



Bubs Australia Limited
ACN 060 094 742
23-29 Nina Link, Dandenong South
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Appointment of Independent Non-Executive Director

Pascal De Petrini

24 April 2026, Melbourne: Bubs Australia Limited (ASX: BUB) (Bubs or the Company) advises that Mr Pascal De Petrini has been appointed as an Independent Non-Executive Director, effective immediately. Mr De Petrini will also Chair the Audit and Risk Committee and be a member of the Nomination and Remuneration Committee.

Mr De Petrini is a highly experienced non-executive director with over three decades of leading international food and nutrition businesses across Asia-Pacific, the Middle East and Europe. During his executive career, he held senior leadership roles with Danone S.A. and Fonterra Co-operative Group Limited. His positions included Danone Senior Vice President (SVP) & Chairman Asia, Vice President Baby Nutrition ASPAC, and Managing Director, Asia Pacific, Middle East and Africa at Fonterra Co-operative Group Limited.

Recognised as one of the strongest FMCG operators in the Asia Pacific region, he has led major transformations in infant nutrition, dairy and beverages across complex, highly regulated markets. Mr De Petrini brings deep category expertise in infant formula and dairy, as well as end-to-end supply chain and quality experience. He also has a strong record of building brand equity across multiple international markets for organisations ranging from approximately US 100 million to US 3 billion in revenue.

Chair of the Board, Paul Jensen, said: “We are very pleased to welcome Pascal to the Bubs Board. Pascal brings a unique combination of technical dairy and infant nutrition expertise, deep knowledge of international regulatory frameworks and an impressive record of growing businesses in the Asia region. Pascal will be a valuable addition to the Board as we continue to execute our global growth strategy.”

Mr De Petrini is based in Singapore and holds a Master of Science in Management from ESSEC Business School and a Master of Science in Engineering from École des Mines de Nancy, both in France.

This release is approved by the Board of Directors.

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Shareholder enquiries

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ABOUT BUBS AUSTRALIA LIMITED (ASX: BUB)

Bubs Australia (ASX: BUB) is a leading infant nutrition company committed to providing premium-quality products that support the health and wellbeing of babies worldwide. Founded in 2006, Bubs has built a reputation for innovation and excellence, offering a range of organic and specialty infant formulas, including goat milk and grass-fed options. With a strong presence in Australia, the United States and growing international markets, including China, Bubs is dedicated to delivering trusted nutrition backed by rigorous quality standards. For more information, visit www.bubsaustralia.com or our social media channels.

Consumer Website: bubsaustralia.com

Investor Centre: investor.bubsaustralia.com