

A close-up photograph of a baby with light skin and blue eyes, wearing a white long-sleeved shirt. The baby is holding a small, blue and green globe with both hands. The background is a bright, out-of-focus window with white curtains.

bübs®

ASX: BUB
Bubs Australia

Credit Suisse Dairy Day

Nicholas Simms | CEO

11th April 2018

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THEME

bübs®

Meeting stakeholder needs while adapting to evolving regulatory and environmental standards

A close-up photograph of a baby with light hair and blue eyes, wearing a white long-sleeved shirt. The baby is holding a small, colorful globe of the Earth with both hands. The background is bright and out of focus, suggesting an indoor setting with natural light.

STRATEGIC PRIORITIES

Four key pillars critical to delivering the future growth of the business

Domestic
Market
Penetration

Enhanced
Asian
Focus

Brand
Awareness
& Impact

Innovation
& Product
Development

INCREASED MARKET PENETRATION

Improvement in Bubs® availability across key domestic retailers, continues to positively influence commercial security and mitigate risk

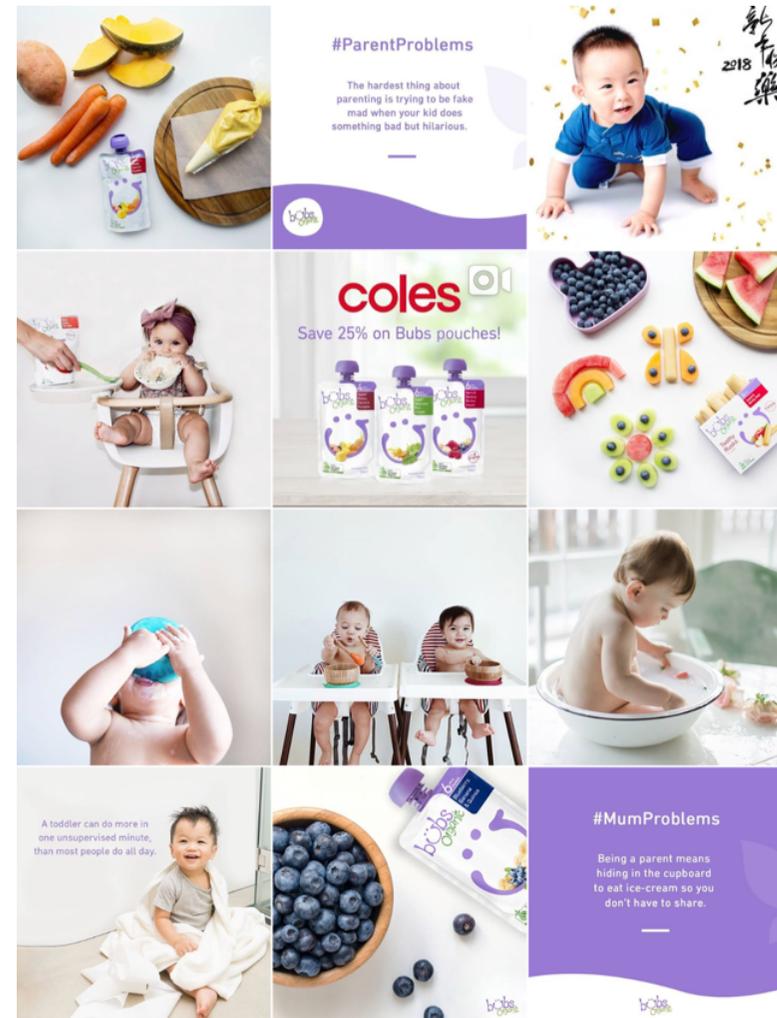
- Continued growth in Bubs domestic footprint has more than doubled availability of Bubs® infant formula & baby food products
- Since ASX listing ranging of Bubs® Infant Formula has been secured in Woolworths, Chemist Warehouse, Costco, Big W & leading Pharmacies
- Bubs® Baby Food & Baby Cereals now ranged in selected Chemist Warehouse stores & online nationally
- Bubs® Baby Cereals accepted by Australia's largest supermarket chain, Woolworths
- Distribution gains in pharmacy is driving Bubs® Infant Formula volume growth of 1,786% & 669% growth in Bubs® Baby Foods over the last 12 weeks versus pcp last year
Source : Australian Pharmacy Bubs Scan Sales Performance 25th February 2017
- New Coach House Dairy® milk variant accepted by Coles Supermarkets
- Caprilac® fresh milk now in selected Aldi stores



BRAND AWARENESS & IMPACT

Bubs® continues to position itself to meet consumers growing expectations around food safety & environmental standards – traceability / transparency / organic

- 🕒 Continues to evolve its highly effective digitally led marketing campaigns & communications – more to come
- 🕒 Bubs® has over 105,000+ highly engaged fans, inspiring mum-to-mum through via our social content and community.
- 🕒 Continued to reach new consumers through participating in parenting communities and social influencer Bubs® product reviews and referrals for products
- 🕒 Continued optimization of promotional & marketing effectiveness to build average rate of sale & purchase value
- 🕒 Caprilac® brand strategy development planning underway to reaffirm brand credentials & underpin brand roadmaps
- 🕒 Leverage existing capabilities and commercial competencies
- 🕒 Continued to investment in marketing to support growth



