



Bubs Australia Limited  
ACN 060 094 742  
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NSW 2086 Australia

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info@bubsaustralia.com

2 September 2019

Company Announcements Office  
ASX Limited  
Exchange Centre  
20 Bridge Street  
Sydney NSW 2000

**Bubs Australia Limited (ASX Code: BUB)**  
**Notification under section 708A(5)(e) of the *Corporations Act 2001* (Cth)**

Bubs Australia Limited (**Bubs**) gives notice under section 708A(5)(e) of the *Corporations Act 2001* (Cth) (the **Corporations Act**) that:

1. Bubs has issued on 29 August 2019:
  - (a) 2,974,272 fully paid ordinary shares under the alliance with Chemist Warehouse without disclosure under Part 6D.2 of the Corporations Act to CW Retail Services Pty Ltd.
  - (b) 1,237,697 fully paid ordinary shares on the exercise of options.
2. As at the date of this notice:
  - (a) Bubs has complied with the provisions of Chapter 2M of the Corporations Act as they apply to Bubs;
  - (b) Bubs has complied with section 674 of the Corporations Act; and
  - (c) there is no "excluded information" within the meaning of sections 708A(7) and 708A(8) of the Corporations Act which is required to be disclosed under section 708A(6)(e) of the Corporations Act.

**Background**

In April this year Bubs entered a milestone agreement with Chemist Warehouse, the clear leader in the pharmacy channel with over \$5 billion in retail sales, of which over \$200 million stem from infant formula. The complete Bubs® product portfolio of 28 products is now available nationally across Chemist Warehouse stores, as well as an increased presence on its eCommerce platform and Tmall store, the largest by gross merchandise value on Tmall Global.

The agreement covering marketing and promotional fees is underpinned by a unique share incentive linked to Chemist Warehouse sales performance over the next three years. The agreement provides for an initial issue of 12,356,627 fully paid ordinary shares in Bubs to be purchased by Chemist Warehouse in two tranches, the first tranche being the subject of this notice and the second to be approved at the Company's 2019 AGM. In addition, the marketing and promotions fee will be used to purchase a total of 37,069,881 additional Bubs shares over a three-year period, subject to Chemist Warehouse meeting certain sales targets relating to Bubs® products.

This share issue places Chemist Warehouse among the Top 20 shareholders of Bubs Australia.

Yours sincerely

Jay Stephenson Company  
Secretary  
Bubs Australia Limited

# Appendix 3B

## New issue announcement, application for quotation of additional securities and agreement

*Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.*

Introduced 01/07/96 Origin: Appendix 5 Amended 01/07/98, 01/09/99, 01/07/00, 30/09/01, 11/03/02, 01/01/03, 24/10/05, 01/08/12, 04/03/13

Name of entity

Bubs Australia Limited

ABN

63 060 094 742

We (the entity) give ASX the following information.

### Part 1 - All issues

*You must complete the relevant sections (attach sheets if there is not enough space).*

- |   |   |                              |
|---|---|------------------------------|
| 1 | +Class of +securities issued or to be issued  | Fully Paid Ordinary Shares   |
| 2 | Number of +securities issued or to be issued (if known) or maximum number which may be issued   | a) 1,237,697<br>b) 2,974,272 |
| 3 | Principal terms of the +securities (e.g. if options, exercise price and expiry date; if partly paid +securities, the amount outstanding and due dates for payment; if +convertible securities, the conversion price and dates for conversion) | Fully Paid Ordinary Shares   |

+ See chapter 19 for defined terms.

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|  |   |
|--|---|
| <p>4 Do the <sup>+</sup>securities rank equally in all respects from the <sup>+</sup>issue date with an existing <sup>+</sup>class of quoted <sup>+</sup>securities?</p> <p>If the additional <sup>+</sup>securities do not rank equally, please state:</p> <ul style="list-style-type: none"> <li>• the date from which they do</li> <li>• the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment</li> <li>• the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment</li> </ul> | <p>Yes</p>  |
| <p>5 Issue price or consideration</p>  | <p>a) 10c per share<br/>b) \$1.15 per share</p>   |
| <p>6 Purpose of the issue<br/>(If issued as consideration for the acquisition of assets, clearly identify those assets)</p>  | <p>a) Exercise of Options<br/>b) Issue of Shares to Chemist Warehouse under Agreement</p> |
| <p>6a Is the entity an <sup>+</sup>eligible entity that has obtained security holder approval under rule 7.1A?</p> <p>If Yes, complete sections 6b – 6h in relation to the <sup>+</sup>securities the subject of this Appendix 3B, and comply with section 6i</p>  | <p>No</p>   |
| <p>6b The date the security holder resolution under rule 7.1A was passed</p>   | <p>N/A</p>  |
| <p>6c Number of <sup>+</sup>securities issued without security holder approval under rule 7.1</p>  | <p>N/A</p>  |
| <p>6d Number of <sup>+</sup>securities issued with security holder approval under rule 7.1A</p>  | <p>N/A</p>  |

