



# **Bubs Australia Limited Annual General Meeting**

21 November 2024

# Agenda

## **CHAIR**

Opening & Introduction  
Procedural Matters  
Chair's Address

## **CEO & MANAGING DIRECTOR**

FY24 Results & Highlights  
Bubs Performance By Region  
FY25 Outlook & Path To Profitability

## **CHAIR**

Business of the Meeting

bübs®

# Chair Address

bübs®

# CEO Presentation

# DISCLAIMER

*This presentation is in summary form and is not necessarily complete. It should be read together with the Company's other announcements lodged with the Australian Securities Exchange.*

*This presentation contains information that is based on projected and/or estimated expectations, assumptions or outcomes. Forward looking statements are subject to a range of risk factors. The Company cautions against reliance on any forward-looking statements, particularly in light of the current economic climate, the need for approvals from relevant regulators, changes in consumer shopping behavior and demand in the China market, as well as the costs and implications of any potential litigation.*

*While the Company has prepared this information based on its current knowledge and understanding and in good faith, there are risks, uncertainties and factors beyond the Company's control which could cause results to differ from projections. The Company will not be liable for the correctness and/or accuracy of the information, nor any differences between the information provided and actual outcomes and reserves the right to change its projections from time to time. The Company undertakes no obligation to update any forward-looking statement to reflect events or circumstances after the date of this presentation, subject to disclosure obligations under applicable law and ASX listing rules.*

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*The Company's results are reported under International Financial Reporting Standards (IFRS). However, this presentation contains non-IFRS financial measures to provide a more comprehensive understanding of the Company's performance. Non-IFRS measures are unaudited.*

*All currency referred to in this document is in Australian dollars, unless otherwise stated.*

# FY24 Results & Highlights

# Bubs Strategy

Bubs' 5-point plan to responsibly manage capital and maximise shareholder value



**GROW & MAXIMISE SHAREHOLDER VALUE**

# FY24 Highlights

Successfully executing on our strategy

-  Achieved net revenue of \$80m in line with guidance
-  Exceeded gross margin >40% in line with guidance
-  US growth engine delivering, with YOY revenue growth of +46%
-  Meaningful progress on US FDA clinical trial and on track for permanent FDA approval in October 2025
-  China reset well underway with YOY revenue growth of +27%
-  Normalised cash burn of \$1.2m per month<sup>1</sup>
-  New higher margin tins, new variants and new contemporary packaging successfully launched in the US and China market
-  Deloraine asset utilisation at ~85% on a 5-day, double shift basis

<sup>1</sup> Normalised cash burn is a non-IFRS measure and excludes one-off non-recurring costs. Non-IFRS measures have not been subject to audit or review



# Financial highlights

Revenue		
FY24	\$80m	↑ 33%
FY23	\$60m	

EBITDA <sup>1</sup>		
FY24	\$(20)m	↑ 81%
FY23	\$(105)m	

Gross Margin <sup>2</sup>		
FY24	41%	↑ 11%
FY23	30%	

USA Revenue		
FY24	\$35m	↑ 46%
FY23	\$24m	

China Revenue		
FY24	\$17m	↑ 27%
FY23	\$14m	

Australia Revenue		
FY24	\$22m	↑ 24%
FY23	\$17m	

ROW Revenue		
FY24	\$6m	↑ 12%
FY23	\$5m	

Deloraine Utilisation		
FY24	85%	↑ 20%
FY23	65%	

Monthly Cash Burn		
FY24	\$2.3m	↑ \$2.0m
FY23	\$4.3m	

<sup>1</sup> Earnings before Interest, Tax, Depreciation and Amortisation is a non-IFRS measure. Non-IFRS measures have not been subject to audit or review.

<sup>2</sup> Underlying gross margin is a non-IFRS term, excludes net inventory provision / reversal and bulk and ingredients revenue (see gross margin slide for further details). Non-IFRS measures have not been subject to audit or review.

# Income statement

\$'m	FY24	FY23	% change
Revenue	80	60	34%
Gross margin	39	(9)	414%
Underlying gross margin <sup>1</sup> (%)	41%	30%	11%
Other income / (expense)	-	-	(33)%
<i>Operating expenses</i>			
Distribution	(7.2)	(5.5)	(31)%
Marketing	(14)	(16)	13%
Employee costs	(15)	(14)	2%
Administrative and other costs <sup>2</sup>	(23)	(17)	(37)%
<b>Statutory EBITDA<sup>3</sup> / (loss)</b>	<b>(20)</b>	<b>(105)</b>	<b>81%</b>
D&A	(1)	(2)	61%
Net Interest income	-	-	-
Income tax expense	(1)	(1)	44%
<b>Net loss after tax</b>	<b>(21)</b>	<b>(108)</b>	<b>81%</b>

## Income statement

34% increase in revenue driven by strong USA performance and growth across all regions.

Underlying gross margin of 41%<sup>1</sup> excludes net inventory provision / reversal and sale of bulk product and ingredients (reported gross margin was 49%).

Reduced operating expenses through stringent expense management and cost optimisation.

Distribution costs marginally higher due to use of air freight which is not expected to be required going forward, offset by reduced marketing spend.

One-off and non-recurring costs in FY24 include litigation costs (\$4m), ERP costs (\$1m), costs associated with obtaining permanent access to USA IMF market (\$6m).

<sup>1</sup> Underlying gross margin is a non-IFRS term, excludes net inventory provision / reversal and bulk and ingredients revenue (see gross margin slide for further details). Non-IFRS measures have not been subject to audit or review.

<sup>2</sup> Administration and other costs do not include depreciation and amortisation

<sup>3</sup> Earnings before Interest, Tax, Depreciation and Amortisation is a non-IFRS measure. Non-IFRS measures have not been subject to audit or review.

Figures in above table may differ to financial statements due to rounding

# Balance sheet

\$'m	Jun-24	Jun-23
Cash and cash equivalents	18	26
Trade and other receivables	9	8
Inventories	28	21
Other current assets	5	3
<b>Current assets</b>	<b>60</b>	<b>57</b>
Plant and equipment	4	4
Right of use assets	1	2
Intangible assets	1	1
Other non-current assets	1	1
<b>Non-current assets</b>	<b>7</b>	<b>8</b>
Trade and other payables	18	17
Other current liabilities	6	3
Borrowings	5	2
Lease liabilities	1	1
<b>Current liabilities</b>	<b>30</b>	<b>22</b>
Lease liabilities	1	2
Other non-current liabilities	-	-
<b>Non-current liabilities</b>	<b>1</b>	<b>2</b>
<b>Net assets</b>	<b>36</b>	<b>42</b>

Figures in above table may differ to financial statements due to rounding

## Balance sheet

Slight increase in trade receivables given higher sales volume and consisted primarily of tier 1 major retailers such as Kroger, Coles and Amazon, providing Bubs with a strong debtors' book.

Inventory build in H2 due to investment in working capital and change in tin size and packaging in Q3 FY24. The increased inventory will ensure Bubs is fully stocked in the USA and reduce reliance on air freight going forward.

# Cash flow

\$'m	2024	2023
<b>Cash flows from operating activities</b>		
Receipts from customers	78	77
Payments to suppliers and employees	(104)	(124)
Net interest	-	-
<b>Net cash used in operating activities</b>	<b>(26)</b>	<b>(47)</b>
<b>Cash flows from investing activities</b>		
Purchases of PP&E	-	-
Other payments <sup>1</sup>	-	(4)
<b>Net cash used in investing activities</b>	<b>0</b>	<b>(4)</b>
<b>Cash flows from financing activities</b>		
Proceeds from borrowings	3	-
Proceeds from share issue	17	63
Capital raising costs	(2)	(2)
Repayment of lease liabilities	(1)	(1)
<b>Net cash from financing activities</b>	<b>18</b>	<b>61</b>
<b>Net increase in cash</b>	<b>(9)</b>	<b>10</b>
Cash at beginning of financial year	26	16
<b>Total cash at end of period</b>	<b>18</b>	<b>26</b>

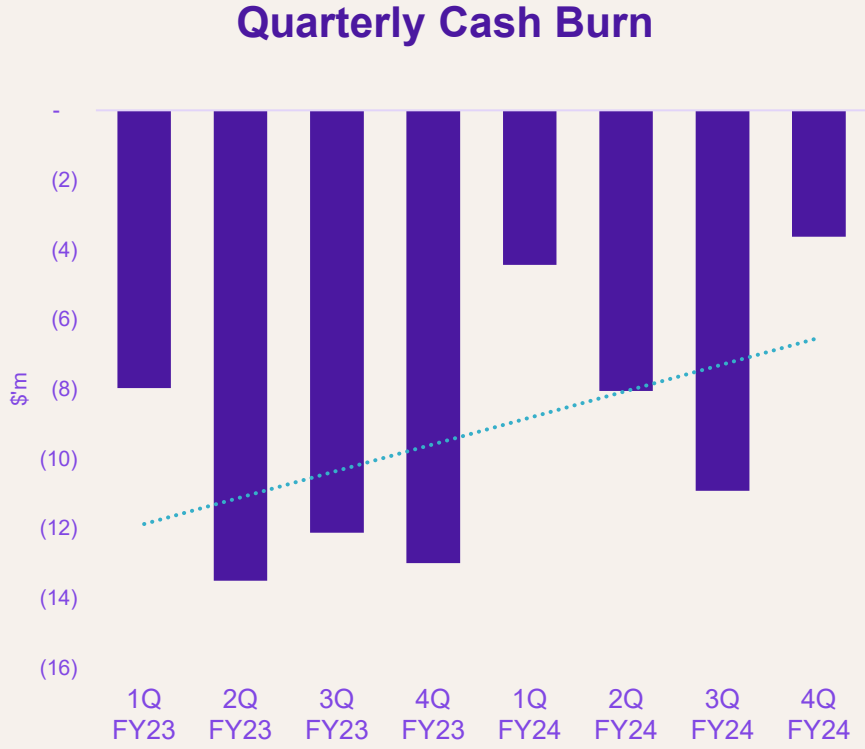
## Cash flow

Bubs raised \$17.4m in Dec-23 via a Placement and share purchase plan to fund future strategic growth. The proceeds raised have been used to invest in working capital including commencing a second production shift at Deloraine, expanding capacity, inventory build to mitigate stock shortages, and funding for regulatory costs in the USA to obtain FDA approval.

