



Bubs Australia Limited
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Bubs Australia Significantly Expands Pharmacy Distribution

- *Sigma and Symbion Wholesale distribution gives Bubs immediate access to over 5,000 pharmacies nationwide*
- *National launch in over 100 Discount Drug Stores outlets*
- *Bubs products now in more than 300 pharmacy doors*

Sydney 17 Feb 2017: Organic baby food and infant formula producer, Bubs Australia Limited (ASX: BUB) has added key pharmacy wholesalers; Sigma Pharmaceuticals nationally and Symbion in New South Wales and Western Australia to its customer base, giving Bubs immediate access to over 5,000 pharmacies nationwide.

Sigma and Symbion supply some of Australia's fastest growing retail pharmacy brands, such as Amcal, Good Price Pharmacy and Guardian Pharmacies.

This month has also seen Bubs products launched in Discount Drug Stores nationally with catalogue and point of sale promotional support in over 100 stores.

Commenting on the distribution expansion, Bubs Australia Founder and Managing Director, Kristy Carr said: "The distribution agreements announced today are a significant demonstration of our ability to deliver on our strategy to consolidate and grow our domestic position in the important pharmacy channel. Our pharmacy sales team continues to build the distribution of Bubs products through pharmacies, and we expect many new stores to be added throughout 2017."

The market for baby care products sales through pharmacies is worth \$367 million per annum, as per Aztec MAT to January 2017, with infant formula contributing over 50% value share. Discussion with banner groups with multiple outlets has commenced to further drive distribution of the Bubs portfolio of products within the pharmacy channel.

Opening orders to Sigma, Symbion and Discount Drug Stores have already been delivered.

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About Bubs Australia Limited

Bubs Australia is engaged in the business of inspiring new generations of happy, healthy bubs through its premium range of Australian made organic baby food and infant milk formula products.

Based in Sydney Australia, Bubs Australia develops and markets 'innovative infant products that give mums and their bubs reason to smile from the inside™.'

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