

27 June 2024

Baby Bunting signs exclusivity agreements with leading international brands

Baby Bunting Group Limited (Baby Bunting or the Group) today announced the signing of two new exclusivity agreements, a key step in the Group's exclusive brand strategy.

Nuna Baby Australia

Baby Bunting has entered into a new five-year exclusivity agreement covering Australia with Nuna Baby Australia (Nuna), an innovative designer of premium baby gear.

Baby Bunting first entered into an exclusive supply arrangement with Nuna in 2021. Under this new agreement, Baby Bunting has been granted exclusivity for Nuna brand products in Australia for 5 years until June 2029, with an option for a further five-year extension subject to achievement of performance targets.

This agreement is a first key step in Baby Bunting's exclusive brand strategy and reflects the strength of the Group's offering to suppliers. Baby Bunting provides its partners with a unique national platform to reach Australian parents across channels through its large store network. As Australia's leader in baby gear – Baby Bunting is a strong platform for Nuna to host its products and promote brand awareness.

This new agreement will provide improved margins, a brand development rebate and expanded space fee arrangements.

Nuna is one of the world's leading suppliers of baby products, with a mission to bring parents premium baby gear designed around a parent's life. Nuna is the number one pram and car seat brand in North American premium department stores.

Bugaboo New Zealand

Baby Bunting has entered into a new three-year exclusivity agreement with Bugaboo, where it has been appointed for the first time as the exclusive retailer of Bugaboo products in New Zealand.

Baby Bunting has four stores in New Zealand, having opened its first store in August 2022 and has a plan to grow to at least 10 large format stores. This appointment demonstrates the growing strength of Baby Bunting's network in New Zealand and the platform it can provide to key suppliers.

Bugaboo has been pioneering parenting products since 1999. Their award-winning and innovative prams and solutions are designed to simplify parenthood, and include car seats, travel cots, a highchair and accessories. Designed with future generations in mind, Bugaboo engineers products to last, crafts modular designs, and champions the right to repair – all of which contribute to their goal to be net zero by 2035.

Baby Bunting CEO, Mark Teperson said "These strategic agreements align with our commitment to expanding our exclusive brands, providing us with competitive differentiation. We are delighted to be able to partner with these two world-leading international brands to provide them with the platform for growth in these markets and to bring innovative products to families in Australia and New Zealand. These deals mark a significant step in enhancing our market presence and delivering superior value to our customers, suppliers and shareholders."

Investor webcast

Mark Teperson (CEO) and Darin Hoekman (CFO) will host a call at **10:00am (AEST)** today, **Thursday, 27 June 2024** to discuss the Group's refreshed strategy. You may access the call by registering via:

<https://my.eu.lumiconnect.com/939-242-005>

The release of this announcement was authorised by the Board.

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