Average monthly cash burn for FY24 was \$2.3m, which includes \$12.4m of one-off non-recurring costs such as FDA regulatory costs and consulting fees (\$5.6m), litigation (\$2.7m), capital raising costs (\$1.7m), and ERP implementation costs (\$1.0m).

Excluding these one-off non-recurring costs, normalised cash burn was \$1.2m<sup>2</sup> per month.

# Working Capital



## Working capital

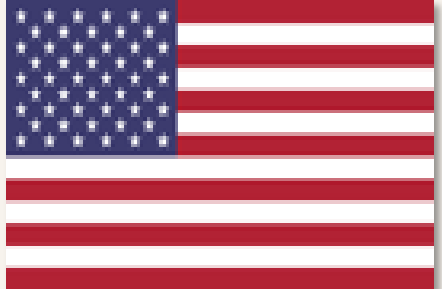
Bubs demonstrated improved working capital management in FY24, with average quarterly cash burn reduced to \$6.8m (\$2.3m per month), down from \$11.6m in FY23 (\$4.3m per month).

The improvement in FY24 was driven by tighter cost management, cost-out initiatives and SKU rationalisation.

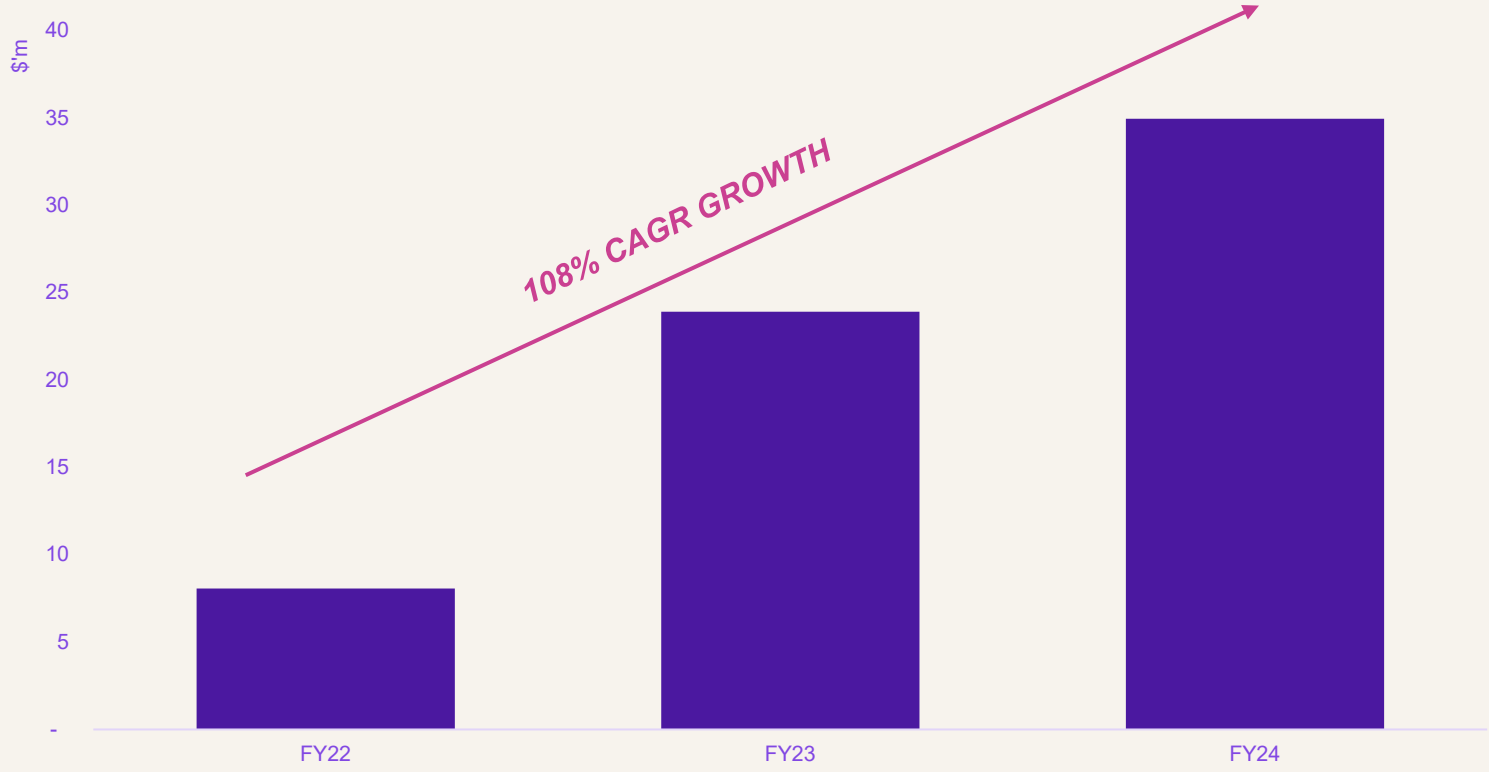
# Bubs Performance By Region

# USA Update

# 3 Year Revenue Performance



USA





# Portfolio Optimisation

## New variants, new tin sizes and updated and refreshed packaging



# USA New Product, New Tin Size and New Labels



- New products, tins and labels launched in Q4 FY24 which impacted Q1 FY25 ex-factory sales as Bubs transitioned out of the old tins and into the new tins
- Sales of new tins to continue to accelerate in Q2 FY25 as Bubs old packs sell out in the marketplace and new consumers enter the brand

# USA New Product, New Tin Size and New Labels

## New look!

Same formula,  
love and care.



**32** Bottles\* Per Can

## New look!

Same love, care  
and formula.



**32** Bottles\* Per Can



**Whole fat milk**  
100% lactose carbohydrate source



**Easy-to-digest**  
A2 beta-casein protein



**Natural prebiotics**  
With added GOS



\*4 Fl Oz Bottles



**Grass fed**  
365 days on pasture



**Whole fat milk**  
100% lactose carbohydrate source



**Synbiotic blend**  
Prebiotics and probiotics



\*4 Fl Oz Bottles



# USA New Product, New Tin Size and New Labels

A settled  
tummy is a  
happy home

A settled stomach  
supports quality sleep,  
aids nutrient  
absorption and a strong  
immune system.

Supports easy digestion



Whole milk,  
whole goodness,  
all smiles.





# Launch Of Essential



## Coming this Summer - Bubs Essential Infant Formula, 20 oz

- ✓ Everyday nutrition at an accessible price point
- ✓ Made with whole milk from happy Australian cows
- ✓ Tested for 400+ heavy metals, toxins and contaminants
- ✓ Clean Label Project Purity Award winner and First 1,000 Days Promise Certified

Same great formula - new great look - our infant formulas are now for babies 0-12 months. Sign up and receive updates on when our new formulas are available in retailers.

**EMAIL ME WHEN AVAILABLE**

Product Description

How To Use

Storage Conditions



Essential goodness in every feed.



Essential goodness in every feed

### Exclusive first look!

We're so excited to share the latest addition to the Bubs lineup with you first.

Bubs Essential Infant Formula has all of the good stuff you expect from us — Clean Label Project awards, Australian whole-milk from happy and healthy cows, plant-based DHA and ARA — and none of the bad stuff you know we never allow, like corn syrup, maltodextrin, GMOs and artificial colors or flavoring.

## How to Leave a Review

Your honest review of Bubs Essential will help other families decide if it's a good fit for them.

- Take a few days to test the product, especially paying attention to how well it mixes, the color, smell, taste and how your bub takes it.
- Scan this QR code or go to <https://bit.ly/3PLfM1C> Scroll down to 'Reviews' section.
- Start by clicking on the number of stars you would give Bubs Essential. Then complete the review box that pops up after you submit your star rating.

# Launch Of Essential



300x600

**bübs**  
**essential**  
INFANT FORMULA WITH IRON  
COW MILK-BASED POWDER  
— Nurture & Replenish —

- ✓ Nutritionally Complete
- ✓ Immune Support
- ✓ Brain Development
- ✓ Derived from Nature

0-12 months  
NET WT 230 g (8.15 oz)

**Introducing Bubs Essential**  
A clean-label infant formula made in Australia.

[Shop now](#)

**Walmart**

160x600

**bübs**  
**essential**  
INFANT FORMULA WITH IRON  
COW MILK-BASED POWDER  
— Nurture & Replenish —

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[Shop now](#)

**Walmart**

300x250

**bübs**  
**Introducing Bubs Essential**  
A clean-label infant formula made in Australia.

[Shop now](#)

**Walmart**

[Downloads](#)

728x90

**Introducing Bubs Essential**  
A clean-label infant formula made in Australia.

[Shop now](#)

320x50

**Introducing Bubs Essential**

# Good House Keeping Award

Earlier this year, Bubs US introduced Bubs Essential infant formula; the most affordable **Clean Label Project Purity Award** winning infant formula available on the US market, recognised for its high-quality whole-milk base, enriched with prebiotics and probiotics for digestive and immune support and tested for over 400 toxins and contaminants.

**Good House Keeping's Nutrition Lab Director** said; *"It has everything I'd look for in a quality formula. Our team of registered dietitians highlighted how it contains vital vitamins and minerals and is made without corn syrup, maltodextrin and growth hormones"*





### A Settled Tummy is a Happy Home

- Clean ingredients, premium nutrition
- Supports digestive and gut health
- Provides immune support




**Happy Tummy**  
Whole goat milk has naturally occurring A2 beta-casein protein, a smaller and softer protein. This makes it easier for tiny tummies to absorb, meaning fewer digestive issues.





**Made Down Under**  
Proudly Australian-made and up to Australian standards. Produced in our fully owned and operated manufacturing facility.




