



17 October 2017

BBN

MR SAM SAMPLE
FLAT 123
123 SAMPLE STREET
THE SAMPLE HILL
SAMPLE ESTATE
SAMPLEVILLE VIC 3030

Dear Shareholder

2017 Annual General Meeting

Baby Bunting Group Limited's Annual General Meeting for the year ended 25 June 2017 will be held on Monday, 20 November 2017 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 as well as a resolution relating to the adoption of the 2017 Remuneration Report.

In addition, shareholders will be asked to vote on the election and re-election of directors. Gary Levin and I, in accordance with the Company's Constitution, are retiring and seeking re-election at the meeting. Another two directors, Donna Player and Stephen Roche, having been appointed since the last annual general meeting, are retiring and seeking election as directors at the meeting.

The final item of business relates to a proposal to appoint Ernst & Young as the Company's auditor.

Further information about these items are in the Notice of Annual General Meeting.

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 2017 Annual General Meeting.

Yours sincerely

Ian Cornell
Chairman