



Bubs Australia Limited
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BUBS PARTNERS WITH FONTERRA AUSTRALIA TO PRODUCE AUSTRALIA'S FIRST ORGANIC GRASS-FED COW MILK INFANT FORMULA

- *New product launch: first Australian made certified organic grass-fed infant formula.*
- *National ranging in Chemist Warehouse pharmacies.*
- *Enables Bubs to offer both organic and goat options in fastest growing super premium segments.*
- *Advanced formulation with prebiotics and probiotics, plus Omega-3 DHA and Omega-6 ARA.*
- *Long-term supply and manufacturing agreement with Fonterra Australia.*
- *Deloraine's technical SAMR application submitted in April 2018 to be transferred to Bubs Organic®.*

Sydney 6 May 2019: Bubs Australia Limited (**ASX: BUB**) is pleased to announce it will be the first company to offer Australian made certified organic grass-fed infant formula, after entering into a supply agreement with Fonterra Australia to produce Bubs Organic® new infant formula range.

Fonterra will supply Bubs with organic milk powder, sourced from its organic milk pool in New Zealand, which will be manufactured at its facility in Darnum, Victoria. The conditional supply agreement runs for an initial term until 31 July 2021.

The Bubs Organic® new range of infant formula will be available in Chemist Warehouse pharmacies throughout Australia within 3 months. Export to China's cross-border eCommerce channel will follow shortly afterwards.

Following Bubs' recent 100% acquisition of CNCA approved infant formula manufacturing facility, Australia Deloraine Dairy, the existing technical application for an organic cow milk formula submitted to SAMR on 2 April 2018, will now be transferred to Bubs Organic® brand. Pending approval by SAMR, the new range of formula may be physically distributed to China's Mother and Baby stores.

Mrs Kristy Carr, Bubs Australia Founder and Chief Executive said: "Super premium product offerings are the fastest growing segment of the infant formula category, and we are now able to offer two nutritional options – organic and goat, to suit individual dietary needs – tapping into the global consumer trend towards natural, sustainable and organic food production.

"Bubs has already established itself as a key player in the goat dairy infant formula sector in Australia and made significant inroads into China, and is now in a position to be the first to offer an Australian made certified organic grass-fed infant formula with both prebiotics and probiotics, in addition to Omega-3 DHA and Omega-6 ARA.

"Cow milk formula accounts for close to 95 percent of the Australian formula market and represents a significant opportunity for Bubs, which already has both a premium Australian infant nutrition brand positioning and strong organic credentials established over 13 years producing Bubs Organic baby food portfolio," Mrs. Carr said.



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The new product launch of Bubs Organic® infant formula follows an announcement on 18 March 2019 regarding the launch of a new range of eight Bubs Organic® toddler snacks to be ranged nationally in Coles and Chemist Warehouse from next month. Both new product extensions deliver significant advancement in the Company's strategic goal to increase domestic market penetration through innovation, one of the four key pillars critical to delivering the future growth of the business.



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Product images can be downloaded here: <https://www.bubsaustralia.com/media>



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About Bubs Australia Limited (ASX: BUB)

Founded in 2006 in Sydney, Bubs Australia is engaged in the business of inspiring new generations of happy, healthy bubs through its range of premium infant nutrition products. Bubs® goat and organic grass-fed cow milk infant formula and organic baby food, cereals and toddler snacks cater for all feeding occasions and stages of development from newborn to preschool.

Bubs Australia is the leading producer of goat dairy products in Australia, with exclusive milk supply from the largest milking goat herds in the country. Bubs® is proudly the only infant formula in the world to be based on Australian goat milk.

Products are widely sold in major supermarkets and pharmacies throughout Australia, as well as exported to New Zealand, China, South East Asia, and the Middle East.

Consumer Website: bubsaustralia.com

Investor Centre: investor.bubsaustralia.com