**Awarded for Purity**  
All Bubbs formulas are Clean Label Project Purity Award winners, meaning they've been tested for 400+ heavy metals, toxins and contaminants. They're also First 1,000 Days Promise certified meaning our formulas are aligned with European baby food regulations.





Trusted for quality. Awarded for purity.


Why goat milk formula is right for your baby »



A message from our partner

clean label PROJECT PURITY AWARD



## Looking for a gentler formula for your newborn?



bubbs



## Clean label, Australian-made infant formula

Now at 



# Health Care Professional Sampling Program



**New Look!**

**Recommend Bubs® Whole Fat Goat Milk Infant Formula**

- ✓ Adapted and fortified to support healthy growth and development
- ✓ Recognized as a safe, well-tolerated alternative for all babies, especially those with sensitive tummies!¹-²
- ✓ An easy-to-digest option with natural similarities to human milk due to its unique lipid composition, A2 beta-casein protein, and prebiotic oligosaccharides³-⁴

**bubs goat**  
INFANT FORMULA WITH IRON  
GOAT MILK-BASED POWDER  
— gentle on tummies —

1 Nutritionally Complete  
2 Supports Digestive & Gut Health  
3 Immune Support  
4 Brain & Eye Development

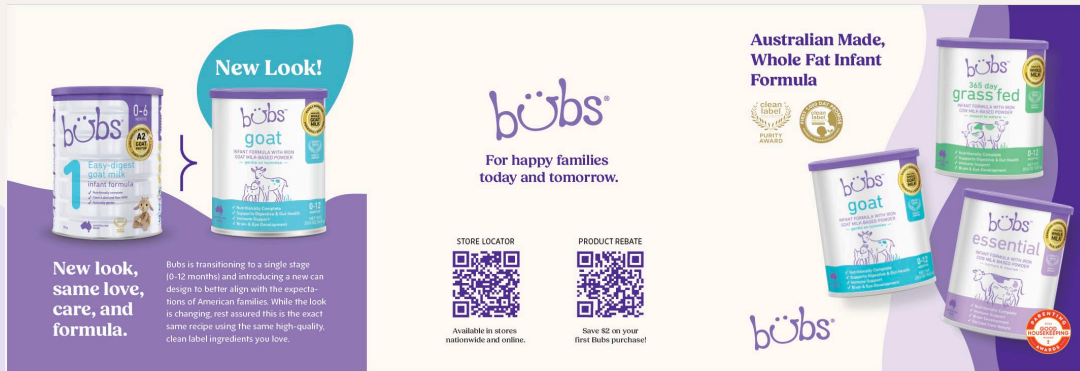
0-12 months  
NET WT 200g (7.05oz)

2,929  
Program  
Participants

5,700  
Sample Kits Distributed

## Feedback from Health Care Professionals:

- *"Highly recommend this formula to patients."*
- *"This formula is my new go-to for babies having any issues"*
- *"Very informative materials, and the babies are tolerating well"*
- *"We are very impressed with the quality of the formula."*
- *"We love it. Information was clear and helpful."*



**New Look!**

**bubs**  
For happy families today and tomorrow.

**Australian Made, Whole Fat Infant Formula**

**bubs goat**  
EASY-DIGEST GOAT MILK INFANT FORMULA

**bubs essential**  
EASY-DIGEST GOAT MILK INFANT FORMULA

**bubs grass fed**  
3.8g dry grass fed

**clean label**  
**PROBITY AWARDED**

**STORE LOCATOR**  
Available in stores nationwide and online.

**PRODUCT REBATE**  
Save \$2 on your first Bubs purchase!

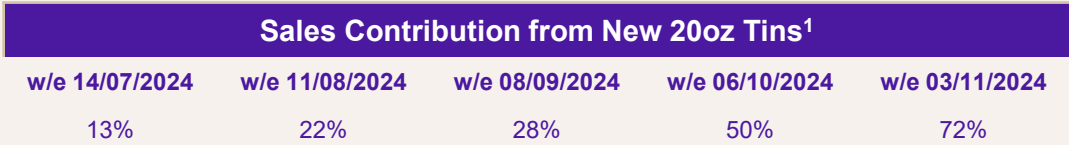
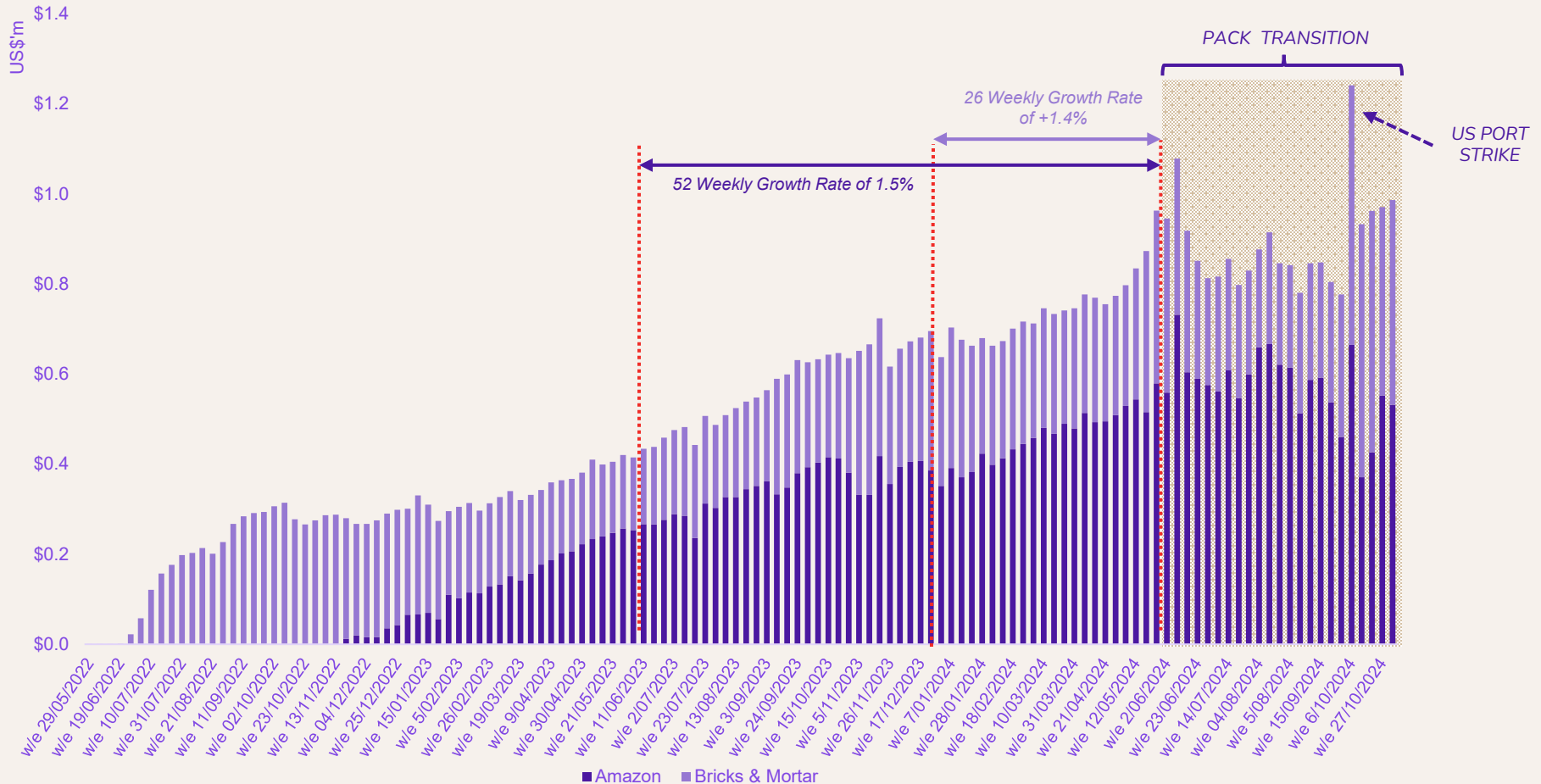
**bubs**

**New look, same love, care, and formula.**

Bubs is transitioning to a single stage (0-12 months) and introducing a new can design to better align with the expectations of American families. While the look is changing, rest assured this is the exact same recipe using the same high-quality, clean label ingredients you love.

# Bubs USA Product & Pack Transition By Week (scan sales)

Total USA Scan Revenue<sup>1</sup>

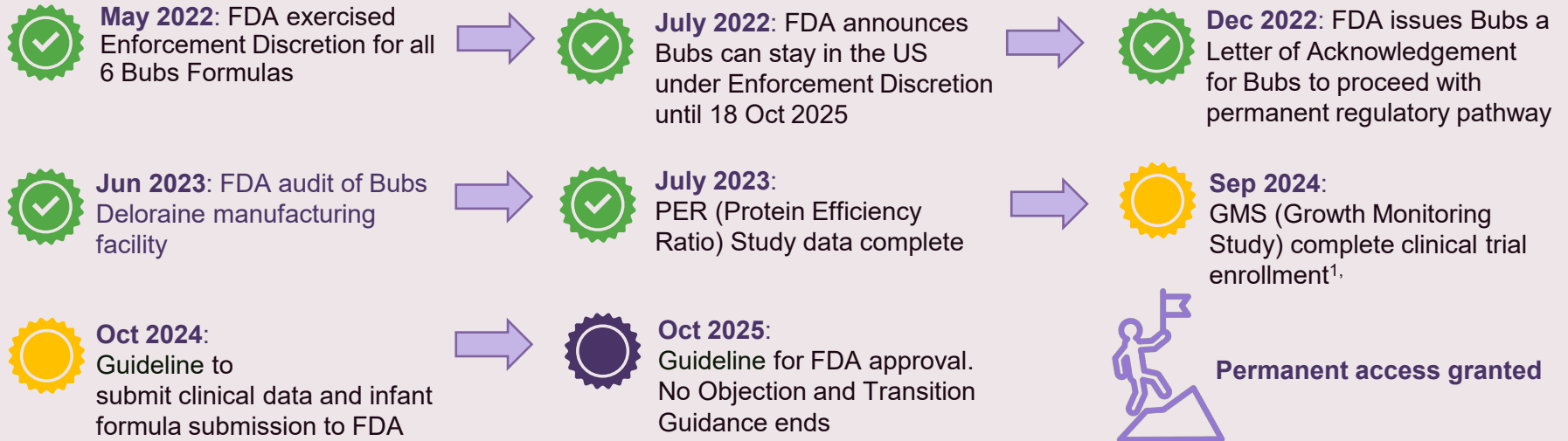


<sup>1</sup> Circana Weekly To 03/11/2024 Value Sales \$'s Total US Multi-Outlet (Nb Excludes Online) Powder, RTD's, Electrolytes & Liquid Concentrates

