



Bubs Australia Limited
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BUBS AUSTRALIA LAUNCHES VITA BUBS®
CHILDREN'S NUTRITION SPECIALIST – VITAMIN AND MINERAL SUPPLEMENTS
NATIONAL RANGING IN 400 CHEMIST WAREHOUSE STORES FROM OCTOBER 2020



- ***Vita Bubs® is a natural extension of Bubs nutritional expertise and leverages existing Bubs® brand awareness, consumer base, marketing coverage, and operational capability.***
- ***Taps into Australia's \$2.3 billion Vitamin and Mineral Supplements (VMS) category.***
- ***Launch partner Chemist Warehouse accounts for more than 50% of VMS retailed in Australia.***
- ***Full product range to be available across 400 stores in October 2020.***
- ***Vita Bubs® expected to materially add to Bubs domestic revenue.***
- ***Increases Bubs® portfolio in Chemist Warehouse to 40 retail products - the most comprehensive Australian specialist brand in children's nutrition.***
- ***Bubs newly appointed Global Brand Ambassador, Jennifer Hawkins, to spearhead Vita Bubs® consumer campaign launch.***
- ***Vita Bubs® will roll out to multiple export markets across SE Asia in CY20, as well as immediate access to Bubs China strategic alliances, including Alibaba.***

Melbourne, 27 July 2020: Bubs Australia Limited (ASX: **BUB**) has entered the Vitamin and Mineral Supplements (VMS) category through an agreement with Chemist Warehouse for its new Vita Bubs® infant and children's VMS range. Vita Bubs® will be ranged in 400 stores of Australia's biggest pharmacy chain and Australia's largest vitamin retailer.

Bubs Founder and Chief Executive Officer, Kristy Carr said: "The Vitamin and Mineral Supplements category provides Bubs with the opportunity to leverage our unique positioning as a Children's Nutrition and Australian Goat Dairy specialist with the launch of a complementary brand extension into this material \$2.3 billion category.

"The move into the Vitamin and Mineral Supplements category is consistent with our strategy to evolve into high margin adjacent categories where we know our end consumers and can leverage existing core competencies and brand reach across multiple children's feeding and health settings. We expect the launch into Chemist Warehouse will add materially to our domestic revenue," Mrs. Carr said.



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Jack Gance, Chairman of Chemist Warehouse said: "The launch of Vita Bubs® across the Chemist Warehouse network is just another sign of the strength of our strategic alliance with Bubs Australia. We are now into the second year of our partnership, and this Vita Bubs® launch provides the brand an opportunity to access our market dominance in the important and growing Vitamin and Mineral Supplements category in addition to its strong position in premium specialty infant formula and nutrition products. We are delighted with this show of strength and commitment from Bubs to the continuation of our long-term relationship.

"As an authentic Australian owned and made brand with the most comprehensive range in the mother and baby category, we are proud of our partnership and exciting opportunities ahead," Mr. Gance said.

Commenting on the new product launch, Mrs. Carr said: "Vita Bubs® is an innovative range of vitamin and mineral supplements, available in both child-friendly chewable tablets and single-serve powder sachets. The range consists of advanced formulations tailored for newborns through to twelve year olds, with premium ingredients including Australian goat milk, lactoferrin, colostrum and probiotics to address the primary immunity, bone development, digestive and cognitive health concerns parents have for their children.

"Importantly, we have already secured brand loyalty and parent's trust in what is a highly sensitive and emotional product category. The launch of Vita Bubs® is a natural extension of this trust and provides the opportunity to leverage our existing consumer base and communication channels to drive awareness and education, whilst seamlessly integrating into our current business operations.

"We are excited to launch this product range with our strategic partner Chemist Warehouse, the undisputed leading retail network in the category, across its 400 stores nationally from October. This will mean the complete Bubs® portfolio of 40 products will be available in Chemist Warehouse stores.

"The Vita Bubs® launch partnership with Chemist Warehouse builds on an already successful strategic alliance for marketing Bubs® core goat and organic cow milk infant formula, as well as Bubs® junior nutrition drinks, organic baby food, cereals and toddler snacks.

"The launch into the Vitamin and Mineral Supplements category now provides the opportunity for an increased basket size, with an additional purchase from Bubs existing core users into a new health need and usage occasion," Mrs. Carr said.

"The Vita Bubs® launch will be spearheaded by our newly appointed Bubs Global Brand Ambassador, Jennifer Hawkins, via an integrated consumer engagement campaign across all of our key markets.



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Opening orders for Chemist Warehouse are expected to be delivered during the first quarter of FY21, with on-shelf implementation in late October 2020. In addition, the Company plans to roll out the Vita Bubs® range into international markets, including China (CBEC), Vietnam, Hong Kong, Singapore and Malaysia during the course of calendar year 2020.

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Product pack shots can be downloaded here:

[Link to Vita Bubs Range Image](#)

About Bubs Australia Limited (ASX: BUB)

Founded in 2006 in Sydney, Bubs Australia is inspiring new generations of happy, healthy bubs through its Australian range of super-premium infant and children's nutrition products.

Bubs® goat milk and Bubs Organic® grass-fed cow's milk infant formula, organic baby food, cereals and toddler snacks, together with Vita Bubs® vitamin and mineral supplements, cater for all stages of a child's development, nutritional health need and usage occasion.

Bubs Australia is the leading vertically integrated 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. The Company also produces goat milk products for adults under multiple brand portfolios, including CapriLac®, Deloraine®, and Capela®.

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