



Bubs Australia Limited
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BUBS LAUNCHES ON CHEMIST WAREHOUSE TMALL GLOBAL

- *Bubs Australia launches on Chemist Warehouse Tmall Global*
- *Chemist Warehouse ranked No.1 on Tmall Global for Singles Day in 2016, exceeding RMB100 million*
- *Bubs® in virtual reality marketing initiative reaching 1.3 million Chinese consumers*

Sydney 23 October 2017: Bubs Australia Limited (ASX: BUB) has launched *Bubs® ADVANCED PLUS+ Goat Milk Infant Formula* and new *Bubs Organic® Baby Cereals* and *Toothy Rusks™* on Chemist Warehouse Tmall Global e-commerce platform.

Chief Operating Officer of Chemist Warehouse China Division, Nancy Jian said: “We are confident Bubs infant formula will be well received by Chinese parents. The ‘Mother and Baby’ category is our largest product category making up around 30% of all Chemist Warehouse sales. We are excited to be the first Australian retailer to launch Bubs new range of organic baby cereals and teething rusks in Australia and now China, in the lead up to our peak period for Singles Day shopping extravaganza.”

Bubs® ADVANCED PLUS+ Goat Milk Infant Formula and Bubs® new range of organic Baby Cereals and Toothy Rusks™ are now available for sale on Chemist Warehouse Tmall Global: <https://tinyurl.com/CWHtmall>.

E-commerce giant Alibaba’s Tmall is the largest B2C retail platform in Asia, enabling businesses to sell directly to hundreds of millions of shoppers throughout China. Chemist Warehouse has quickly become one of the most successful international retailers to host a storefront on Tmall Global.

Alibaba’s Singles Day, also known as ‘Double 11’ because of the event being held on 11 November, has become the largest online shopping day in the world with sales exceeding over USD17.8 billion in 2016. Chemist Warehouse had the highest sales of any other storefront on Tmall Global during this shopping event in 2016 and were the only international merchant to exceed RMB100 million in sales in 2016.

Bubs Australia and Chemist Warehouse have partnered during Singles Day with an exciting marketing initiative whereby all parcels dispatched during the event (forecasted to be in excess of 1.3 million) will contain a virtual reality brochure featuring Bubs® products. Consumers can scan the brochure using their mobile phone to see a virtual real store in Australia and zoom in to see Bubs® products on shelf, adding to the authenticity that underpins Bubs® provenance and brand heritage.

Bubs Australia Chief Executive, Nicholas Simms said: “We applaud Chemist Warehouse on their tremendous success with their Tmall Global flagship store and we are thrilled to partner with them, and launch Bubs products during this strategically important period in China’s e-commerce calendar.”

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 specialty infant milk formula products.

Founded in 2006 in Sydney Australia, Bubs Australia develops and markets innovative infant nutrition products that give parents and their bubs reason to 'smile from the inside™.'

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