# Regulatory Update

# Regulatory Pathway

Bubs is on track for permanent FDA approval by Oct-25, providing access to the worlds 2<sup>nd</sup> largest IMF market and is poised to deliver a long runway of sustainable growth



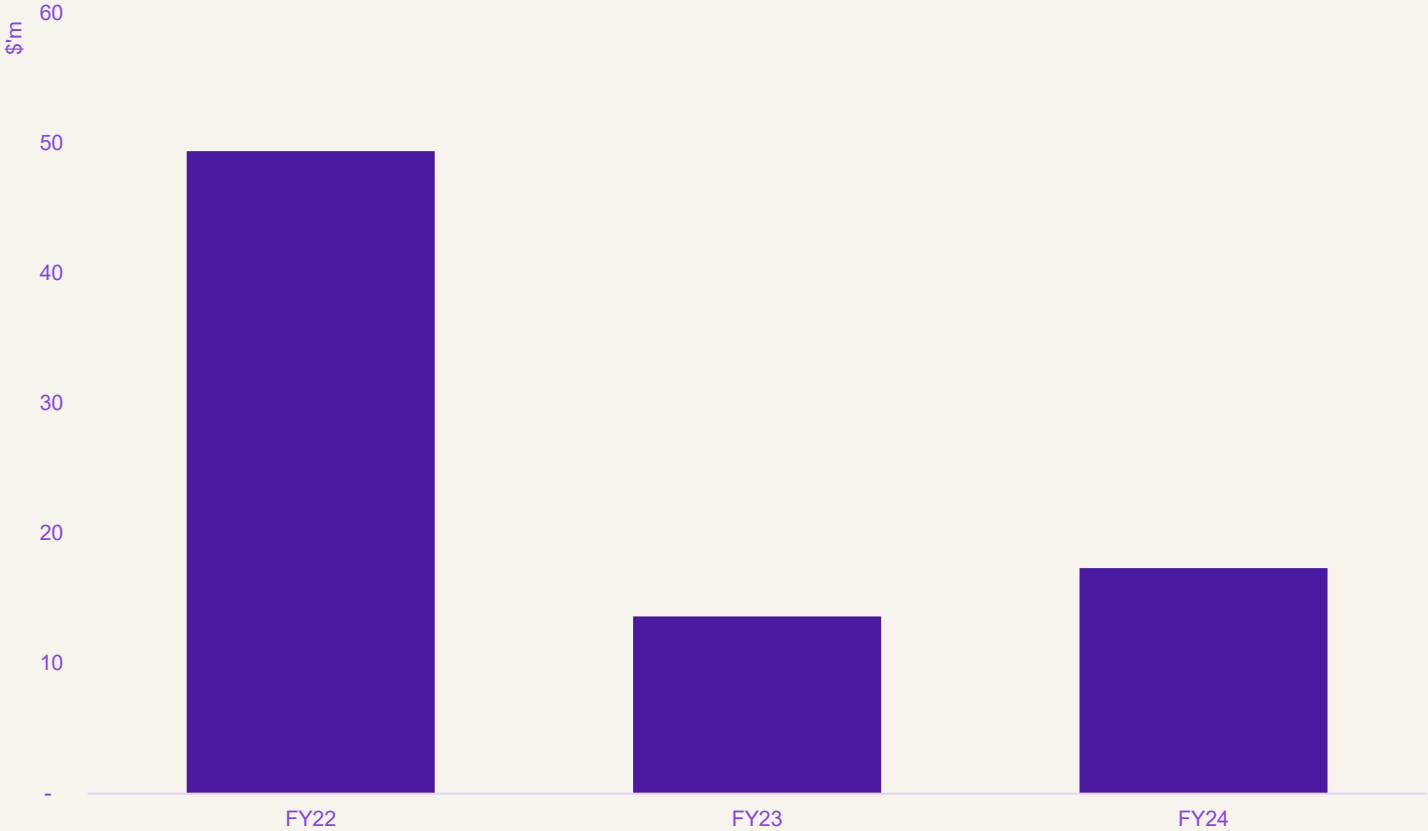
<sup>1</sup> Bubs has achieved 452 or 95% of its revised target of 475 infant enrolments as at 18 November 2024

# China Update

# 3 Year Revenue Performance



China



# Demand and confidence from customers has improved over FY23 and continues to grow

## Brand confidence restored in CBEC

- Tmall Flagship Stores (**Bubs and CapriLac**): FY24 GMV **+60.21% YoY**
- Bubs Tmall Flagship Store : FY24 GMV **+73.37% YoY**



*Tmall Global off-line co-branding activity*

## Continuous O2O channel penetration

- O2O June monthly GMV increased by **24.05%** compared to March in 2024
- Established strategic partnership with Momtime (national O2O store chain)



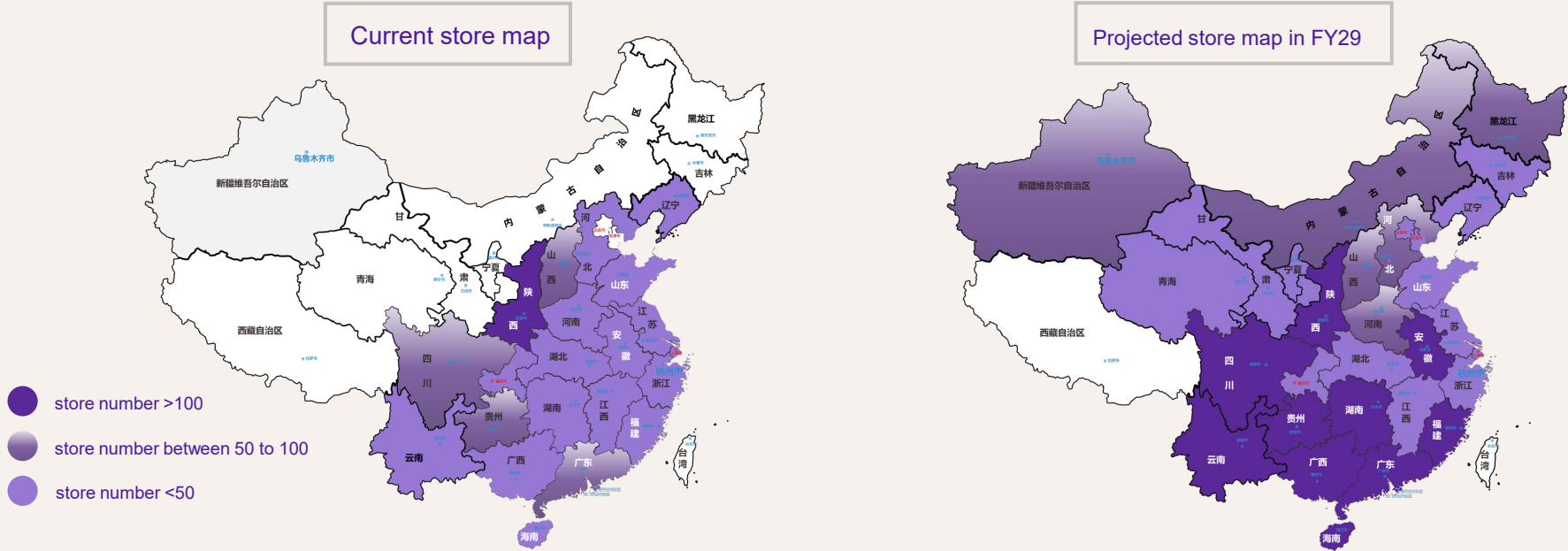
*Signing ceremony with the largest M&B O2O chain in China*

\* GMV: Gross Merchandise Volume

# China Channel Strategy

## New channel expansion – China O2O business overview

In July 2024, Bubs refocused its efforts on China's O2O channel. Store numbers have grown from 500 (September) to **705** by the end of October 2024. Goat IMF monthly sales increased by **148%** over pcp, while Supreme IMF monthly sales increased by **89%** over pcp.



In the coming years, we expect that O2O store numbers will expand to **~5,000**, increasing our coverage from 61 cities in 20 provinces to **99** cities in **33** provinces. The number of provinces with more than 100 stores expected to grow from 1 to **11** by FY29



# China marketing activation & events to support significant retail and distribution growth

## BUBS X CBME (CHILDREN BABY MATERNITY EXPO)

Bubs China team joined CBME (Children Baby Maternity Expo) China in July 2024, the most influential mother and baby expo in China.

20,000+  
total traffic  
1,000+ new  
customers



## BUBS O2O OFFLINE CONFERENCE

Increased offline channel influence for both infant formula and adult nutrition to over 2,000 regional store owners.

705  
O2O stores as of  
31 Oct-24



# Significant social media engagement and conversion on Chinese digital platforms

## Bubs Obtained 32.7M Views with Active Hashtag Engagement

These hashtags are driving significant engagement and enhancing our brand influence on social media.

#bubs #bubsgoat #bubssupreme #bubscleannutrition

## 63% Boost in Customer Acquisition: Bubs Drives Goat IMF Sales

Following our September campaign, Bubs saw a 63% increase in consumer purchases of 400g goat milk powder compared to the previous period.



High customer engagement via Chinese social media platforms

Successful marketing campaign leading to strong customer sales

# Singles' Day Promotion Update

Bubs & CapriLac achieved strong growth rates during Singles' Day Promotion vs pcp<sup>1</sup>



## Bubs:

- Goat infant formula range volume **+34%** vs. pcp<sup>1</sup>.
- Average selling price **+24%** vs. pcp<sup>1</sup>.
- GMV 41% higher vs. pcp driven by launch of higher margin pack formats in FY25.