PRODUCT INNOVATION & DEVELOPMENT

A broader view of regulatory requirements & compliance needs to be taken of the supply chain to meet not only today's standards but tomorrow's



ENHANCED ASIAN FOCUS

Authorities future regulatory requirements, including attention to provenance and the degree of control a brand has over its supply chain, will only intensify over time

- 🕒 Continue to progress activities to meet China infant formula regulatory requirements – supply chain integration, CNCA discussions
- 🕒 Additional regulatory requirements to meet Chinese standards are taking place in parallel
- 🕒 Selected Bubs Organic Baby Food & Cereals have received CIQ approval enabling official importation to commence
- 🕒 Bubs® continues to build strategic relationships with key cross border eCommerce platforms and Daigou market
- 🕒 China social influencer 'KOL' pilot underway before expanding to including nutritional experts & brand ambassadors to digitally recruit and retain new consumers
- 🕒 Scoping of targeted SE Asian Markets underway



CONTINUED MOMENTUM (ASX:BUB)



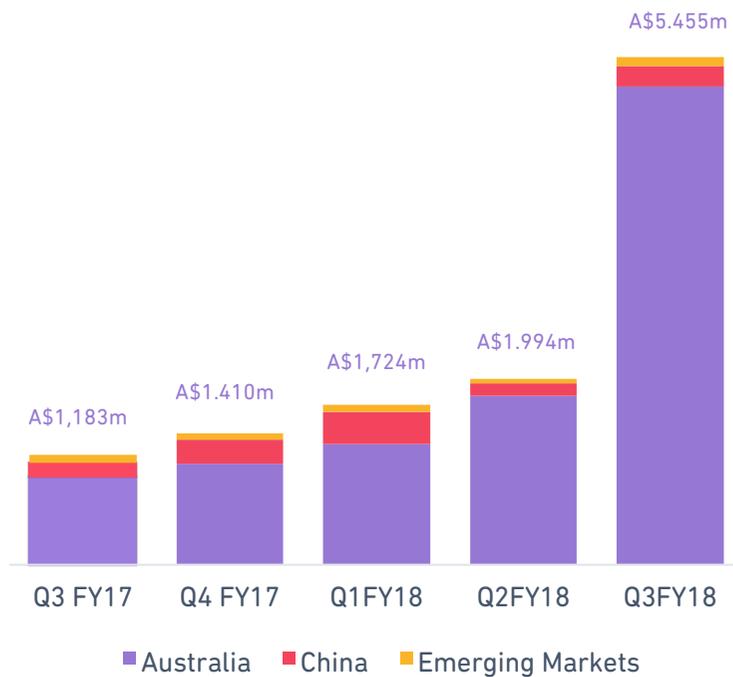
“The acquisition of Nulac Foods transforms our business and places Bubs in an unrivalled position to develop the market for infant and adult goat milk products”

Dennis Lin,
Bubs Australia Chairman

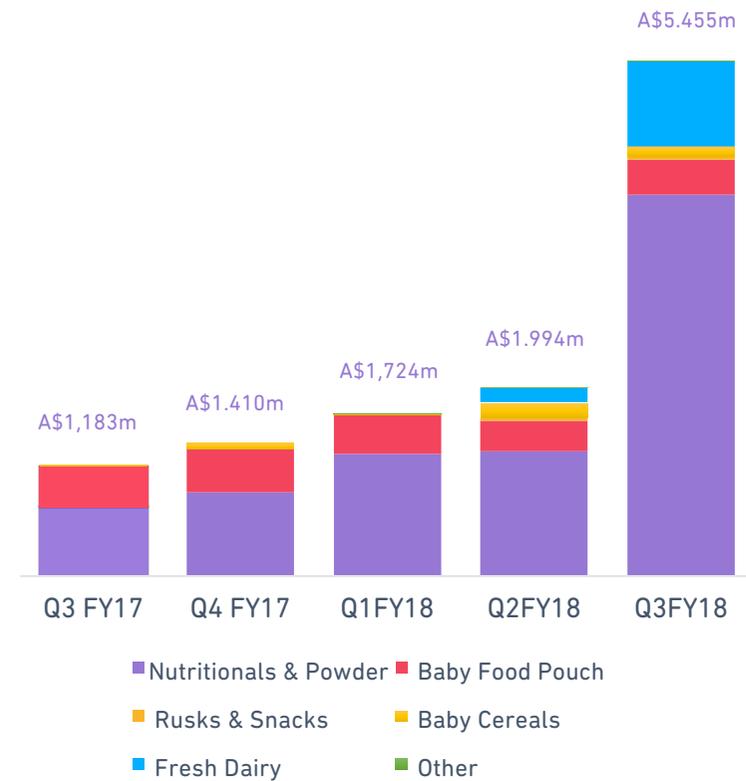
PERFORMANCE UPDATE

Focus on our four pillar strategy, combined with underlying investments in resources & capabilities continues to deliver controlled and measured growth

GROSS SALES - GEOGRAPHIC



GROSS SALES - PRODUCT GROUP





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