



Bubs Australia Limited (ASX: BUB)
ACN 060 094 742
2-4/6 Tilley Lane, Frenchs Forest
NSW 2086 Australia
1800 2827 2878 (1800 BUBS AUST)
hello@bubsaustralia.com
investor.bubsaustralia.com

MAJOR NEW USA SUPPLY AGREEMENTS WITH KROGER AND ALBERTSONS

FIRST FLIGHT OF BUBS INFANT FORMULA TO BE DISTRIBUTED IN 35 STATES TO FAMILIES IN NEED

- Bubs expands USA 'bricks and mortar' footprint with The Kroger Co. and Albertsons Companies, with Bubs® infant formula and toddler products to be ranged in more than 4,000 stores across 35 states.
- First consignment of Bubs® Infant Formula under "Fourth Operation Fly Formula Mission" to be purchased by Kroger Co. and Albertsons Companies to help relieve USA's infant formula shortage.
- All 6 infant formula and 2 toddler formula products, including Bubs Supreme™ A2 Beta-Casein Protein, Bubs Organic® Grass Fed, and Bubs® Goat Milk, expected on shelf starting 20 June 2022.
- Bubs continues to work with Australian and global distribution partners to ensure reliable supply for all families.

Melbourne, 10 June 2022: Bubs Australia (ASX: BUB), producer of Bubs® Australian made infant formula, advises the entire first chartered 747-400F air cargo flight operated under the U.S. Government's 'Fourth Operation Fly Formula Mission', will be purchased by two major infant formula retailers in the USA; The Kroger Co., and new retail partner, Albertsons Companies. Distribution to stores will be expedited and product is expected to be available in retail stores from 20 June 2022.

The six new lines include Bubs Supreme™ A2 Beta-Casein Protein, Bubs Organic® Grass Fed, and Bubs® Easy-digest Goat Milk Infant Formula and Follow-On Formula products, which supplement the existing two Aussie Bubs™ Toddler Formula products already in market.

Bubs Founder and CEO, Kristy Carr said: "It is certainly a milestone achievement of which Bubs Family can all be proud. We have been working around the clock to ensure we get these critical supplies of infant formula to retail shelves in the USA. I thank all our team in Australia and the USA, our freight and logistics partners, and the U.S. and Australian Government officials, who have all collaborated to bring this much-needed relief to American families.

"Our first chartered 747-400F air cargo shipment under 'Operation Fly Formula' will be purchased and distributed by two of the largest infant formula retailers in the United States; The Kroger Co. and Albertsons Companies. We extend our thanks to our retail partners, who will endeavour that our products quickly get to retail shelves in the States and stores in most need with the highest stock-out rates.

"This significant expansion of our retail footprint to over 4,000 stores across 35 States is a truly exciting development. Bubs® will be the only Australian made infant formula available for sale in the USA.

"The Kroger Co. is one of the largest retailers in the United States based on annual sales, with 2,750 grocery retail stores serving 11 million customers a day across 35 states. We already have a relationship with Kroger through Ralph's, Fry's, Fred Meyer and Food4Less, and now this has deepened with The Kroger Co. confirming ranging of all six Bubs® Infant Formula products, as well as both of our Aussie Bubs™ Toddler Formula products, in almost all retail banners within the Kroger group.



Bubs Australia Limited (ASX: BUB)
ACN 060 094 742
2-4/6 Tilley Lane, Frenchs Forest
NSW 2086 Australia
1800 2827 2878 (1800 BUBS AUST)
hello@bubsaustralia.com
investor.bubsaustralia.com

"We are also excited to have Albertsons Companies as a new retail partner. Albertsons is one of the largest food and drug retailers in the United States, with over 2,200 stores in 34 states with numerous well-known retail banners. They have confirmed ranging of four Bubs® Infant Formula products plus one Aussie Bubs™ Toddler Formula product in around 1,700 supermarkets.

"We are looking forward to working with Kroger and Albertsons to ensure Bubs® products reach American families most in need as soon as possible," said Mrs. Carr.

Mrs. Carr confirmed that Bubs was continuing to fulfil Australian retailers and export markets with their orders and has not experienced any significant volatility or disruption to supply or demand in other markets as a result of the U.S. infant formula shortage.

Kroger Co. retail banners ranging Bubs®:

- | | | |
|-----------------------|----------------------|----------------------------|
| - Kroger supermarkets | - Foods Co. | - King Soopers |
| - Ralphs* | - Fred Meyer* | - Metro Market |
| - Baker's | - Fry's Food Stores* | - Pay Less Super Markets |
| - City Market | - Gerbes | - Pick n Save |
| - Dillons | - Harris Teeter | - QFC Quality Food Centers |
| - Food4Less* | - JayC Food Stores | - Smith's |

**Existing distributor of Aussie Bubs™ Toddler Formula*

Albertsons Companies retail banners ranging Bubs®:

- | | | |
|--------------|--------------|-------------|
| - Albertsons | - Jewel Osco | - Tom Thumb |
| - Safeway | - Acme | - Star |
| - Vons | - Shaw's | |
| - Pavilions | - Randall's | |

This announcement was approved by the Board of Directors.

Media and Investor Inquiries

Grace McCarthy: Ph +61 422 558 112 and Deanne Curry: Ph. +61 414 388 997

media@bubsaustralia.com

investors@bubsaustralia.com



Bubs Australia Limited (ASX: BUB)
ACN 060 094 742
2-4/6 Tilley Lane, Frenchs Forest
NSW 2086 Australia
1800 2827 2878 (1800 BUBS AUST)
hello@bubsaustralia.com
investor.bubsaustralia.com

About Aussie Bubs Incorporated (USA)

<https://aussiebubs.com>

Bubs established a presence in the USA in June 2021, where it distributes and markets Aussie Bubs™ Toddler Formula products. It has established import supply chain and logistics in place, and routinely has shipments cleared via U.S. Customs and Border Protection.

The FDA label-compliant Aussie Bubs™ Toddler Formula products are available online at major e-commerce platforms; over 1,000 brick and mortar stores; direct to consumer via Aussie Bubs website; as well as ranged with the three largest national wholesale distributors in the USA: DPI Specialty Foods, KeHe and UNFI with rapidly increasing retail network.

Aussie Bubs™ Toddler Formula and Bubs® Infant Formula ranges are sourced through Bubs integrated supply chain and manufactured in its FDA registered facility in Victoria, Australia.

Aussie Bubs range and existing Bubs formulations meet stringent Clean Label Purity standards with confirmation of the USA certified Clean Label Purity Award.

About Bubs Australia

Founded in 2006 in Sydney, Bubs Australia's vision is to create new generations of happy, healthy bubs and families through its range of premium Australian infant nutrition and goat dairy products, including specialty and nutritional milk powder products for the whole family. Bubs® Goat Milk Infant Formula and Bubs Organic® Grass-fed Cow's Milk Infant Formula, along with organic baby food, cereals, toddler snacks, and Vita Bubs® infant and children's vitamin and mineral supplements, cater for all feeding occasions and stages of development from newborn through to childhood.

Bubs Australia is the leading producer of goat dairy products in Australia with exclusive milk supply back to the farm gate. Bubs is proudly the only infant formula in the world to be based on Australian goat milk.

Bubs products are widely sold in major supermarkets and pharmacies throughout Australia, as well as exported to China, Southeast Asia, the Middle East and USA.

Consumer Website: bubsaustralia.com

Investor Centre: investor.bubsaustralia.com