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ASX Market Announcements Office
Australian Securities Exchange

Baby Bunting Group Limited (ASX: BBN)

Appointment of Mr Stephen Roche as a Non-executive Director

The Baby Bunting Board is pleased to announce the appointment of Stephen Roche as a Non-executive Director effective 1 May 2017.

Most recently Stephen was the Managing Director and Chief Executive Officer of Australian Pharmaceutical Industries Limited (API), the parent company of Priceline Pharmacy, Soul Pattinson Chemist and Pharmacist Advice. He held this role from August 2006 to February 2017.

Baby Bunting's Chairman Ian Cornell stated "Stephen has had a very successful executive career at API. Following his appointment as CEO, among other things, he lead the expansion of API's Priceline / Priceline Pharmacy network to over 440 stores with annualised retail turnover of more than \$2 billion. Today, it is a leading mass market health and beauty retailer.

"The Baby Bunting Board has been focussed on ensuring that it collectively reflects the mix of skills and diversity appropriate for the Company's stage of development. Board renewal has been a part of this and Stephen brings significant recent experience in leading a successful retail network rollout and growth strategy as well as implementing major transformational initiatives. His skills, experience and perspective will complement those on the Board."

"I am excited to be joining the Baby Bunting Board at this time. Baby Bunting has a compelling offer and growth strategy and I look forward to seeing the Company build on its position as Australia's leading baby goods retailer" said Stephen Roche.

Stephen joined API in March 2005. Previously he was Group General Manager, Health Services for Mayne Group Limited with responsibility for pharmacy distribution, pathology and other business units. Previous roles included Chief Operating Officer, Healthcare Services for FH Faulding & Co and a number of management roles at CSR.

He holds a Bachelor of Business from the University of South Australia and is a fellow of the Australian Institute of Company Directors. He is the Chairman of Priceline Sisterhood Foundation Limited, a charitable foundation established by API to support specific charities helping women who are affected by serious illness. He is also a Director of The Myer Family Investments Pty Ltd.

For further information, please contact:

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