



Bubs Australia Limited
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BUBS AUSTRALIA SIGNS AGREEMENT WITH CHINESE E-COMMERCE GIANT JD.COM

- *Bubs Australia enters a direct International Supply Agreement with JD.com Worldwide*
- *Bubs® entire range of infant formula, baby food and cereals, as well as CapriLac® goat milk powder, will be sold on JD.com*
- *JD.com is China's largest retailer by revenue, with over 266 million annual active users*

Sydney, 20 February 2018: Bubs Australia Limited (ASX: BUB) is pleased to announce the Company has entered into an International Supply Agreement with Chinese online giant, JD.com International Limited.

Bubs Australia Chief Executive Officer, Nicholas Simms said: "Product quality and provenance are critical factors in serving the Chinese market, where goat milk based products continue to experience strong growth. Now as Australia's largest producer of goat dairy products with a pathway to becoming Australia's only vertically integrated producer of goat milk formula, Bubs Australia is uniquely placed to broaden its appeal to the Chinese market.

"Bubs® Goat Milk Infant Formula, Bubs Organic® Baby Food pouches and cereals, as well as CapriLac® goat milk powder, will be sold on JD.com's e-Commerce platform following Chinese New Year holiday celebrations. The inclusion of CapriLac® goat milk powder, which we acquired with the NuLac Foods transaction at the end of 2017, is a clear demonstration of the confidence in our growing product offering and the additional growth drivers available to our business.

"This is a particularly exciting development in light of the recent alignment between JD.com and VIP.com, an existing channel for Bubs®," Mr. Simms said.

JD.com will open its first Australian business office in Melbourne this month, demonstrating the strategic importance of this region and their dedication to accelerating the growth of high quality authentic Australian brands.

JD.com is both the largest e-commerce company in China, and the largest Chinese retailer, by revenue. As of 30 September 2017, JD.com had over 266 million annual active users. The company strives to offer consumers the best online shopping experience. Through its user-friendly website, native mobile apps, and WeChat and Mobile QQ entry points, JD.com offers consumers a superior shopping experience. The company has the largest fulfilment infrastructure of any e-commerce company in China. As of 30 September 2017, JD.com operated 7 fulfilment centres and 405 warehouses covering 2,830 counties and districts across China. JD.com is a member of the NASDAQ100 and a Fortune Global 500 company.

END



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About Bubs Australia Limited (ASX: BUB)

Bubs Australia is engaged in the business of inspiring new generations of happy, healthy consumers through its range of Australian made premium infant nutritional and goat dairy products.

Founded in 2006 in Sydney, Bubs Australia develops and markets innovative infant nutrition products for the first 1,000 days of life, that give parents and their bubs reason to 'smile from the inside[®]'.

In 2017, Bubs Australia acquired NuLac Foods giving the company a 'pathway to provenance' to become Australia's only vertically integrated producer of goat milk infant formula, and the largest producer of goat dairy products in the country.