

A close-up photograph of a baby with light skin and blue eyes, wearing a white long-sleeved shirt. The baby is holding a small, blue and green globe with both hands. The background is a bright, out-of-focus indoor setting with a window showing greenery outside.

# bübs®

**ASX: BUB**  
Bubs Australia

Credit Suisse Dairy Day

**Nicholas Simms** | CEO

11<sup>th</sup> April 2018

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Meeting stakeholder needs while adapting to  
evolving regulatory and environmental standards



A close-up photograph of a baby with light skin and blue eyes, wearing a white long-sleeved shirt. The baby is holding a small, blue and green patterned globe with both hands. The background is softly blurred, showing what appears to be a window with light coming through.

## STRATEGIC PRIORITIES

Four key pillars critical to delivering the future growth of the business

Domestic  
Market  
Penetration

Enhanced  
Asian  
Focus

Brand  
Awareness  
& Impact

Innovation  
& Product  
Development

# INCREASED MARKET PENETRATION

Improvement in Bubs® availability across key domestic retailers, continues to positively influence commercial security and mitigate risk

- ⌚ Continued growth in Bubs domestic footprint has more than doubled availability of Bubs® infant formula & baby food products
- ⌚ Since ASX listing ranging of Bubs® Infant Formula has been secured in Woolworths, Chemist Warehouse, Costco, Big W & leading Pharmacies
- ⌚ Bubs® Baby Food & Baby Cereals now ranged in selected Chemist Warehouse stores & online nationally
- ⌚ Bubs® Baby Cereals accepted by Australia's largest supermarket chain, Woolworths
- ⌚ Distribution gains in pharmacy is driving Bubs® Infant Formula volume growth of 1,786% & 669% growth in Bubs® Baby Foods over the last 12 weeks versus pcp last year  
Source : Australian Pharmacy Bubs Scan Sales Performance 25<sup>th</sup> February 2017
- ⌚ New Coach House Dairy® milk variant accepted by Coles Supermarkets
- ⌚ Caprilac® fresh milk now in selected Aldi stores



# BRAND AWARENESS & IMPACT

## Bubs® continues to position itself to meet consumers growing expectations around food safety & environmental standards – traceability / transparency / organic

- ⌚ Continues to evolve its highly effective digitally led marketing campaigns & communications – more to come
- ⌚ Bubs® has over 105,000+ highly engaged fans, inspiring mum-to-mum through via our social content and community.
- ⌚ Continued to reach new consumers through participating in parenting communities and social influencer Bubs® product reviews and referrals for products
- ⌚ Continued optimization of promotional & marketing effectiveness to build average rate of sale & purchase value
- ⌚ Caprilac® brand strategy development planning underway to reaffirm brand credentials & underpin brand roadmaps
- ⌚ Leverage existing capabilities and commercial competencies
- ⌚ Continued to investment in marketing to support growth



# PRODUCT INNOVATION & DEVELOPMENT

A broader view of regulatory requirements & compliance needs to be taken of the supply chain to meet not only today's standards but tomorrow's



## ENHANCED ASIAN FOCUS

Authorities future regulatory requirements, including attention to provenance and the degree of control a brand has over its supply chain, will only intensify over time

- ⌚ Continue to progress activities to meet China infant formula regulatory requirements – supply chain integration, CNCA discussions
- ⌚ Additional regulatory requirements to meet Chinese standards are taking place in parallel
- ⌚ Selected Bubs Organic Baby Food & Cereals have received CIQ approval enabling official importation to commence
- ⌚ Bubs® continues to build strategic relationships with key cross border eCommerce platforms and Daigou market
- ⌚ China social influencer 'KOL' pilot underway before expanding to including nutritional experts & brand ambassadors to digitally recruit and retain new consumers
- ⌚ Scoping of targeted SE Asian Markets underway