## CapriLac:

- 1kg adult milk powder volume **+69%** vs. pcp<sup>1</sup>.
- Strong demand for CapriLac via e-commerce channels
- CapriLac maintained #1 imported goat adult milk powder brand on Tmall Global.

1. Due to changes in platforms plans. 2023 Singles' Day was set during 20<sup>th</sup> Oct – 11<sup>th</sup> Nov. 2024 Singles' Day was set during 14<sup>th</sup> Oct – 11<sup>th</sup> Nov.  
2. Bubs & CapriLac official channel: Tmall Flagship Store, Tmall Direct, JD.com.  
Data source: taobao.com, jd.com



# China update

## Bubs is forecast to continue to grow strongly and profitably in China within its premium niche

- A strong brand portfolio to build on: Goat, Supreme & Caprilac
- Premium price architecture restored >15% increase in average RRP
- A healthy portfolio gross profit margin >39%
- Established robust and specialist distribution network for CBEC and O2O channels
- Upgrade of China specific IMF formulations complete and new labels successfully launched in market
- Focused trade marketing activity and trade spend
- Channel expansion in O2O progressing well with >705 stockists

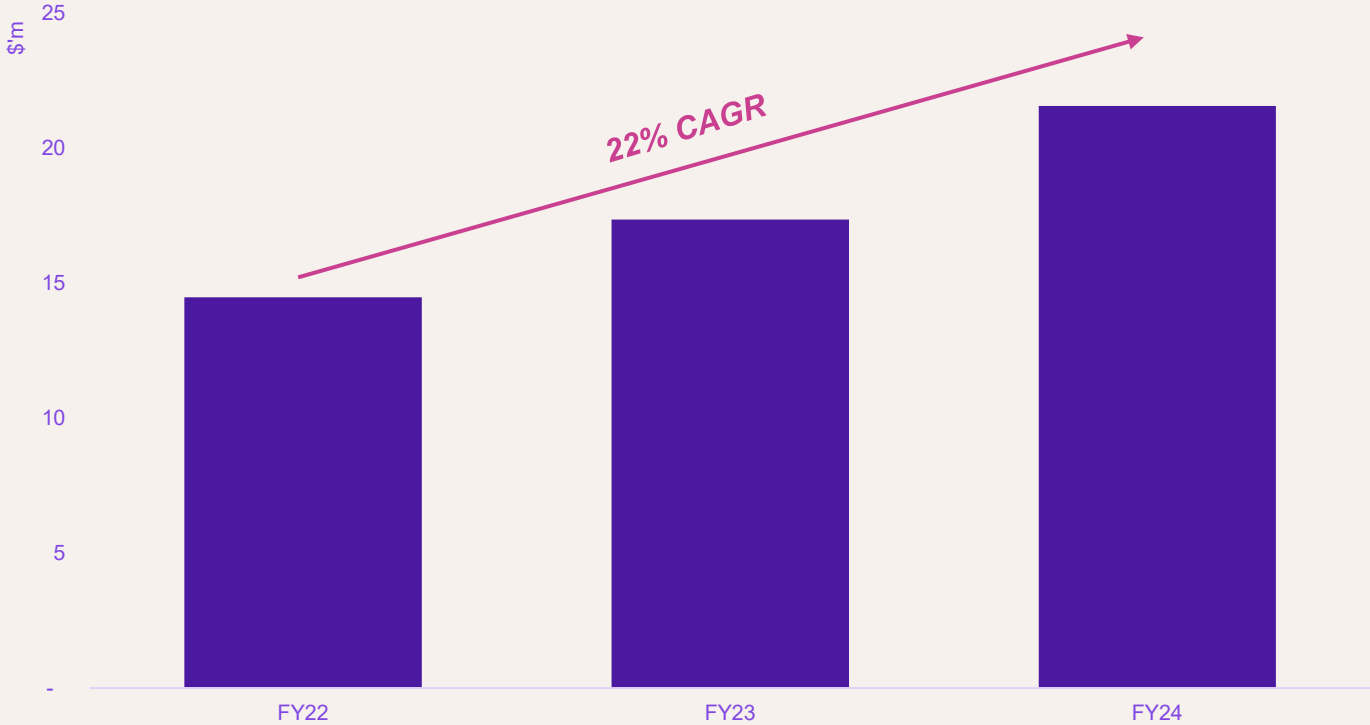


# Australia Update

# 3 Year Revenue Performance

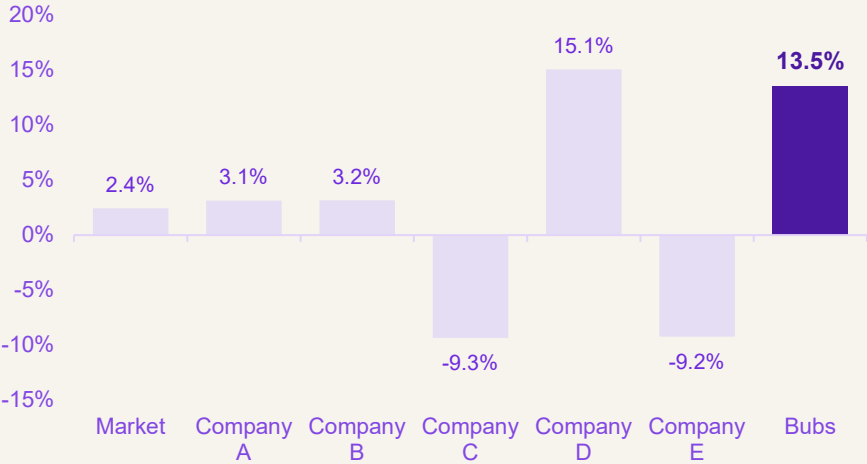


## Australia



# Australia

**Growth MAT<sup>1</sup>**



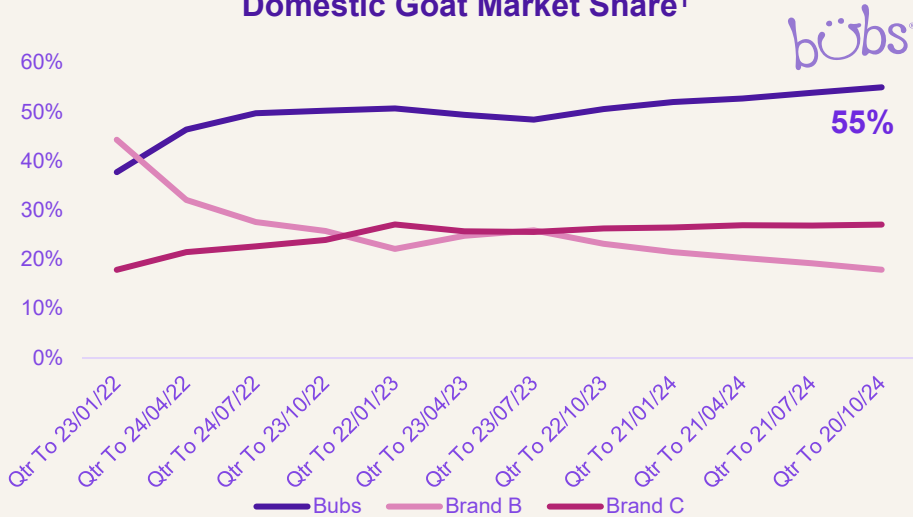
## #1 goat formula in Australia

**Bubs remains the clear market leader in the domestic goat formula IMF, holding a record 55% market share<sup>1</sup>.**

Bubs is one of the fastest growing supplier in Australian major retailers, growing at 13.5% or 5x faster than the market growth of 2.4%<sup>1</sup>.

Demand for Bubs' goat milk remains strong, growing at 23% on a moving annual total (MAT) basis<sup>1</sup>

**Domestic Goat Market Share<sup>1</sup>**

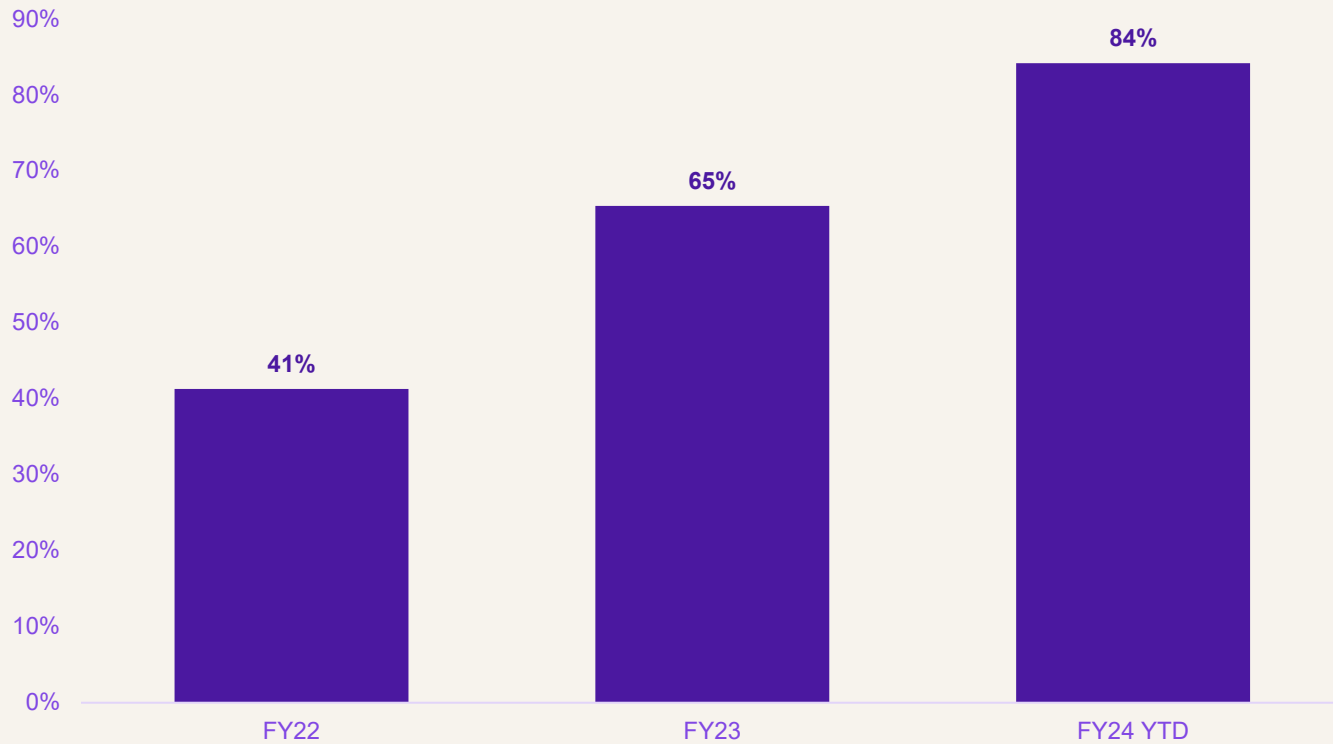


<sup>1</sup> Circana Scan Dollars (\$000's), Coles, Woolworths and AU My Chemist Group Combined to MAT 20/10/24

