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## **BUBS FURTHER EXPANDS ITS RETAIL DISTRIBUTION OF INFANT FORMULA IN THE U.S.**

### **BUBS ENTERS INTO SUPPLIER AGREEMENT WITH WALMART WITH PLANS TO DELIVER ITS 2<sup>ND</sup> PLANE LOAD UNDER 'OPERATION FLY FORMULA' DEPARTING TODAY**

- **Bubs prepares to send the second aircraft, containing around 85,000 tins of Bubs® Infant Formula, under 'Operation Fly Formula' to be airlifted at 5pm today from Melbourne to Columbus, Ohio.**
- **All 6 Bubs® Infant Formula products, plus 2 Aussie Bubs™ Toddler Formula products, to be distributed to about 800 Walmart stores in around 20 states.**
- **Together with the first consignment purchased by Kroger and Albertsons, Bubs® Infant Formula products will be sold in around 4,800 stores in the U.S. over the coming days and weeks.**

**Melbourne, 16 June 2022:** Infant nutrition and dairy specialist Bubs Australia (ASX: **BUB**), producer of Bubs® Australian made infant formula, advises it has entered into an agreement with Walmart Inc (**Walmart**), to purchase a shipment of six Bubs® Infant Formula products and two Aussie Bubs™ Toddler Formula products which will be distributed to about 800 Walmart stores in the U.S.

Bubs® Founder and CEO, Kristy Carr said: "We are tremendously excited to be forging a relationship with Walmart, with all of Bubs® Infant Formula and Toddler Formula products going on shelf in approximately 800 stores across America's Central and Mid-West regions. This store distribution builds on our existing Walmart.com sales channel.

"More broadly, the addition of Walmart will increase our bricks and mortar exposure in the United States over the coming days and weeks to around 4,800 stores across 35 States."

Under the agreement, Walmart will purchase the entire shipment comprising around 85,000 tins of Bubs® Infant Formula, filling a Boeing 747-400F cargo aircraft chartered by the U.S. Government under the 'Fourth Operation Fly Formula Mission.' The shipment includes Bubs Supreme™ A2 Beta-Casein Protein, Bubs Organic® Grass Fed, and Bubs® Easy-digest Goat Milk Infant Formula and Follow-On Formula portfolio and will supplement Aussie Bubs™ Toddler Formula products already sold online with Walmart.

We also thank the U.S. Government for their ongoing support and guidance," Mrs Carr said.

This announcement was authorised by the Board of Directors.

#### **Media and Investor Inquiries**

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### **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.

### **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](http://bubsaustralia.com)

**Investor Centre:** [investor.bubsaustralia.com](http://investor.bubsaustralia.com)