and most trusted certification body Australian Certified Organic (ACO).
- Member of Infant Nutrition Council and signatory of MAIF agreement.
- Recipient of multiple industry and consumer awards, including 2016 National Finalist for Best Organic Product.
- Recently-launched Bubs ADVANCED PLUS+ Goat Milk infant formula, a key differentiator from peers.
- Bubs products are sold in thousands of stores in Australia and internationally, across major supermarkets, pharmacies and health food chains.
- The senior management has 40 collective years of experience in the FMCG and infant food industry, including Bubs, Mars Inc, HJ Heinz and five:am organics amongst others.

Key Executives

Mrs. Kristy Carr – Executive Managing Director and Bubs Founder

Mrs. Carr has an in-depth knowledge of the infant category. Prior to co-founding the Bubs brand, Mrs. Carr lived in Asia for over a decade and was International Communications Strategist for Cathay Pacific. As a mother of three, Mrs. Carr has first-hand experience when it comes to new product development and mum-to-mum insight.

Mr. Nicholas Simms – Commercial Director Infant Milk Formula

Mr. Simms is an FMCG specialist with over two decades of experience in management positions within leading FMCG companies including Mars Inc., HJ Heinz, PZ Cussons & five:am, the market leading producer of organic yoghurt and cereals.