



Bubs Australia Limited  
ACN 060 094 742  
23-29 Nina Link, Dandenong South  
VIC 3175 Australia

1800 2827 2878 (1800 BUBS AUST)  
info@bubsaustralia.com

NOT FOR DISTRIBUTION OR RELEASE IN THE UNITED STATES

#### OPEN OF RETAIL ENTITLEMENT OFFER AND DESPATCH OF RETAIL OFFER BOOKLET

- ***Bubs has completed the institutional component of its underwritten<sup>1</sup> \$63.0 million (before costs) Capital Raising at \$0.52 per share.***
- ***The institutional component comprised an Institutional Placement to raise \$32.4 million and an Institutional Entitlement Offer to raise \$7.7 million.***
- ***The retail component of the Entitlement Offer opens today (Tuesday, 12 July, 2022) and is scheduled to close at 5.00pm (AEST) on Tuesday, 26 July 2022 (unless extended).***

**Melbourne, Tuesday, 12 July 2022:** Bubs Australia Limited (ASX: BUB) ("Bubs" or the "Company") is pleased to announce that the Retail Offer Booklet and personalised Entitlement and Acceptance Forms for the retail component of the 1 for 10.42 pro-rata accelerated non-renounceable entitlement offer (**Retail Entitlement Offer**), which was announced on Tuesday, 5 July 2022, has now been despatched to shareholders who are eligible to participate in the Retail Entitlement Offer (**Eligible Retail Shareholders**).

Only Eligible Retail Shareholders on the Record Date (being 7.00pm (AEST) on Thursday, 7 July 2022) may participate in the Retail Entitlement Offer. The eligibility criteria are set out in the Retail Offer Booklet, a copy of which was released to ASX earlier today.

Unless specified otherwise, terms defined in the Retail Offer Booklet have the same meaning in this announcement.

Eligible Retail Shareholders can access details of the Retail Entitlement Offer, a copy of the Retail Offer Booklet and apply online at the following website:

<https://bubsretailentitlementoffer.thereachagency.com>

Bubs encourages Eligible Retail Shareholders who wish to participate in the Retail Entitlement Offer to act promptly in submitting their Entitlement and Acceptance Form. The Retail Entitlement Offer closes at 5.00pm (AEST) on Tuesday, 26 July 2022 (unless extended).

Each Eligible Retail Shareholder's personalised Entitlement and Acceptance Form contains details of that Eligible Retail Shareholder's Entitlement and should be completed in accordance with the instructions provided on the form, and the instructions in the Retail Offer Booklet under "Section 2 - How to Apply".

<sup>1</sup> Refer to slides 41-44 of the investor presentation dated Tuesday, 5 July, 2022 for a description of the terms and conditions of the underwriting arrangements.



Bubs Australia Limited  
ACN 060 094 742  
23-29 Nina Link, Dandenong South  
VIC 3175 Australia

1800 2827 2878 (1800 BUBS AUST)  
[info@bubsaustralia.com](mailto:info@bubsaustralia.com)

To participate, Eligible Retail Shareholders must ensure that they have completed their application and paid Application Monies by BPAY®, or by lodging a completed Entitlement and Acceptance Form with payment by EFT, so that these are received by the Registry before 5.00pm (AEST) on Tuesday, 26 July 2022.

Eligible Retail Shareholders are encouraged to carefully read the Retail Offer Booklet for further details relating to the Retail Entitlement Offer.

A letter to Ineligible Shareholders notifying them of the Retail Entitlement Offer and their ineligibility to participate has also been sent.

### Enquiries

For further information on the Entitlement Offer please visit <https://bubsretailentitlementoffer.thereachagency.com> or call the Bubs Offer Information Line: 1300 850 505 (within Australia) or + 61 3 9415 4000 (outside Australia) between 8:30am and 5:00pm (AEST) on Monday to Friday, before the Retail Entitlement Offer closes at 5:00pm (AEST) on Tuesday, 26 July, 2022. Alternatively, contact your stockbroker, solicitor, accountant or other professional adviser.

This announcement is authorised by the Board of Bubs.

**END**

### Media and Investor Inquiries

Grace McCarthy: Ph +61 422 558 112 [media@bubsaustralia.com](mailto:media@bubsaustralia.com)

Deanne Curry: Ph. +61 414 388 997 [investors@bubsaustralia.com](mailto:investors@bubsaustralia.com)



Bubs Australia Limited  
ACN 060 094 742  
23-29 Nina Link, Dandenong South  
VIC 3175 Australia

1800 2827 2878 (1800 BUBS AUST)  
info@bubsaustralia.com

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

Founded in 2006 in Australia, Bubs' purpose is to grow happy, healthy families through clean nutrition.

