



Bubs Australia Limited  
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## JENNIFER HAWKINS ANNOUNCED AS BUBS® GLOBAL BRAND AMBASSADOR

- ***Australian celebrity icon and high-profile role model for new parents.***
- ***Extensive influential reach with nearly 2 million social followers.***
- ***Close alignment with Bubs® values and positioning as a new mother.***
- ***Global brand ambassador role with category exclusivity for three years.***
- ***Multi-media campaign starring Jennifer Hawkins to run across all key markets.***

**Melbourne, 27 July 2020:** Bubs Australia Limited (ASX: **BUB**) has entered into an Agreement with former Miss Universe, TV celebrity and new mother, Jennifer Hawkins, to be Bubs® Global Brand Ambassador. The appointment is for a three-year term, covering all international markets with category exclusivity.

Jennifer's new role coincides with the announcement of the launch of Vita Bubs®, a new range of infant and children's vitamin and mineral supplements, to be ranged in 400 Chemist Warehouse stores from October.

Announcing the appointment, Bubs Australia Founder and Chief Executive Officer, Kristy Carr said: "Jen is a much loved Australian icon with her work as a popular TV presenter, international model and successful entrepreneur. As a new mum she is the perfect role model to represent the Bubs® brand to new parents everywhere, including among her legion of nearly two million social followers."

Jennifer Hawkins said: "I am absolutely thrilled to be welcomed into the Bubs® family. As a new mother it was a huge decision what brand to choose and trust when I was introducing solids to Frankie. I actually started using Bubs Organic® puree pouches and rusks before being approached to be the company's global ambassador, which is amazing!

"I currently breastfeed Frankie but will move to toddler milk after her first birthday. I'll confidently choose Bubs Organic® Toddler Milk because of their emphasis on Australian made quality and trusted reputation. The Bubs ethos of healthy nutrition and wellbeing perfectly aligns with my own values, which is why I am so happy and excited to take on this role," Ms. Hawkins said.

Jennifer Hawkins will exclusively represent the Bubs® portfolio, including Bubs® Goat Toddler Milk, Bubs Organic® Grass-fed Cow's Toddler Milk, Junior Nutrition milk products, organic baby food, cereals and toddler snacks, as well as the new Vita Bubs® vitamin and mineral supplements range.

Jennifer Hawkins will be appearing in an integrated multi-media consumer campaign to support awareness, education and ongoing engagement across all of Bubs key markets.



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The Global Brand Ambassador Agreement has been structured to provide a combination of fixed annual service fee and a bonus incentive payment over a three-year category exclusive partnership arrangement.

**END**

### **Media and Investor Inquiries**

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Jennifer Hawkins image can be downloaded here:

[Link to Jennifer Hawkins Image](#)

### **About Ms Hawkins**



Image Credit: Steven Chee/ Bauer Media Pty Limited/ bauersyndication.com.au

Jennifer Hawkins is a much loved Australian icon, media personality and entrepreneur with a combined social media reach of over 1.8 million followers.

Australian's were first introduced to Jen in 2004 when she was crowned Miss Universe in New York City, where she based herself for the following year, whilst travelling the world speaking at events and bringing the world's focus to ending HIV and AIDS.

Since her reign, Jen has continued to make headlines signing with some of the most well known commercial products and gracing numerous covers of Australian fashion magazines.



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An ardent businesswoman and property developer, Jen also owns and runs various commercial ventures with her husband, Jake Wall, including her tanning range, Jbronze.

In May 2019, Jen and Jake announced they were expecting their first child sending the media into a frenzy. The world followed closely for the duration of Jen's pregnancy and in October 2019, the couple welcomed a beautiful baby girl, Frankie Violet Hawkins Wall.

### **About Bubs Australia Limited (ASX: BUB)**

Founded in 2006 in Sydney, Bubs Australia is inspiring new generations of happy, healthy bubs through its Australian range of super-premium infant and children's nutrition products.

Bubs® goat milk and Bubs Organic® grass-fed cow's milk infant formula, organic baby food, cereals and toddler snacks, together with Vita Bubs® vitamin and mineral supplements, cater for all stages of a child's development, nutritional health need and usage occasion.

Bubs Australia is the leading vertically integrated 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 Australian goat milk. The Company also produces goat milk products for adults under multiple brand portfolios, including CapriLac®, Deloraine®, and Capela®.

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

**Consumer Website:** [bubsaustralia.com](http://bubsaustralia.com)

**Investor Centre:** [investor.bubsaustralia.com](http://investor.bubsaustralia.com)