



Bubs Australia Limited
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Bubs Australia Secures Ranging in Chemist Warehouse

- *Bubs Organic Baby Cereal launched nationally in all Chemist Warehouse outlets*
- *Bubs Infant Formula ranged online with Chemist Warehouse*

Sydney 20 Feb 2017: Bubs Australia Limited (ASX:BUB) has commenced supplying Chemist Warehouse Retail Group its range of Bubs Organic Cereal and Bubs Advanced Plus Infant Formula products.

The Chemist Warehouse Group is Australia's sixth largest retailer, with sales of more than \$4 billion, an excess of 10,000 staff and over 400 stores. The Group makes up 20 percent of total retail pharmacy sales nationally, and boasts a strong online presence in both Australia and China via its Chemist Warehouse Tmall flagship store.

Bubs Infant Formula products are now ranged on the Chemist Warehouse e-commerce platform, whilst Bubs Organic Baby Cereal has been ranged nationally in all Chemist Warehouse stores, bringing the total pharmacy distribution footprint to in excess of 700 individual outlets.

Bubs Commercial Director for Infant Milk Formula, Nicholas Simms said: "Chemist Warehouse's presence in Australia and in China presents Bubs with a significant opportunity to make our quality Australian made organic baby food and infant formula products available to more consumers both here in Australia and China. We look forward to working with Chemist Warehouse to making Bubs a success for both parties."

END

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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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