



Bubs Australia Limited
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ASX Disclosure Notice

GROUNDBREAKING AGREEMENT WITH BRILITE NUTRITIONALS AS EXCLUSIVE CHINA PARTNER

- Agreement with Brilite to be exclusive partner and authorised distributor in China
- Brilite will assist Bubs Australia to secure regulatory approvals for Bubs products in China
- Brilite owns USA brand *Bright Beginnings* bovine infant formula and directly supplies over 2,000 'mother and baby' stores in China

Sydney 8 June 2017: Award winning specialist producer of infant milk formula and organic baby food Bubs Australia Limited ("Bubs") has entered into an agreement with Brilite Nutritionals (Shanghai) Co., Ltd ("Brilite") as its exclusive partner and an authorised distributor in China, with a primary focus on mother and baby stores.

Announcing the agreement, Founder and Executive Director, Kristy Carr said: "This is a ground breaking agreement for Bubs which will ultimately see our products sold through over 2,000 mother and baby stores across China, backed by a reputable partner with an already strong and trusted physical presence in the infant formula market."

Commenting on the agreement, Chief Executive Officer, Nicholas Simms said: "The signing of our partnership with Brilite empowers Bubs with a distribution capability well beyond traditional models that other businesses have typically employed in China. It represents a significant milestone in our strategy to build relationships within the key mother and baby physical retail channel.

"In the short term, Brilite will provide material assistance with finalising regulatory approvals for all of Bubs infant formula and organic baby food products. Longer term, underpinned by Brilite's comprehensive data, we will collaborate on developing new products for the market," said Mr Simms.

Subsequent to regulatory approvals, Bubs range of products will be immediately trialed in key provinces in People's Republic of China. Importantly, Brilite's existing marketing, sales and customer service teams will provide comprehensive support to Bubs as it establishes itself in the China market," Mr Simms said.



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Charles Li, Chairman and CEO of *Bright Beginnings*, commented: "Chinese mothers and babies deserve the best and over the last twelve months we have been greatly impressed with Bubs Australia's commitment to its core values of product quality and integrity.

"Bubs products are unique in one of the fastest growing markets in China. We are genuinely excited by the partnership in building a sustainable business in China that allows Chinese consumers to access and taste some of Australia's best natural baby food products," said Mr Li.

Brilite Chairman and CEO, Charles Li, previously consulted to BeingMate, a major Chinese milk formula manufacturer, on international business development, whilst key board member, Mr. Cai, is the founder of *Always Marketing*, Asia's leading field service business, now part of the WPP Group.

Brilite's *Bright Beginnings* is a bovine infant formula product developed and produced by Perrigo Company (Nasdaq: PRGO; TASE), the world's largest manufacturer of over-the-counter healthcare products. Brilite worked with Perrigo from 2011 to build market presence before acquiring *Bright Beginnings* in 2015.

During this period, *Bright Beginnings* built its market through direct supply to mother and baby stores, with a current footprint in over 2,000 stores. It has a team of professionals that directly support the stores and consumers in ensuring the products have quality and brand integrity as core values.

The direct access from brand to store also allows for rich data analytics on consumer behaviour, ensuring that the brand can respond to market demands, and address these in a timely manner.

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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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