# SWEAT THE ASSETS



Deloraine Utilisation %<sup>1</sup>



<sup>1</sup> Based on 2 shifts, Monday to Friday

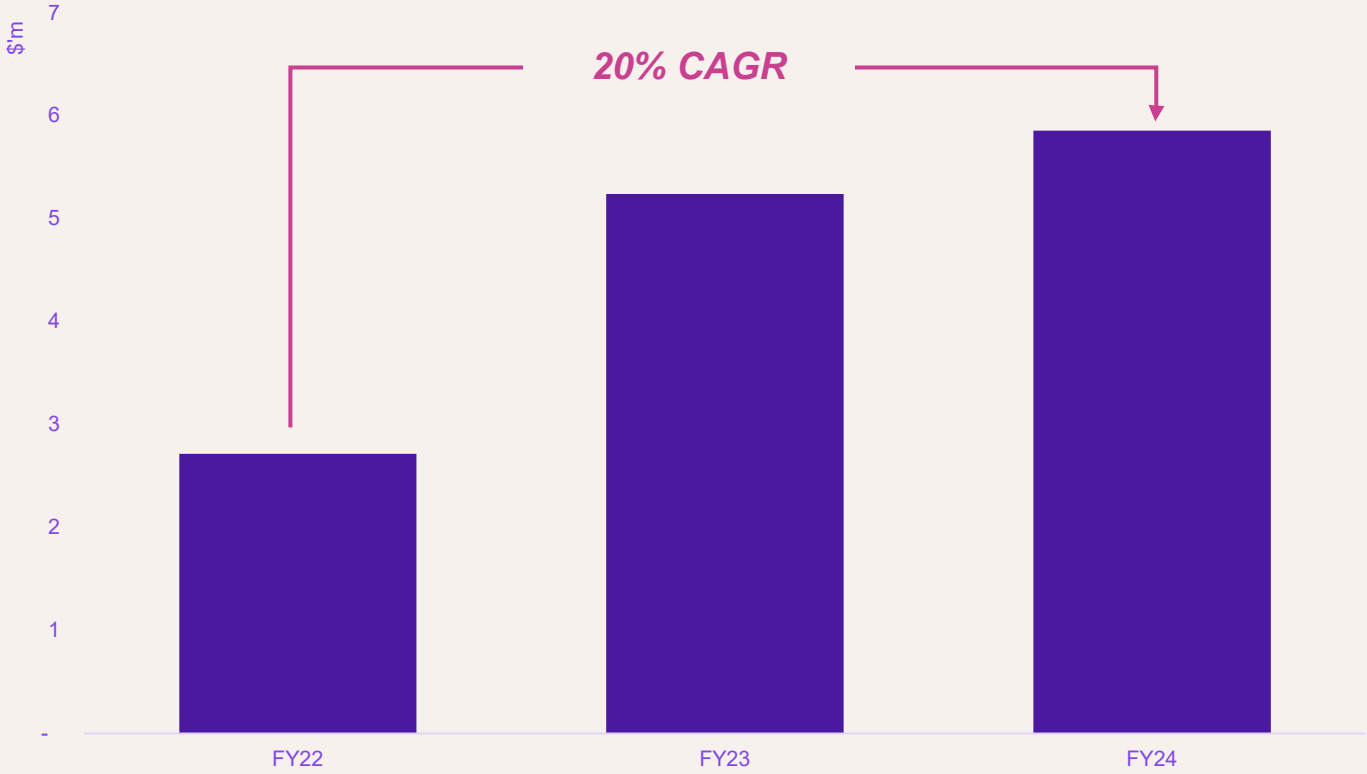


# Rest of World Update

# 3 Year Revenue Performance



ROW<sup>1</sup>



<sup>1</sup> Excluding sale of raw materials in FY22



# Vietnam



>100% revenue growth in Vietnam in FY24

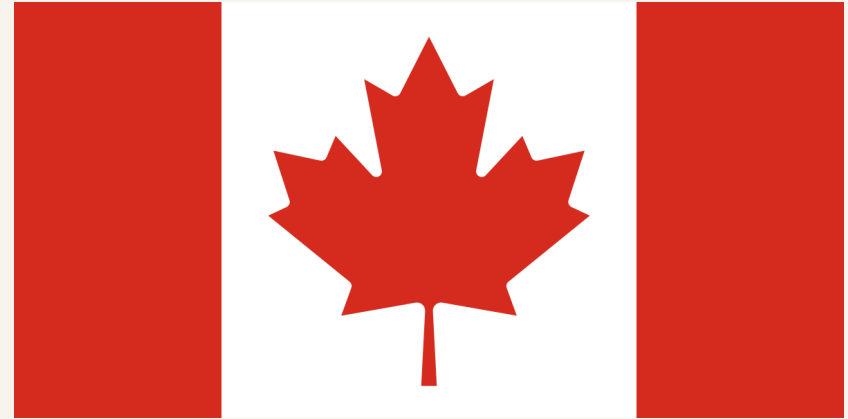
# Canada

**US\$340m**  
Canada IMF  
market size<sup>1</sup>

On 16 August 2024, Bubs was granted authorisation to sell both Bubs Goat and Bubs Essential infant formula under Health Canada's Interim Policy and Transition Strategy via discretionary enforcement.

The Interim Policy remains in effect until 31 December 2025 - during which time Bubs will continue to meet Health Canada policy guidelines around the full submission / application process for permanent market access.

The full application will utilise, and leverage Bubs clinical trial and GMS currently being undertaken in the USA.



## **Achieved:**

Bubs obtains temporary market access under Interim Policy.

## **Achieved:**

Bubs has now finalised a label review process with Health Canada.

## **Current:**

Continuing to work through a range of commercial and importation aspects in parallel with ongoing permanent application.

## **Current:**

Anticipate a soft market entry in 2025, where it is intended that learnings from the USA market success will be applied.

## **2025:**

Bubs expects to obtain permanent market access.

<sup>1</sup> Euromonitor

# FY25 Outlook & Pathway To Profitability

A decorative white line graphic on a green background. It starts as a large, irregular shape on the right side of the slide, then curves downwards and to the left, ending in a small circle at the bottom right.

# FY25 Outlook

## What to expect in FY25

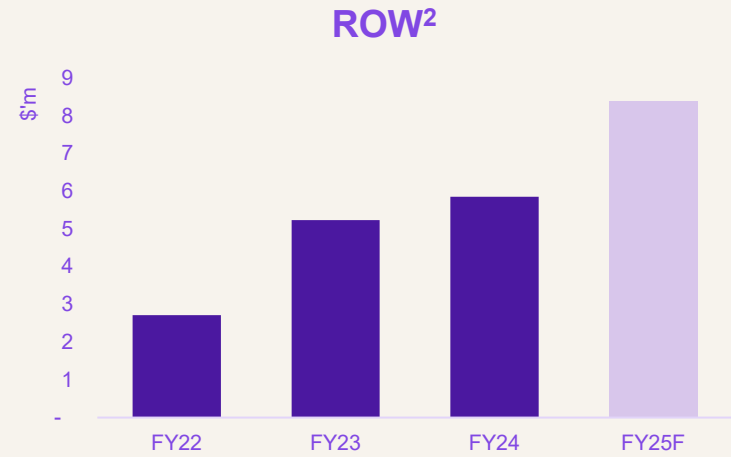
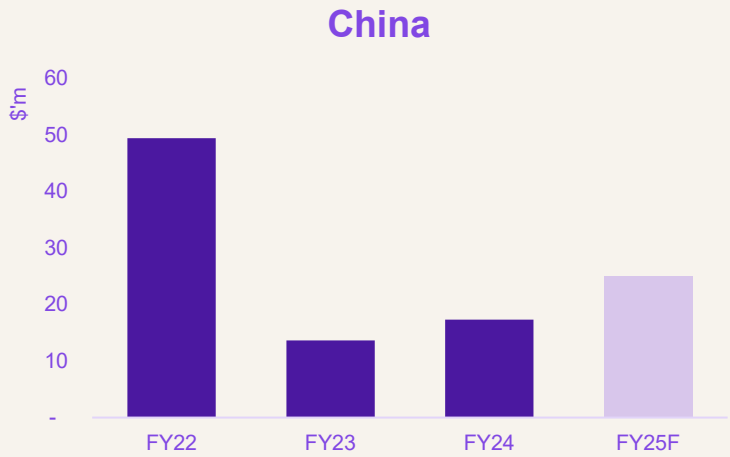
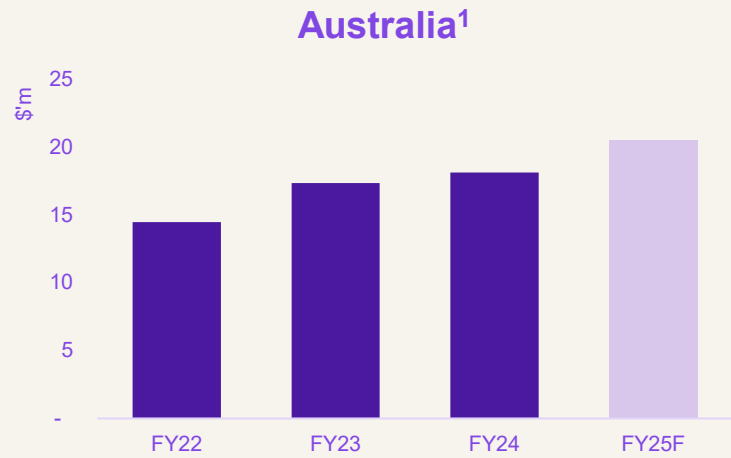
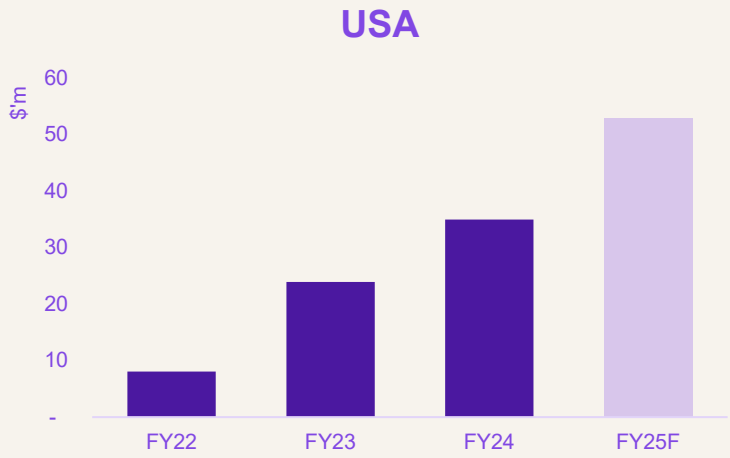
- ✓ Revenue of \$102m<sup>1</sup> (up ~28% YOY)
- ✓ Gross margin of >40%<sup>1</sup>
- ✓ Clinical study (GMS) patient enrollment completed by end of December 2024, FDA approval anticipated in October 2025
- ✓ New market launch in Canada in H2 FY25
- ✓ Cash Flow Positive in Q4 FY25<sup>1</sup>
- ✓ EBITDA<sup>2</sup> positive<sup>3</sup>

