

24 November 2025

Update regarding CEO Mark Teperson

Baby Bunting Group Limited (Baby Bunting or the Group) advises that its Chief Executive Officer, Mark Teperson, has recently been diagnosed with myelofibrosis, a rare form of bone marrow cancer. Importantly, Mark has received a DIPSS-0 low-risk prognosis, which is the most favourable category and is associated with slow disease progression, a long-term outlook, and broad treatment options. His condition and the associated non-invasive treatment plan will not impact his ability to perform his duties as CEO.

Mark has advised the Board of his firm commitment to continuing in the role and leading the execution of Baby Bunting's growth strategy, supported by the Group's experienced executive leadership team.

Baby Bunting Chair, Stephen Roche said, "The Board fully supports Mark and his continued leadership of Baby Bunting. We appreciate his decision to release details of his condition, and we remain confident in his ability to execute our strategy in the years ahead."

Baby Bunting CEO, Mark Teperson said, "I am extremely grateful to the Board, the leadership team and to my family for their incredible support during what has been a challenging few weeks. Thankfully, the low-risk prognosis means my ability to lead the business is not affected, and my commitment to Baby Bunting and our strategy remains unwavering. Nevertheless, I have made the decision to announce this matter, as I believe full transparency is essential to uphold the trust and confidence we have built with our stakeholders and the market."

The release of this announcement was authorised by the Board. The Board does not propose to comment further on the matter unless circumstances change materially.

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