



11 October 2016

BBN

MR SAM SAMPLE
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Dear Shareholder

2016 Annual General Meeting

Baby Bunting Group Limited's Annual General Meeting for the year ended 26 June 2016 will be held on Monday, 21 November 2016 at 10.00am (Melbourne time).

The meeting will be held at Level 26, 181 William Street, Melbourne.

Enclosed is a copy of the Notice of Annual General Meeting and related proxy form.

The items of business for the Annual General Meeting will consist of consideration of the Company's annual statutory reports, adoption of the Remuneration Report and the approval of a proposed grant of performance rights to the CEO and Managing Director, Matt Spencer.

In addition, shareholders will be asked to vote on the re-election of two directors. Tom Cowan and Melanie Wilson are both existing directors who, in accordance with the Company's Constitution, are retiring and seeking re-election at the meeting.

Under the Company's Constitution, I too am required to step down as a director at the conclusion of the Annual General Meeting. However, I have decided not to seek re-election. I have been a director of Baby Bunting since December 2007. During that time, the Company has seen considerable growth, with a high point being the Company's successful ASX-listing in October 2015. It has been a privilege to be part of the team involved in that growth and success.

In advance of the Company's listing, steps were taken to ensure that a management team and a Board appropriate for a listed company were in place. I'm pleased to say that I leave the Company in very good hands. Matt Spencer, the Company's CEO and Managing Director, leads our executive team. Ian Cornell, a director with considerable retail, executive and listed company board experience, will be succeeding me as Chairman. I wish them both continuing success.

If you wish to attend the Annual General Meeting in person (and not vote by proxy), please present your proxy form to assist with registration on the day. If you will not be attending in person, you can lodge proxy instructions by completed the enclosed proxy form.

I look forward to seeing you at the Company's 2016 Annual General Meeting.

Yours sincerely

Barry Saunders
Chairman