



Bubs Australia Limited
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BUBS LAUNCH ON 'RED,' CHINA'S TOP CONSUMER REVIEW & COMMERCE APP

- *Bubs Australia joins the world's largest product review database*
- *Provides direct access to 40 million highly targeted Chinese consumers*
- *Leading platform for creating demand through reviews and connectivity*

Sydney 1 May 2017: Bubs Australia is the first Australian company to directly enter into a Merchant Agreement with RED (Xiaohongshu, 小红书). RED is the largest and fastest growing social commerce application in China with over 40,000,000 registered users.

Commenting on the launch, Bubs Australia Founder and Managing Director, Kristy Carr said: "RED boasts a strong community of targeted affluent mothers of today and tomorrow, providing us with invaluable insight into Chinese consumer behavior. Having our products ranged on this unique e-commerce platform will deliver brand awareness together with sales revenue growth.

"Customer reviews and social community strongly influence consumer buying decisions in China, particularly in the baby category. RED enables unrivalled word-of-mouth marketing opportunities that align closely with our 'pull-versus-push' strategy aimed at creating real sustainable demand via earned reviews and engaging mum-to-mum connection."

The RED application is the largest word-of-mouth marketing platform in China with users posting 30,000 new product reviews and comments daily. Members can discover and buy international products based on community recommendations and other consumers sharing their personal experiences. RED users focus on premium products across multiple categories [including international luxury brands and other sought-after foreign products such as cosmetics, specialty foods and mother/baby products].¹

"Given our premium positioning and unique attributes of Australian provenance, certified organic superfoods and premium goat milk formulation, the RED social platform will positively impact our brand traction and social currency," Mrs Carr said.

The Bubs full portfolio of infant formula and baby food products will be listed on RED Marketplace with orders to be fulfilled directly to consumers' homes in China. The platform also provides the opportunity to trial new products and gain insight into their appeal with Chinese consumers.

¹ The RED app, originally a social shopping guide, now features both C2C e-commerce and the opportunity for brands to open official cross-border e-commerce shops. [WeChat's owner TenCent is an investor in RED.]



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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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