## CONTINUED MOMENTUM (ASX:BUB)



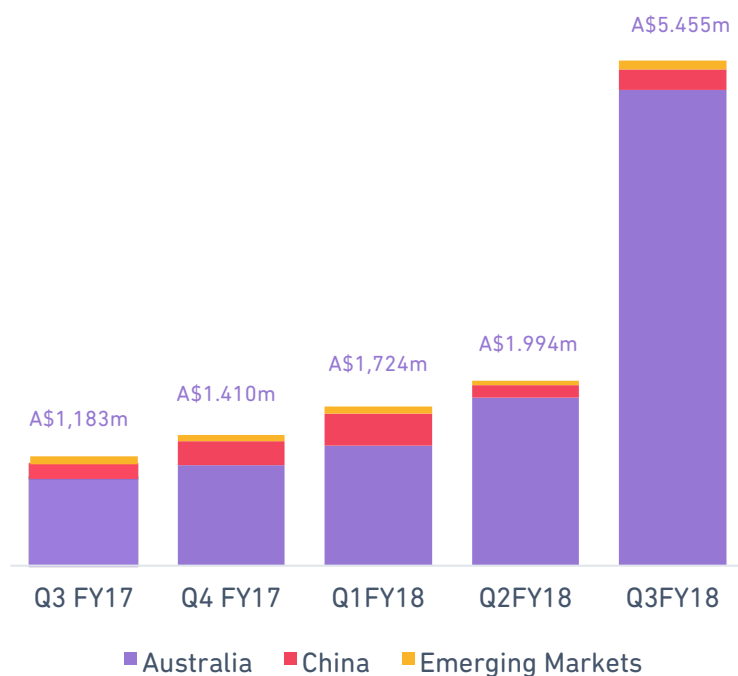
“The acquisition of Nulac Foods transforms our business and places Bubs in an unrivalled position to develop the market for infant and adult goat milk products”

Dennis Lin,  
Bubs Australia Chairman

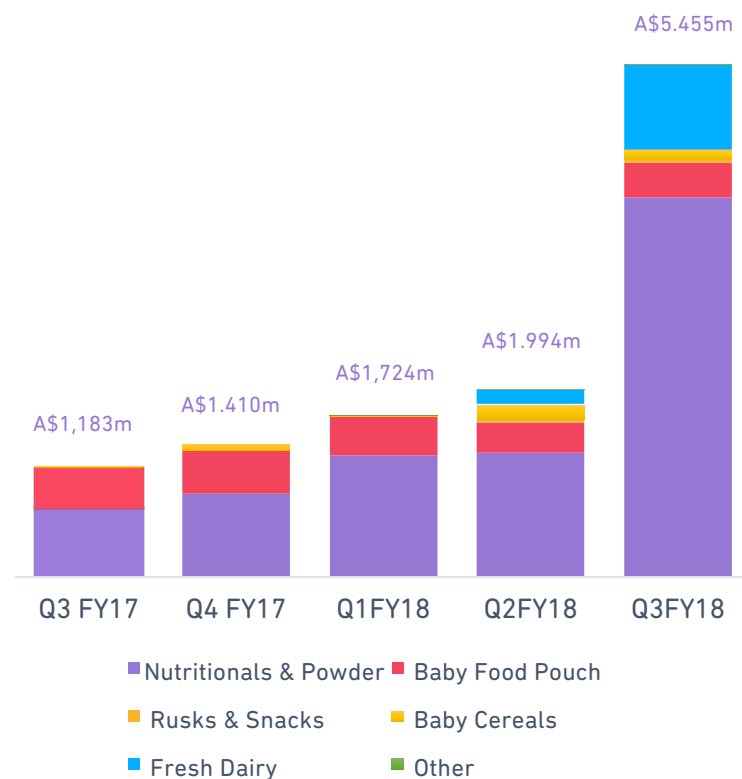
# PERFORMANCE UPDATE

Focus on our four pillar strategy, combined with underlying investments in resources & capabilities continues to deliver controlled and measured growth

GROSS SALES - GEOGRAPHIC



GROSS SALES - PRODUCT GROUP





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