



BUBS LAUNCHES INTO BIBO MART, LARGEST BABY STORE CHAIN IN VIETNAM

- *Ranging in Bibo Mart, Vietnam's leading retail chain for Mother & Baby products with over 135 stores.*
- *Entry point to fast growing Vietnamese VND 34 trillion* (A\$2.2 billion) infant nutritionals market.*
- *Infant Milk Formula category valued at VND 28 trillion* (A\$1.8 billion).*
- *Appointed Channel Partner TVV, currently supplying circa. 20,000 retail outlets, including Bibo Mart.*
- *Products in stores by December 2019 with expectation of at least A\$1.5m sales in first year.*

Sydney 11 November 2019: Bubs Australia Limited (ASX: **BUB**) today has announced that it has secured ranging for Bubs® product portfolio in Vietnam's largest Mother & Baby store chain, Bibo Mart JS Company, with over 135 stores, predominantly located in major metropolitan areas.

In order to service Bibo Mart and other Mother and Baby stores in Vietnam, on 9 November 2019 Bubs entered a Master Distribution Agreement with Viet Nam TVV Service and Trading Company Limited (**TVV**), one of the largest Vietnamese owned distributors in Vietnam's infant nutrition industry, distributing to an extensive network of around 20,000 retail outlets.

The Vietnamese infant nutritionals market is estimated to be worth VND 33.6 trillion (A\$2.2 billion) annually and is growing at a compound average growth rate of 7.7 percent annually over the past five-year period. Within the infant nutrition sector in Vietnam, the infant milk formula category is valued at VND 28 trillion (AUD \$1.8 billion)*.

Bubs Founder and CEO, Mrs. Kristy Carr said: "This new partnership with TVV and ranging in Bibo Mart marks the achievement of another milestone for the Bubs' business, expanding our Asian footprint in one of the region's fastest growth markets in the infant category.

"We are honoured to be partnering with TVV's team and draw on their experience within Vietnam's infant nutrition category, as well as being selected for ranging across the Bibo Mart store network, which is well-known as the country's flagship baby retailer," said Mrs. Carr.

TVV will distribute and promote Bubs® goat milk infant formula and organic baby food products to its distribution network throughout Vietnam. Product is expected on Bibo Mart and other Vietnamese store shelves from December 2019.

A conservative revenue projection generated from this initial distribution agreement in Vietnam is expected to be A\$1.5m in the first year and growing to at least A\$2m by the second year. The contractual term is two years and may be terminated if these minimum sales targets are not met.

*Source: Euromonitor International August 2018



Bubs Australia Limited
ACN 060 094 742
2-4/6 Tilley Lane, Frenchs Forest
NSW 2086 Australia

1800 2827 2878 (1800 BUBS AUST)
info@bubsaustralia.com

TVV's Founder and CEO, Ms. Van Ngo said; "This is an important opportunity to partner with Bubs Australia given the impressive quality and depth of their premium nutritional range. We particularly see enormous potential in Bubs® goat milk infant formula for the Vietnam market.

"Our long-standing business relationships with baby retailers in Vietnam, including Bibo Mart, Kids Plaza and Tuticare, will certainly benefit Bubs as we work together to expand its portfolio representation across Vietnam.

"TVV has over seven years of experience in importing milk powder products to Vietnam and is a leader in the B2B category for milk powder. TVV is also well placed to understand Vietnamese consumers and key insights across the Mother & Baby category.

"We are truly excited to now be representing the Bubs brand and look forward to a long-standing and successful partnership," Ms. Ngo said.

BUBS AUSTRALIA WINS 2019 PREMIER'S EXPORTER TO ASIA AWARD

Bubs Australia was awarded the 2019 Premier's NSW Exporter to Asia Award. The Premier's NSW Export Awards are managed by the Export Council of Australia and the NSW Government as the Principal Partner, and proudly supported by Austrade, and the Department of Foreign Affairs and Trade NSW.

When commenting about the recent win at the Premier's NSW Export Awards, Bubs Executive Chairman, Mr. Dennis Lin said; "We are incredibly proud of the Bubs team for the great recognition this Award represents for all of their hard work and achievements in building our export markets, as we progress our Asian expansion strategy beyond China."

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Media and Investor Inquiries

Deanne Curry
Ph. +61 2 8353 0401
investors@bubsaustralia.com
media@bubsaustralia.com
investor.bubsaustralia.com



Bubs Australia Limited
ACN 060 094 742
2-4/6 Tilley Lane, Frenchs Forest
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About Bibo Mart JS Company

Bibo Mart is the leading Mother & Baby store chain in Vietnam with 135 stores located in all major cities. Founded in 2006, the Bibo Mart Mother & Baby store network managed by Bibo Mart Joint Stock Company, specialises in providing products for mothers through pregnancy and for children aged 0-6 years old. The comprehensive Bibo Mart service offering includes advice from a team of infant nutritionists and nurses specialised in paediatrics and obstetrics to provide the most useful information for parents.

bibomart.com.vn

About TVV

Viet Nam TVV Service and Trading Company Limited was founded in 2013 and has since grown to become a leading importer of dairy and infant formula products into Vietnam. The Company has 350 employees with offices in Hanoi, Ho Chi Minh, Japan and Germany, and imports consumer goods from eight countries valued at approximately A\$72 million per annum. TVV supplies around 20,000 retail outlets, including Vietnam's largest mother & baby store chains; Bibo Mart, Kids Plaza, Concung, Tuticare and Coopmart.

tvvtrading.com.vn

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 milk and organic grass-fed infant formula ranges, 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 China, South East Asia, and the Middle East.

Consumer Website: bubsaustralia.com

Investor Centre: investor.bubsaustralia.com