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26 June 2024

CHIEF FINANCIAL OFFICER ROBIN JOHNSTON TO RETIRE

26 June 2024, Melbourne: Bubs Australia Limited (ASX:BUB) (“**Bubs**” or “**the Company**”) advises that its Chief Financial Officer Robin Johnston has given notice of his intention to reduce his professional commitments and transition to retirement later this year and will therefore be resigning as Chief Financial Officer. Robin will remain in his role until after the release of the FY24 financial results to ensure an orderly transition. Bubs has commenced a search for Robin’s successor.

Bubs CEO Reg Weine said:

“Robin has made an outstanding contribution to the Company and our turnaround, and it has been a privilege to work with Robin since he commenced as interim Financial Officer in May 2023. Robin has established a strong finance team which will continue to provide support to the CEO, Board and Company while Bubs conducts an executive search for Robin’s replacement. We wish Robin all the best as he moves into the next phase of his life.”

Robin Johnston said:

“I am incredibly proud of what Bubs has achieved over the past 12 months and consider myself extremely fortunate to have worked with such a dedicated and talented team. I remain fully focused on delivering on Management’s strategy and plan while the Company conducts a search for my successor, and I look forward to following the Company’s success in the future.”

This release is approved by the Board of Directors

END

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ABOUT BUBS AUSTRALIA LIMITED (ASX: BUB)

Founded in 2006 in Australia, Bubs’ purpose is to grow happy, healthy families through clean nutrition. Bubs® A2 Beta-Casein Protein, Bubs Organic® Grass-fed, and Easy-Digest Goat Milk Infant Formula, along with Bubs Organic® baby food range, cater for all feeding occasions and stages of a child’s development during their first 1,000 days of life.

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

Consumer Website: bubsaustralia.com

Investor Centre: investor.bubsaustralia.com