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## ALPHA GROUP LEGAL DISPUTE UPDATE

**12 July 2023, Melbourne:** Bubs Australia Limited (ASX:BUB) ("**Bubs**" or "**the Company**") provides the following update regarding the legal dispute with Alice Trading Limited ("**Alice**") and Willis Trading Limited ("**Willis**").

By way of update to ASX announcements dated 30 June and 3 July 2023, the Company's subsidiary The Infant Food Co. Pty Limited ("**IFC**") notes the failure of HKSE's Alpha Professional Holdings Ltd.'s subsidiary Alice Trading Pty Limited ("**Alice**") to meet its contractual obligations to IFC. Accordingly, Bubs/IFC has accepted Alice's repudiation of the sale and purchase agreement with IFC and has terminated it with immediate effect. Legal proceedings to collect the debts and other outstanding amounts due from Alice and requisitioner Willis Trading Pty Limited will now be commenced to protect shareholders' interests.

This release is approved by the Board of Directors.

**END**

### **MEDIA INQUIRIES**

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### **SHAREHOLDER ENQUIRIES**

**1300 038 212 (within Australia)**

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**Monday to Friday between 9am and 5pm (AEST)**

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