Bubs® A2 Beta-Casein Protein, Bubs Organic® Grass-fed, and Easy-Digest Goat Milk Infant Formula, along with Bubs Organic® baby food range, cater for all feeding occasions and stages of a child's development during their first 1,000 days of life.

Bubs® products are widely sold in major supermarkets and pharmacies throughout Australia, as well as exported to ten markets across China, Southeast Asia, the Middle East and USA.

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

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



Bubs Australia Limited  
ACN 060 094 742  
23-29 Nina Link, Dandenong South  
VIC 3175 Australia

1800 2827 2878 (1800 BUBS AUST)  
info@bubsaustralia.com

## DISCLAIMER

### Forward looking statements

This announcement contains certain "forward-looking statements". The words "expect", "anticipate", "estimate", "intend", "believe", "guidance", "should", "could", "may", "will", "predict", "plan" and other similar expressions are intended to identify forward-looking statements. Indications of, and guidance on, future earnings and financial position and performance are also forward-looking statements. Forward-looking statements, opinions and estimates provided in this announcement are based on assumptions and contingencies that are subject to change without notice and involve known and unknown risks and uncertainties and other factors that are beyond the control of Bubs, its directors and management. This includes statements about market and industry trends, which are based on interpretations of current market conditions.

Forward-looking statements are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance. Actual results, performance or achievements may differ materially from those expressed or implied in such statements and any projections and assumptions on which these statements are based. These statements may assume the success of Bubs' business strategies. The success of any of those strategies will be realised in the period for which the forward-looking statement may have been prepared or otherwise. Readers are cautioned not to place undue reliance on forward-looking statements and except as required by law or regulation, none of Bubs, its representatives or advisers assumes any obligation to update these forward-looking statements. No representation or warranty, express or implied, is made as to the accuracy, likelihood of achievement or reasonableness of any forecasts, prospects, returns or statements in relation to future matters contained in this announcement. The forward-looking statements are based on information available to Bubs as at the date of this announcement. Except as required by law or regulation (including the ASX Listing Rules), none of Bubs, its representatives or advisers undertakes any obligation to provide any additional or updated information whether as a result of a change in expectations or assumptions, new information, future events or results or otherwise. Indications of, and guidance or outlook on, future earnings or financial position or performance are also forward-looking statements.

### No offers in breach of foreign securities law

This announcement does not constitute an offer to sell, or a solicitation of an offer to buy, securities in the United States or in any other jurisdiction in which such an offer would be illegal. Any securities described in this announcement have not been, and will not be, registered under the U.S. Securities Act of 1933, as amended (the "US Securities Act") or the securities laws of any state or jurisdiction of the United States. Accordingly, the securities described in this announcement may not be offered or sold, directly or indirectly, to persons in the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the US Securities Act and applicable securities laws of any state or other jurisdiction of the United States.



Bubs Australia Limited  
ACN 060 094 742  
23-29 Nina Link, Dandenong South  
VIC 3175 Australia

1800 2827 2878 (1800 BUBS AUST)  
info@bubsaustralia.com

### **Own enquiries**

Investors should make and rely upon their own enquiries before deciding to acquire or deal in Bubs' securities.

### **Determination of eligibility of investors**

Determination of eligibility of investors for the purposes of the Capital Raising is determined by reference to a number of matters, including legal and regulatory requirements, logistical and registry constraints and the discretion of Bubs and/or the Joint Lead Managers. To the maximum extent permitted by law, Bubs, the Joint Lead Managers, and the Beneficiaries each disclaim any duty or liability (including, without limitation, any liability arising from fault, negligence or negligent misstatement) in respect of the exercise of that discretion or otherwise.

The Joint Lead Managers may rely on information provided by or on behalf of institutional investors in connection with managing, conducting or underwriting the Capital Raising without the Joint Lead Managers or the Beneficiaries having independently verified that information and the Joint Lead Managers and the Beneficiaries do not assume responsibility for the fairness, currency, accuracy, timeliness, reliability or completeness of the information (including the accuracy, likelihood of achievement or reasonableness of any forecast returns, yields, future income or other statements in relation to future matters nor that the Information or this website contains all material information about Bubs or which a prospective investor may require in evaluating a possible investment in Bubs).