



Bubs Australia Limited
ACN 060 094 742
23-29 Nina Link, Dandenong South
VIC 3175 Australia

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

25 March 2024

The Manager
Market Announcements Office
ASX Limited
Exchange Centre
20 Bridge Street
SYDNEY NSW 2000

Dear Sir/Madam

Re: ASX Listing Rule 3.17.1

In accordance with ASX Listing Rule 3.17.1, please find attached a copy of correspondence emailed to Bubs Australia Limited's shareholders today.

Yours sincerely

Jay Stephenson
Company Secretary
Bubs Australia Limited

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bübs®



BUBs Pathway to Profitability

BUBs is pleased to share the recording of an interview between BUBs CEO Reg Weine and prominent business journalist and author, Damon Kitney. In the short interview there is discussion around size of the US opportunity for BUBs, the Company's management of costs, inventory and margins, the outlook for BUBs in China and the Company's pathway to profitability.

In the Company's half year results presentation published on 26 February 2024, the Company stated it was targeting to be cash flow positive in FY25. In discussing the Company's pathway to profitability, Bubs CEO Reg Weine, reiterated that the Company would be cash flow positive in FY25 and says Bubs will also be EBIT positive in FY25.

The interview can be accessed below:

Web link to interview: <https://vimeo.com/926105601/019437b838?share=copy>