



6 July 2016

ASX Market Announcements Office  
Australian Securities Exchange

**Baby Bunting Group Limited (ASX: BBN) – mandatory direct crediting of dividends**

Enclosed is a copy of a letter being sent to certain shareholders today in relation to the introduction of mandatory direct crediting of dividends.

**Corey Lewis**  
Company Secretary

# Baby Bunting Group Limited

ABN 58 128 533 693

## Update your information:



### Online:

[www.investorcentre.com/contact](http://www.investorcentre.com/contact)



### By Mail:

Computershare Investor Services Pty Limited  
GPO Box 2975 Melbourne  
Victoria 3001 Australia

## Enquiries:

(within Australia) 1300 850 505  
(international) +61 3 9415 4000



06 July 2016

Dear Shareholder,

### Direct Credit Payments of Dividends

Baby Bunting's Board has decided to mandate electronic direct credit payments of dividends to all shareholders with a registered address in Australia. This means that dividends will not be paid by cheques to shareholders with a registered address in Australia.

This payment method provides a number of benefits. Direct credit allows funds to be paid and available in your account more quickly. It eliminates the risk of cheque fraud and prevents the risk of cheques being lost or stolen. The Company reduces the resources consumed by printing and mailing physical cheques and the associated costs.

We are sending you this letter because we do not have your direct credit details on file. To ensure that you receive future dividend payments promptly, please either:

- go to [www.computershare.com.au/easyupdate/BBN](http://www.computershare.com.au/easyupdate/BBN) and update your account details (in "My Profile" select "Banking details" to enter your account details); or
- complete a direct credit form. Enclosed is a direct credit form and reply paid envelope to assist you in lodging your banking details with Computershare.

If you require further information please contact Computershare on (within Australia) 1300 850 505 or (international) +61 3 9415 4000.

It is important to note that while dividend payments will be made by direct credit to shareholders with a registered address in Australia, we will continue to send to shareholders a dividend statement which will confirm your number of shares, the amount of the dividend, the date of payment and Australian financial institution banking instructions to which the payment has been made. We also encourage all shareholders to receive their dividend statement electronically and request you register your email address with Computershare for this purpose.

We have also included on the reverse side of this letter a list of frequently asked questions in relation to payment of dividends by direct credit. We trust this is of assistance. If you have any further queries regarding the above or your shareholding in general, please contact Computershare.

Yours sincerely

**Corey Lewis**  
Company Secretary

## **FREQUENTLY ASKED QUESTIONS**

### **Why is Baby Bunting Group Limited mandating direct credit payments of dividends to shareholders with a registered address in Australia?**

This change will provide a number of benefits. There will be no delay in waiting for a cheque to be delivered in the mail as your funds will be deposited on the date of payment of the dividend. As well as enhanced convenience for shareholders, direct credit dividend payments also minimise the potential for fraud and reduce processing costs for the Company.

Payment by direct credit will also eliminate missing or lost cheques which are not presented for payment. Unclaimed funds represented by unpresented cheques are ultimately paid to the Government under the Unclaimed Monies legislation.

### **What type of account can I nominate?**

We will deposit payments to Australian financial institution accounts such as a bank account, building society, credit union or cash management trust account. We cannot pay by direct credit to credit cards.

### **If I don't get a cheque in the mail, how will I know that the payment has been made?**

We will continue to send shareholders a dividend statement which will confirm the number of shares, the dividend amount and the date of payment. Once you have provided your valid direct credit details you will also see the details of the nominated account into which the payment has been made. You can also access your dividend payment history online at [www.investorcentre.com](http://www.investorcentre.com) and clicking on "Payment Enquiry".

### **What happens if I change my account details?**

Your dividends will be paid according to the payment information held by Computershare at the dividend record date. Shareholders can change their payment instructions at any time, either by calling Computershare or going online at [www.investorcentre.com](http://www.investorcentre.com) and clicking on "Bank Detail Update". If a dividend payment is made and your financial institution advises us that your nominated account has been closed, your payment will be withheld until such time as you have provided Computershare with your new direct credit instructions. Once your new details have been received and recorded, the payment will be deposited into your account.

### **What if I don't have a bank account? Can I have my dividends paid to a third party?**

We will accept payment instructions to a third party account. This means that you can nominate any financial institution account; not just an account in your name. We will then pay your dividends into the nominated account and will continue to do so unless you provide different payment instructions.

### **What will happen to my payment if I do not give my banking instruction details?**

Your payment will be withheld until such time as you have provided Computershare with your direct credit instructions. You will still receive your dividend statement, which will confirm the number of shares, the amount of the dividend and the date of payment.

### **What about the privacy of my payment information?**

Your payment information will be held by Computershare and will only be used for the purpose of paying dividends or other payments relating to your shareholding. Payment information will only be disclosed to contractors, such as a printing house, for the purposes of making these payments. Computershare has stringent security measures in place to prevent unauthorised disclosure of your details and these procedures are regularly and independently audited.