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<sup>+</sup> See chapter 19 for defined terms.

|    |   |  |  |
|----|---|--|--|
| 6e | Number of +securities issued with security holder approval under rule 7.3, or another specific security holder approval (specify date of meeting)   | N/A                                      |  |
| 6f | Number of +securities issued under an exception in rule 7.2   | N/A                                      |  |
| 6g | If +securities issued under rule 7.1A, was issue price at least 75% of 15 day VWAP as calculated under rule 7.1A.3? Include the +issue date and both values. Include the source of the VWAP calculation.  | N/A                                      |  |
| 6h | If +securities were issued under rule 7.1A for non-cash consideration, state date on which valuation of consideration was released to ASX Market Announcements  | N/A                                      |  |
| 6i | Calculate the entity's remaining issue capacity under rule 7.1 and rule 7.1A – complete Annexure 1 and release to ASX Market Announcements  | N/A                                      |  |
| 7  | +Issue dates<br><br>Note: The issue date may be prescribed by ASX (refer to the definition of issue date in rule 19.12). For example, the issue date for a pro rata entitlement issue must comply with the applicable timetable in Appendix 7A.<br><br>Cross reference: item 33 of Appendix 3B. | a) 2 September 2019<br>b) 29 August 2019 |  |
| 8  | Number and +class of all +securities quoted on ASX (including the +securities in section 2 if applicable)   | Number<br><br>513,802,026                | +Class<br><br>Fully paid ordinary shares |

+ See chapter 19 for defined terms.

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|    |   |                      |  |
|----|---|----------------------|--|
| 9  | Number and <sup>+</sup> class of all <sup>+</sup> securities not quoted on ASX (including the <sup>+</sup> securities in section 2 if applicable) | Number               | <sup>+</sup> Class                                     |
|    |   | 273,848<br>4,771,810 | 10c Options<br><br>10c Options with vesting conditions |
| 10 | Dividend policy (in the case of a trust, distribution policy) on the increased capital (interests)  | N/A                  |  |

**Part 2 - Pro rata issue**

|    |  |     |
|----|--|-----|
| 11 | Is security holder approval required?  | N/A |
| 12 | Is the issue renounceable or non-renounceable?   | N/A |
| 13 | Ratio in which the <sup>+</sup> securities will be offered   | N/A |
| 14 | <sup>+</sup> Class of <sup>+</sup> securities to which the offer relates   | N/A |
| 15 | <sup>+</sup> Record date to determine entitlements   | N/A |
| 16 | Will holdings on different registers (or subregisters) be aggregated for calculating entitlements?   | N/A |
| 17 | Policy for deciding entitlements in relation to fractions  | N/A |
| 18 | Names of countries in which the entity has security holders who will not be sent new offer documents<br><br><small>Note: Security holders must be told how their entitlements are to be dealt with.<br/>Cross reference: rule 7.7.</small> | N/A |
| 19 | Closing date for receipt of acceptances or renunciations   | N/A |
| 20 | Names of any underwriters  | N/A |
| 21 | Amount of any underwriting fee or  | N/A |

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+ See chapter 19 for defined terms.

|    |   |     |
|----|---|-----|
|    | commission  |     |
| 22 | Names of any brokers to the issue   | N/A |
| 23 | Fee or commission payable to the broker to the issue  | N/A |
| 24 | Amount of any handling fee payable to brokers who lodge acceptances or renunciations on behalf of security holders  | N/A |
| 25 | If the issue is contingent on security holders' approval, the date of the meeting   | N/A |
| 26 | Date entitlement and acceptance form and offer documents will be sent to persons entitled   | N/A |
| 27 | If the entity has issued options, and the terms entitle option holders to participate on exercise, the date on which notices will be sent to option holders | N/A |
| 28 | Date rights trading will begin (if applicable)  | N/A |
| 29 | Date rights trading will end (if applicable)  | N/A |
| 30 | How do security holders sell their entitlements <i>in full</i> through a broker?  | N/A |
| 31 | How do security holders sell <i>part</i> of their entitlements through a broker and accept for the balance?   | N/A |
| 32 | How do security holders dispose of their entitlements (except by sale through a broker)?  | N/A |
| 33 | <sup>+</sup> Issue date   | N/A |

## Part 3 - Quotation of securities

<sup>+</sup> See chapter 19 for defined terms.

