



Bubs Australia Limited
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BUBS AUSTRALIA PARTNERS WITH CHINA'S LARGEST DISTRIBUTOR OF INFANT NUTRITION PRODUCTS - QIANJIAWANPU (千家万铺)

- *QianJiaWanPu is the largest and most prominent distributor of infant nutrition products in China, distributing to 80,000 Mother & Baby stores, of which 50,000 are considered to be core stores.*
- *QianJiaWanPu is the lead distributor for Nestle and Wyeth Nutrition, the largest infant formula company in China, as well as other major brands, including Abbott, Friso, Beingmate, and Dumex.*
- *Bubs Australia appoints QianJiaWanPu as their principal distributor for Mother & Baby stores in China.*
- *Initial Agreement is for Bubs Organic® pouches, cereals and snacks, with opening order value of AUD\$1.1M, and the commitment to distribute Bubs® goat milk infant formula once registered for import.*

Sydney, 30 April 2018: Bubs Australia Limited (ASX: BUB) today announced the Company has entered a Distribution Agreement with QianJiaWanPu Co. Ltd. (千家万铺), China's largest and fastest growing distributor of infant nutrition products. QianJiaWanPu supplies 80,000 Mother & Baby stores with national coverage across all provinces, equivalent to around 90% of all Mother & Baby stores in China. At least 50,000 of these stores make up their core distribution footprint.

Under the Agreement, Bubs Australia will initially export selected organic baby food pouches, cereals and snacks, which have received accreditation from China Certification & Inspection Group Shanghai (CCIC) validating China Inspection & Quarantine (CIQ). The opening order value of AUD\$1.1M will be supplied in installments between June – December 2018.

While visiting Sydney for the formal signing of the Distribution Agreement with Bubs Australia, Mr Dongming Zhou, Founder and Chairman of QianJiaWanPu said: "We see the addition of Bubs organic baby food products as an important extension to our current international product portfolio, and wish to build a mutually rewarding long-term relationship with Bubs Australia.

"In time, we look forward to deepening our association with Bubs once its goat milk infant formula products are approved for import. Premium organic baby food and goat milk based formulas are two segments of the category experiencing rapid growth in China, and I'm confident my retail customers and Chinese mothers will find Bubs' Australian brand story and premium quality attributes a winning combination. No other infant formula brand in the world uses Australian goat milk, so this point of differentiation will be highly sought-after. I am delighted to partner with Bubs and want to be part of creating their success in China," Mr Zhou said.

Mrs Kristy Carr, Founder Managing Director of Bubs Australia said: "This is a very exciting and significant development in the execution of our China expansion strategy. QianJiaWanPu is a true leader in the industry, and the trusted principal distribution partner for many of China's largest multinational brands. We are truly privileged that their Founder and Chairman, Mr Zhou, recognises Bubs' growth potential and is committed to supporting our launch into physical retail stores throughout China.

"The importance of the partnership cannot be underestimated given that Mother & Baby stores account for over half of all infant formula products sold in China, and is the prime source for new parents and parents-to-be seeking advice about baby's development and infant nutrition products. This is why physical representation in the sector is critical to our long-term success in the market, notwithstanding the importance of cross border e-commerce and daigou shoppers as our existing primary routes to market," Mrs Carr said.



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About Bubs Australia Limited (ASX: BUB)

Bubs Australia is engaged in the business of inspiring new generations of happy, healthy consumers through its range of Australian made premium infant nutritional and goat dairy products.

Founded in 2006 in Sydney, Bubs Australia develops and markets innovative infant nutrition products for the first 1,000 days of life, that give parents and their bubs reason to 'smile from the inside®.'

In 2017, Bubs Australia acquired NuLac Foods giving the company a 'pathway to provenance' to become Australia's only vertically integrated producer of goat milk infant formula, and the largest producer of goat dairy products in the country.