



Bubs Australia Limited
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BUBS® INFANT FORMULA RANGED IN WOOLWORTHS, AUSTRALIA'S LARGEST SUPERMARKET CHAIN

- *Bubs® Goat Milk Infant Formula to be ranged in Woolworths supermarkets*
- *Pathway to provenance through NuLac Foods integration delivers key differentiation*
- *Provides significant advance in strategic goal to expand domestic market penetration*

Sydney, 5 February 2018: Bubs Australia Limited (ASX: BUB) is pleased to announce that following a recent range review for the infant formula category, the company has received confirmation of ranging for all three stages of Bubs® Advanced Plus+ Goat Milk Infant Formula in selected Woolworths supermarkets.

Bubs Australia Chief Executive Officer, Nicholas Simms said: "Woolworths commitment to partner with genuine Australian producers, and respond to the rising demand and awareness of the digestive and nutritional benefits of goat dairy, including infant formula, should be commended.

"Bubs pathway to provenance through its strategic acquisition of Nulac Foods to become Australia's only vertically integrated producer of goat milk infant formula guarantees sustainable supply and control over our key base ingredient and capacity to meet growing future demand, which is a key differentiator for Bubs versus other offerings in the market.

"Goat dairy and infant formula is experiencing rapid growth domestically and overseas. Woolworths ranging of Bubs Australian made goat milk infant formula will only further enhance the appeal to consumers both in Australia and internationally in China and South East Asia." Mr Simms said.

Woolworths is Australia's largest supermarket chain and Bubs® will be ranged in selected stores targeteign consumers in key metropolitan areas with high penetration of infant formula customers.

Bubs® Advanced Plus+ Goat Milk Infant Formula is expected on-shelf in April.

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About Bubs Australia Limited (ASX: BUB)

Bubs Australia is engaged in the business of inspiring new generations of happy, healthy bubs 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.