



Bubs Australia Limited
ACN 060 094 742
2-4/6 Tilley Lane, Frenchs Forest
NSW 2086 Australia

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ASX Announcement SUCCESSFUL COMPLETION OF PLACEMENT

- ***Oversubscription a strong vote of confidence***
- ***New institutional investors introduced***
- ***Strong individual and cornerstone investor support***

Sydney, 1 September 2017: Bubs Australia Limited (ASX: BUB) is pleased to announce the successful completion of an institutional share placement, raising approximately A\$15.97 million (before costs) at \$0.45 per share from professional and sophisticated investors in Australia and internationally (**Placement**).

The proceeds of the Placement will be used to improve the Company's financial flexibility and working capital to take advantage of future growth opportunities.

The Placement will result in the issue of approximately 35.45 million new shares in Bubs Australia which will rank equally with existing Bubs Australia shares. The new Bubs Australia shares are expected to be issued on 8 September 2017 and to commence trading on ASX on 11 September 2017. The Placement utilised Bubs Australia existing placement capacity under ASX Listing Rule 7.1.

Dennis Lin, Chairman of Bubs Australia, said: "We are very pleased with our capital raising. It has brought in a strong backing of new institutional investors and private investors, while cornerstone investors have increased their positions. Bubs exclusive partner and an authorised distributor in China, Brilite Nutritionals (Shanghai), has also taken a stakeholding as they share our vision for expansion plans into China. We would like to thank all who have made it such a great success."

"The oversubscription is a terrific vote of confidence in Bubs vision and our ambition to become a leading brand in the premium organic infant food and the specialty infant milk formula segments, both here and overseas, principally in Asia.

"Following the Placement we will be well positioned to continue to build on the momentum established since listing in January this year. We will utilise the funds raised to invest in working capital and continue to progress our four-pillar strategy, including expanding our domestic penetration, marketing and brand development, strategic opportunities and product innovation, and enhanced focus on China and the Asia region," said Mr Lin.



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Following release of this announcement, Bubs Australia requests that trading of its shares be reinstated.

Bubs released its *FY17 Preliminary Financial Results* on 28 August 2017, and lodged a *FY17 Preliminary Financial Results Investor Presentation* with the ASX on 29 August 2017.

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Media and Investor Inquiries

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About Bubs Australia Limited

Bubs Australia is engaged in the business of inspiring new generations of happy, healthy bubs through its premium range of Australian made organic baby food and specialty infant milk formula products.

Based in Sydney Australia, Bubs Australia develops and markets innovative infant nutrition products that give mums and their bubs reason to 'smile from the inside™.'