## Appendix 3B

### New issue announcement

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*You need only complete this section if you are applying for quotation of securities*

34 Type of <sup>+</sup>securities  
(tick one)

(a) x <sup>+</sup>Securities described in Part 1

(b) x All other <sup>+</sup>securities

Example: restricted securities at the end of the escrowed period, partly paid securities that become fully paid, employee incentive share securities when restriction ends, securities issued on expiry or conversion of convertible securities

### Entities that have ticked box 34(a)

#### Additional securities forming a new class of securities

*Tick to indicate you are providing the information or documents*

35 ☐ If the <sup>+</sup>securities are <sup>+</sup>equity securities, the names of the 20 largest holders of the additional <sup>+</sup>securities, and the number and percentage of additional <sup>+</sup>securities held by those holders

36 ☐ If the <sup>+</sup>securities are <sup>+</sup>equity securities, a distribution schedule of the additional <sup>+</sup>securities setting out the number of holders in the categories  
1 - 1,000  
1,001 - 5,000  
5,001 - 10,000  
10,001 - 100,000  
100,001 and over

37 ☐ A copy of any trust deed for the additional <sup>+</sup>securities

### Entities that have ticked box 34(b)

38 Number of <sup>+</sup>securities for which <sup>+</sup>quotation is sought 

|           |
|-----------|
| 1,237,697 |
|-----------|

39 <sup>+</sup>Class of <sup>+</sup>securities for which quotation is sought 

|                            |
|----------------------------|
| Fully paid ordinary shares |
|----------------------------|

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<sup>+</sup> See chapter 19 for defined terms.

|    |   |                     |                            |
|----|---|---------------------|----------------------------|
| 40 | <p>Do the +securities rank equally in all respects from the +issue date with an existing +class of quoted +securities?</p> <p>If the additional +securities do not rank equally, please state:</p> <ul style="list-style-type: none"><li>• the date from which they do</li><li>• the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment</li><li>• the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment</li></ul> | Yes                 |                            |
| 41 | <p>Reason for request for quotation now</p> <p>Example: In the case of restricted securities, end of restriction period</p> <p>(if issued upon conversion of another +security, clearly identify that other +security)</p>  | Exercise of Options |                            |
| 42 | Number and +class of all +securities quoted on ASX ( <i>including</i> the +securities in clause 38)   | Number              | +Class                     |
|    |   | 513,802,026         | Fully Paid Ordinary Shares |

### Quotation agreement

- 1 +Quotation of our additional +securities is in ASX's absolute discretion. ASX may quote the +securities on any conditions it decides.
- 2 We warrant the following to ASX.
  - The issue of the +securities to be quoted complies with the law and is not for an illegal purpose.
  - There is no reason why those +securities should not be granted +quotation.
  - An offer of the +securities for sale within 12 months after their issue will not require disclosure under section 707(3) or section 1012C(6) of the Corporations Act.
 

Note: An entity may need to obtain appropriate warranties from subscribers for the securities in order to be able to give this warranty
  - Section 724 or section 1016E of the Corporations Act does not apply to any applications received by us in relation to any +securities to be quoted and that no-one has any right to return any +securities to be quoted under

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+ See chapter 19 for defined terms.



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sections 737, 738 or 1016F of the Corporations Act at the time that we request that the +securities be quoted.

- If we are a trust, we warrant that no person has the right to return the +securities to be quoted under section 1019B of the Corporations Act at the time that we request that the +securities be quoted.
- 3 We will indemnify ASX to the fullest extent permitted by law in respect of any claim, action or expense arising from or connected with any breach of the warranties in this agreement.
- 4 We give ASX the information and documents required by this form. If any information or document is not available now, we will give it to ASX before +quotation of the +securities begins. We acknowledge that ASX is relying on the information and documents. We warrant that they are (will be) true and complete.

Sign here:



Date: 2 September 2019

Print name:

JAY STEPHENSON  
*Company Secretary*

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+ See chapter 19 for defined terms.