<sup>1</sup> Forward looking statements have not been subject to audit or review

<sup>2</sup> Earnings before Interest, Tax, Depreciation and Amortisation is a non-IFRS measure. Non-IFRS measures have not been subject to audit or review.

<sup>3</sup> Before share based payments

# FY24 revenue by region



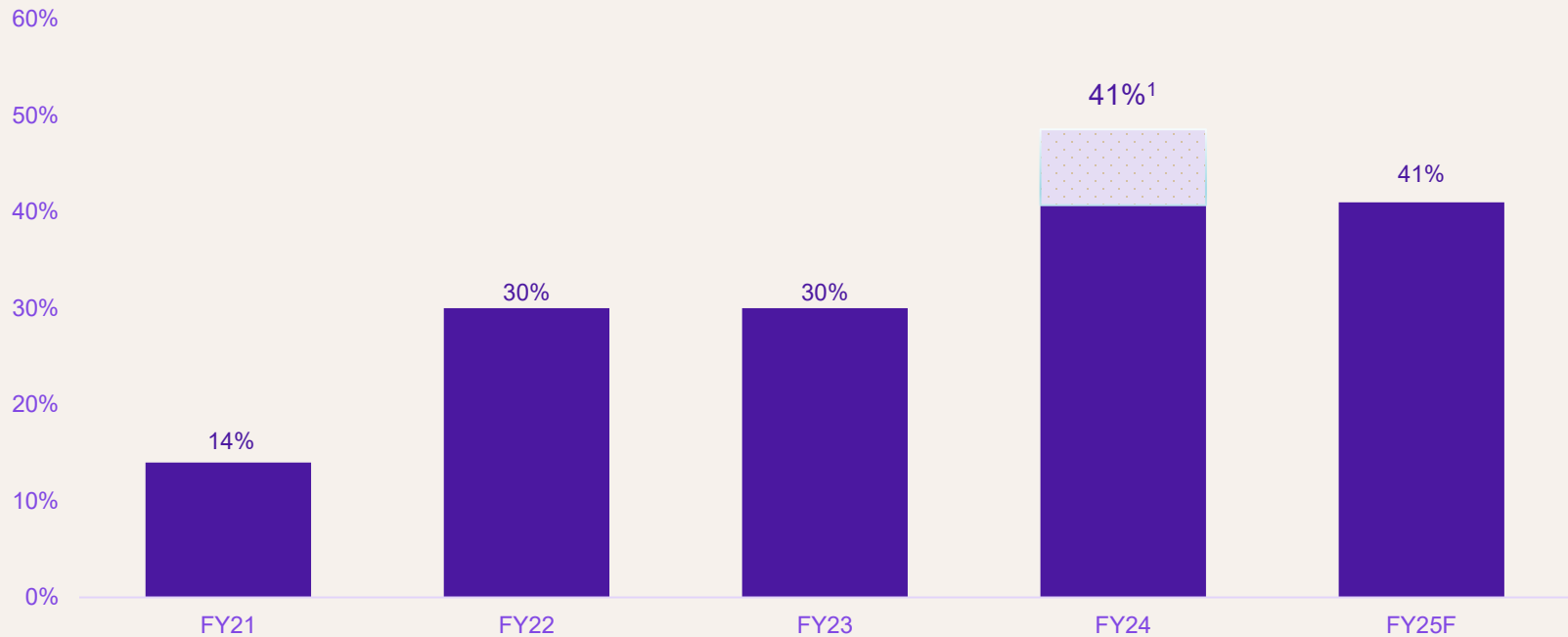
<sup>1</sup> Excluding sale of raw materials in FY24

<sup>2</sup> Excluding sale of raw materials in FY22



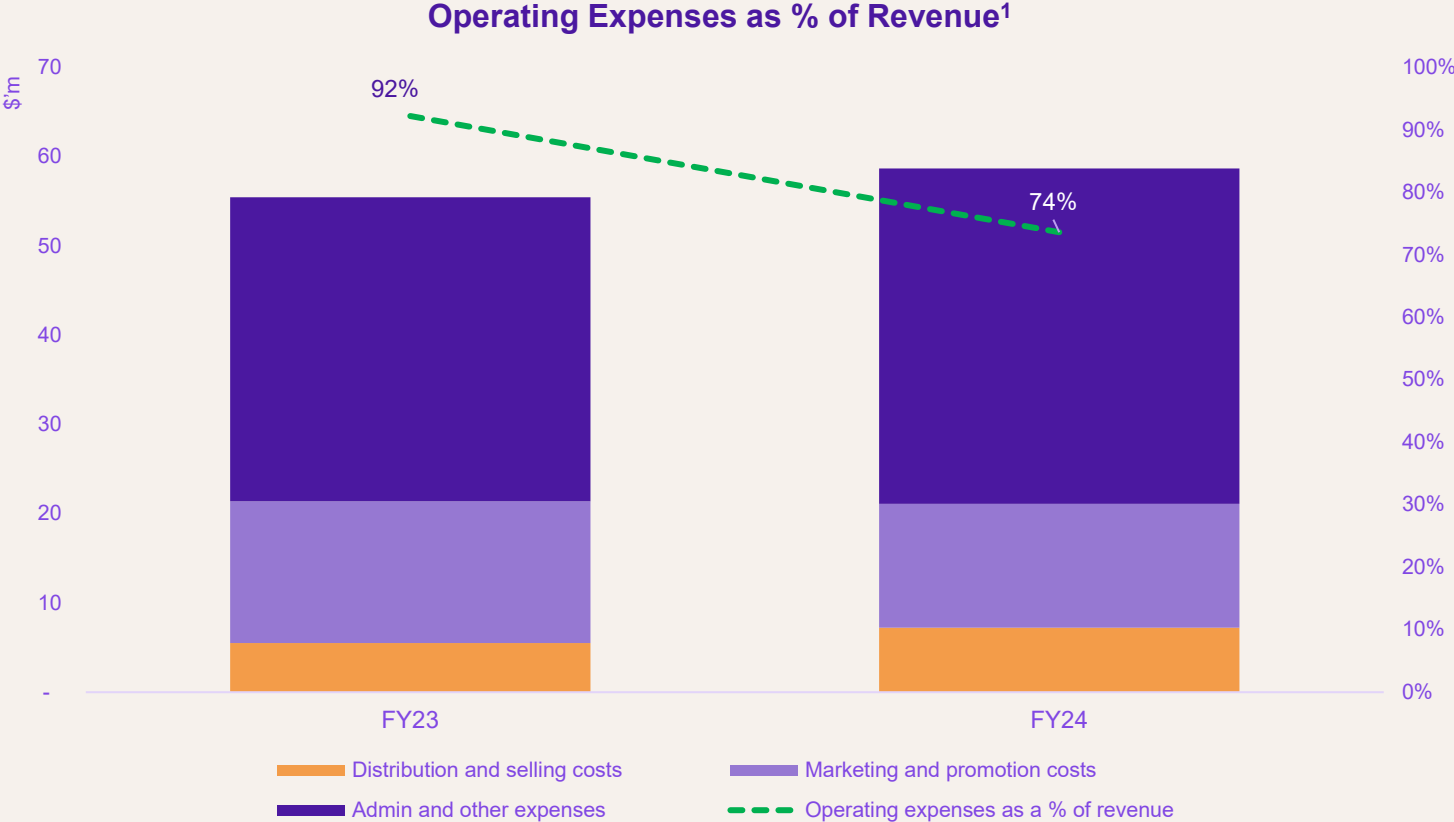
# FY24 underlying gross margin<sup>1</sup>

- 41%<sup>1</sup> underlying gross margin achieved in line with guidance
- Targeting 45% gross margin by FY29



