



Bubs Australia Limited  
ACN 060 094 742  
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NSW 2086 Australia

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## **Bubs Australia expands distribution in Coles supermarkets**

- *Coles confirms 42% increase in store count for Bubs infant formula range*
- *Incremental ranging in 134 stores (up to 456 stores) sees order volumes increase*
- *Complements organic baby food range carried nationally in Coles stores*

Sydney 14 Feb 2017: Bubs Australia Limited (ASX:BUB) today announced Coles has increased ranging of Bubs Goat Milk Infant Formula by 42% from 322 to 456 stores effective immediately.

Bubs Commercial Director Infant Milk Formula, Nicholas Simms said: "This expansion in infant formula distribution is underpinned by the existing strong footprint of Bubs organic baby food products currently ranged in 95% of Coles stores nationally.

"Building on the momentum of increased product representation, Bubs will be working closely with Coles to implement tactical marketing campaigns to support the Bubs portfolio, including promotional and targeted digital marketing activity," Mr. Simms said

"Bubs was the first organic pouch brand to launch in Coles in 2008 and Coles remains a key customer today. Our relationship with Coles reflects their willingness to support small Australian companies producing quality Australian made products.

Increased domestic market penetration is one of the four strategic priorities we consider critical to delivering the future growth of the business. This expansion in one of Australia's major retail chains is an important development towards achieving this goal," Mr. Simms said.

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## About Bubs Australia Limited

Bubs Australia is engaged in the business of inspiring new generations of happy, healthy bubs through its premium range of Australian made organic baby food and infant milk formula products.

Based in Sydney Australia, Bubs Australia develops and markets 'innovative infant products that give mums and their bubs reason to smile from the inside™.'

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