



Bubs Australia Limited
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BUBS AUSTRALIA PARTNERS WITH AUSTRALIA'S LEADING HEALTHCARE FIELD SERVICES PROVIDER

- *Bubs appoints HealthOne as pharmacy field marketing services representation for Bubs products*
- *Provides pharmacy sales and key account management with nationwide coverage*
- *Delivers field marketing leadership with over 600 daily interactions in the healthcare industry*

Sydney 20 Jul 2017: Bubs Australia Limited (ASX:BUB) has entered into a distribution and field marketing services agreement with HealthOne, Australia's leading Pharmacy and Healthcare distribution company, providing sales and key account services to pharmacies throughout Australia.

HealthOne Chairman, Tom Crimmins, commented on the partnership, "I'm excited by Bubs future potential and ongoing commitment to the Pharmacy Channel. We look forward to delivering tailored solutions to enhance Bubs brand presence across the healthcare channel, and significantly increasing the number of individual locations where Australian parents can access Bubs products."

HealthOne has been active in the Australian healthcare marketplace for over a decade, representing many Australian leading brands, including Procter & Gamble and Abbott Nutrition. Its multi-faceted service offering encompasses brand strategy, marketing services, sales representation, merchandising and staff education. It is Australia's fastest growing commercial partner in the healthcare products and services sector for the Pharmacy Channel.

Bubs Australia Chief Executive, Nicholas Simms said: "We continue to focus on building our domestic footprint in the Pharmacy Channel. Pharmacies are a highly trusted source and key destination for mother and baby products. By partnering with HealthOne, we can deliver enhanced customer service and support at both individual pharmacies and key retail banners nationally.

"The key driver for selecting HealthOne was its field marketing leadership and integrated offering, including the capability to execute Bubs marketing activation and promotion initiatives.

"HealthOne enjoys strong relationships with wholesalers, major pharmacy chains, individual pharmacies and healthcare professionals through its highly-experienced national sales team of key account and pharmacy sales representatives. We are confident together we will continue to grow Bubs distribution and performance within the Pharmacy channel," Mr Simms said.

END



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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 nutrition products that give mums and their bubs reason to 'smile from the inside™.'

For general information please contact:

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