



Bubs Australia Limited
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BUBS TAPS POST-INFANT SEGMENT WITH LAUNCH OF NEW ORGANIC TODDLER SNACKS

- *Continuing innovation with new range of x8 Bubs Organic® Toddler Snacks, extending market lifespan reach beyond first 1000-days of life.*
- *All new products to be ranged in Coles supermarkets nationally from end of May 2019; a multi-million-dollar opportunity.*
- *Taps into domestic segment growing at 19% per annum (26% per annum for single-serve format)¹.*
- *Significant China potential: toddler snacks (6-36 months) accounts for 30% of total infant nutrition sales. In 2018, toddler snacks grew 17% vs 2017².*
- *New range will be sold through many of Bubs existing cross-border eCommerce channel partners, including Bubs® Alibaba Flagship store.*
- *Pioneering range based on organic superfoods and fully certified organic by ACO.*
- *Delivers significant advancement in strategic goal to increase domestic market penetration.*

Sydney, 18 March 2019: Bubs Australia Limited (**ASX: BUB**) is pleased to announce entry into a new market segment; post-infant nutrition, with the launch of an innovative range of eight toddler snacks certified organic by Australian Certified Organic (ACO). The new range is based on organic vegetables, fruits, ancient grains and nutrient dense superfoods - offering parents healthy, organic, premium snacking choices for children aged 1-5 years.

Bubs Founder and Chief Executive Officer, Mrs. Kristy Carr said: "Innovation is one of our four key pillars critical to delivering the future growth of the business. This latest development significantly advances our progress as we now cater for all feeding occasions and developmental stages from newborn to preschool.

"The new organic toddler snacks extend our consumer lifespan, or period of potential customer engagement, which previously covered the first 1,000 days of a child's life through infant years. This is driven by changing lifestyles for busy parents, as families become more mobile and are looking for convenient nutritious snacks to give their children out-of-home or in a healthy lunchbox.

"In Australia, this has given rise to an increase in value of the toddler snack market of 19% generating over \$33 million in grocery sales per annum. Single-serve pack formats, which Bubs new range is presented, is up 26%.

"We are especially excited to confirm that all eight new products will be ranged in Coles supermarkets nationally by late May 2019 and we are confident that in themselves these new innovative products could generate several millions of dollars of additional domestic sales for Bubs in this expanding category.

¹ Aztec Australian Retail scan data moving annual total (MAT) as at 05//03/2019.

² AC Nielsen Retail Audit Report; CY 2018 versus 2017.



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“Our current range of organic baby food, cereals and teething rusks are already sold through Mother and Baby stores in China, and we will now commence the application process with the Chinese authorities to register the new snack range.

“Should the proposed joint venture with Beingmate be formalised in the coming month, as we expect, we will continue to actively roll out our entire food portfolio into the Chinese Mother and Baby store channel.

“Importantly for Bubs, toddler snacks enjoy healthy margins and thus constitute an important component of our business platform. Furthermore, this category growth is being driven by premiumisation and product innovation from organic brands, so it is a natural line extension for Bubs innovation pipeline,” said Mrs. Carr.

Opening orders are expected to be delivered to Coles early May, with on-shelf implementation in late-May 2019.

The new range comprises:

- Bubs Organic® Tiddly Bars - Plum & Goji
- Bubs Organic® Tiddly Bars - Chickpea & Zucchini
- Bubs Organic® Little Fingers - Broccoli & Pumpkin
- Bubs Organic® Little Fingers - Tomato
- Bubs Organic® Smiley Squares - Mango & Purple Carrot
- Bubs Organic® Smiley Squares - Pear & Beetroot
- Bubs Organic® Little Rollies - Coconut
- Bubs Organic® Little Rollies - Hazelnut





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(High resolution images available on request).

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About Bubs Australia Limited (ASX: BUB)

Founded in 2006 in Sydney, Bubs Australia is engaged in the business of *inspiring new generations of happy, healthy bubs* through its range of premium infant nutrition products. Bubs® speciality infant formula and organic baby food, cereals and toddler snacks cater for all feeding occasions and stages of development from newborn to preschool.

Bubs Australia is the leading producer of goat dairy products in Australia with exclusive milk supply from the largest milking goat herds in the country, Bubs® is proudly the only infant formula in the world to be based on 100% Australian goat milk.

Products are widely sold in major supermarkets and pharmacies throughout Australia, as well as exported to New Zealand, China, South East Asia, and the Middle East.

Consumer Website: bubsaustralia.com

Investor Centre: investor.bubsaustralia.com