Bubs Australia Limited
ACN 060 094 742
23-29 Nina Link, Dandenong South
VIC 3175 Australia

1800 2827 2878 (1800 BUBS AUST)
info@bubsaustralia.com

ASX Announcement

Bubs Strategy Update Day – Thursday, 26 March 2026

12 March 2026, Melbourne: Bubs Australia Limited (ASX: BUB) ("Bubs" or "the Company") is hosting a Strategy Update Day on Thursday 26 March in Melbourne.

Managing Director, CEO, Joe Coote and the Executive Leadership Team will provide a comprehensive overview of the 2030 strategy and a deeper dive into the business and its markets, with executives from across the Company in attendance.

Event details are as follows:

- **Date:** Thursday, 26 March 2026
- **Time:** 9:30am – 1:00pm
- **Location:** 500 Bourke Street, Ground Floor (Brunswick + Fitzroy Meeting Room)

A copy of the Strategy Update presentation will be made available on the ASX on the day of the event.

Please confirm your interest in attending via the registration link - Bubs Australia Ltd Strategy Update. Upon registration for virtual attendance, the webcast link will be sent to your email.

A recording of the session will also be made available following the event on the Company's investor relations website.

If you have further questions, please contact Sophie Hulme at Sophie.hulme@bubsaustralia.com

This release of this announcement was authorised by the Company Secretary.

END

Shareholder enquiries

Alex Abeyratne, Sodali & Co
alexandra.abeyratne@sodali.com
T: +61 438 380 057
investors@bubsaustralia.com

Media enquiries

Jackson Eldridge, Sodali & Co
jackson.eldridge@sodali.com
T: +61 423 136 761

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**