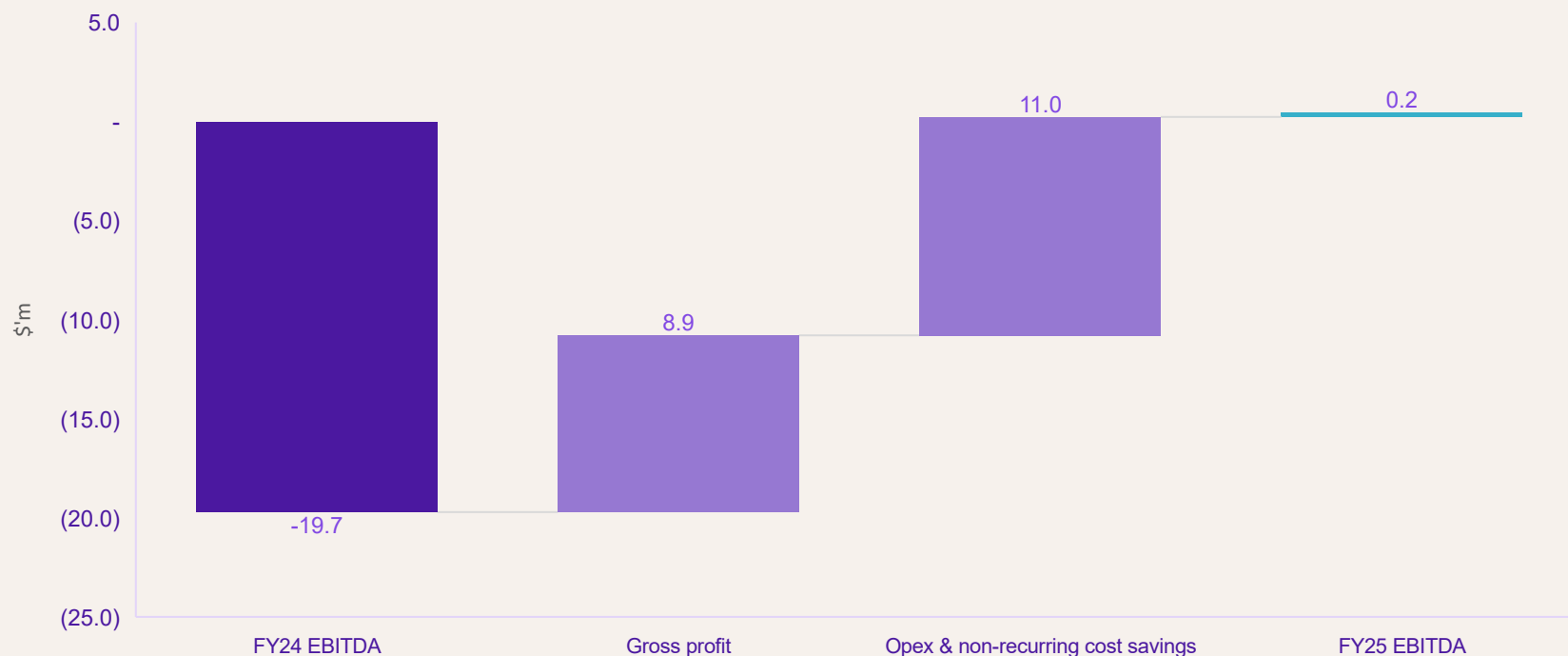
<sup>1</sup> Underlying gross margin is a non-IFRS measure and excludes net inventory provision / reversal and sale of bulk product / ingredients. Non-IFRS measures have not been subject to audit or review.

# Operating Expenses



<sup>1</sup> Excluding impairments and expected credit losses

# Bridge to FY25 EBITDA<sup>1</sup> positive



- Additional \$22m of revenue forecast in FY25 to provide \$9m of gross profit at 40% gross margin
- \$7m of FDA regulatory costs incurred in FY24 to obtain permanent access to USA IMF market are non-recurring, along with \$5m of FY24 litigation costs
- Further product margin improvements and cost-out initiatives, in combination with the above one-off non-recurring costs, provides a pathway to EBITDA<sup>1</sup> positive in FY25


<sup>1</sup> Earnings before Interest, Tax, Depreciation and Amortisation is a non-IFRS measure. Non-IFRS measures have not been subject to audit or review.

# Business Of The Meeting



# ITEM 1: COMPANY FINANCIAL STATEMENTS

To table the financial statements, directors' report and auditors' report for the Company for the year ended 30 June 2024. Shareholders are not required to vote or formally approve or adopt the financial reports.

Independent Auditor's Report	
 <p>Independent Auditor's Report</p> <p>To the shareholders of Bübs Australia Limited</p> <p><b>Report on the audit of the Financial Report</b></p> <p><b>Opinion</b></p> <p>We have audited the <b>Financial Report</b> of Bübs Australia Limited (the Company).</p> <p>In our opinion, the accompanying <b>Financial Report</b> of the Company gives a true and fair view, including of the <b>Group's</b> financial position as at 30 June 2024 and of its financial performance for the year then ended, in accordance with the <b>Corporations Act 2001</b>, in compliance with <b>Australian Accounting Standards</b> and the <b>Corporations Regulations 2001</b>.</p> <ul style="list-style-type: none"> <li>Consolidated Statement of Financial Position as at 30 June 2024;</li> <li>Consolidated Statement of Profit or Loss and Other Comprehensive Income, Consolidated Statement of Changes in Equity, and Consolidated Statement of Cash Flows for the year then ended;</li> <li>Consolidated Entity Disclosure Statement and accompanying basis of preparation as at 30 June 2024;</li> <li>Notes, including material accounting policies; and</li> <li>Directors' Declaration.</li> </ul> <p>The <b>Group</b> consists of the Company and the entities it controlled at the year end or from time to time during the financial year.</p> <p><b>Basis for opinion</b></p> <p>We conducted our audit in accordance with <b>Australian Auditing Standards</b>. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.</p> <p>Our responsibilities under those standards are further described in the <b>Auditor's responsibilities for the audit of the Financial Report</b> section of our report.</p> <p>We are independent of the <b>Group</b> in accordance with the <b>Corporations Act 2001</b> and the ethical requirements of the <b>Accounting Professional and Ethical Standards Board's APES 110 Code of Ethics for Professional Accountants (Including Independence Standards)</b> (the <b>Code</b>) that are relevant to our audit of the <b>Financial Report</b> in Australia. We have fulfilled our other ethical responsibilities in accordance with these requirements.</p> <p><small>KPMG, an Australian partnership and a member firm of the KPMG global organisation of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved. The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organisation. Liability limited by a scheme approved under Professional Standards Legislation.</small></p>	



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## ITEM 2: ADOPTION OF REMUNERATION REPORT (NON-BINDING RESOLUTION)

To consider and, if thought fit, to pass, the following resolution as an ordinary resolution.



“The vote on this resolution is advisory only, however, the Board will take into account any discussion on this resolution and the outcome of the vote when considering the future remuneration policies and practices of the Company”.

VOTE TYPE	VOTED	% VOTED
For	115,331,613	88.43
Against	11,158,241	8.55
Open-usable	3,934,883	3.02
Abstained	1,241,611	N/A
Total	131,666,348	100%

## ITEM 3: RE-ELECTION OF DIRECTOR – MS KATRINA RATHIE

To consider and, if thought fit, to pass, the following resolution as an ordinary resolution:



“That Ms Katrina Rathie, who retires as a director by rotation in accordance with the constitution of the Company, and being eligible, is re-elected as a non-executive Director of the Company.”

VOTE TYPE	VOTED	% VOTED
For	125,869,710	93.86
Against	4,381,919	3.27
Open-usable	3,857,639	2.87
Abstained	693,050	N/A
Total	134,802,321	100%

## ITEM 4: APPROVAL OF THE BUBS AUSTRALIA LTD RIGHTS PLAN

To consider and, if thought fit, to pass, the following resolution as an ordinary resolution:



“In accordance with ASX Listing Rule 7.2 exception 13, the Company is seeking to preserve the 15% limit on the issue of new equity securities that may be made by the Company during any 12-month period without Shareholder approval, excluding employee Rights issued under the plan”.

VOTE TYPE	VOTED	% VOTED
For	108,241,830	81.80
Against	20,197,292	15.26
Open-usable	3,887,351	2.94
Abstained	2,475,845	N/A
Total	134,802,318	100%



## ITEM 5: APPROVAL FOR THE GRANTING OF RIGHTS TO A DIRECTOR - MR REGINALD WEINE, CEO & MANAGING DIRECTOR

To consider and, if thought fit, to pass, the following resolution as an ordinary resolution:



“That, for the purposes of ASX Listing Rule 10.14 and for all other purposes, approval is given for the issue of Performance Rights to the Company’s Chief Executive Officer and Managing Director, Mr Reg Weine, as his long-term incentive on the terms and conditions set out in the Explanatory Statement.”

VOTE TYPE	VOTED	% VOTED
For	102,043,285	77.03
Against	26,635,179	20.11
Open-usable	3,786,778	2.86
Abstained	2,337,076	N/A
Total	134,802,318	100%

## ITEM 6: INCREASE IN NON-EXECUTIVE DIRECTORS' FEE POOL

To consider and, if thought fit, to pass, the following resolution as an ordinary resolution:



“The increase in the aggregate Director Fee pool in accordance with ASX Listing Rule 10.17 and clauses 14.7 & 14.8 of the Company’s constitution and as set out in the Explanatory Statement.”

# WITHDRAWN

## ITEM 7: APPROVAL OF ADDITIONAL 10% PLACEMENT CAPACITY

To consider and, if thought fit, to pass, the following resolution as an ordinary resolution:



“The approval of an additional 10% placement capacity in accordance with ASX Listing Rule 7.1 & 7.1A as set out in the Explanatory Statement.”

VOTE TYPE	VOTED	% VOTED
For	97,539,061	73.16
Against	31,947,561	23.96
Open-usable	3,848,639	2.88
Abstained	1,467,057	N/A
Total	134,802,318	100%

# Shareholder Q&A

# Poll Procedure

bübs®

**Thank you**