



Bubs Australia Limited
ACN 060 094 742
2-4/6 Tilley Lane, Frenchs Forest
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BUBS AUSTRALIA APPOINTS NICHOLAS SIMMS AS CEO

Sydney 8 June 2017: Bubs Australia Limited (ASX Code: BUB) announced today Nicholas Simms has been appointed Chief Executive Officer. Mr. Simms was Bubs Commercial Director for Infant Milk Formula. He takes on his new responsibilities effective immediately.

Commenting on the appointment, Mrs Kristy Carr, Founder and Executive Director, said: "Nicholas has done an astounding job since joining us in 2016 as our Commercial Director for Infant Milk Formula. The Board and I are unanimous in our support for his appointment as our business grows.

"With two decades of experience in Consumer Goods, Nicholas has been instrumental in securing many strategically important distribution agreements for Bubs both in Australia and Asian markets.

"In the year to date he has materially expanded our footprint with agreement for Bubs products to be distributed by major pharmaceuticals wholesalers Symbion and Sigma, and Chemist Warehouse retail group, as well as establishing a significant presence in Costco, and expanding our ranging across the Coles national network. Nicholas has also been instrumental in expanding our e-commerce business, especially into China, most recently with signing with RED, the leading and fastest growing social commerce App in China.

"I am sure he will bring the same energy, commitment and commercial insight to our organic baby food business as he has to our infant milk formula business," said Mrs Carr.

Mr. Simms said: "We have a great business, and with the impetus provided by our listing on the Australian Securities Exchange earlier this year, I am excited by the great opportunities we see ahead of us as we pursue our strategic ambitions; namely expanding our domestic penetration and extending our distribution and reach in Asian markets, developing new products and further building the Bubs brand reputation."

Nicholas Simms

Mr. Simms is an Consumer Goods specialist with over two decades of experience in management positions within leading FMCG companies, including Mars Inc., HJ Heinz, PZ Cussons and Five:am Organics, the market leading producer of organic yoghurt and cereals. Mr. Simms has been honoured with multiple awards in the food industry, both as an advisor and for product innovation.

END



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About Bubs Australia Limited (ASX:BUB)

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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