

ASX: BUB

Bubs Australia

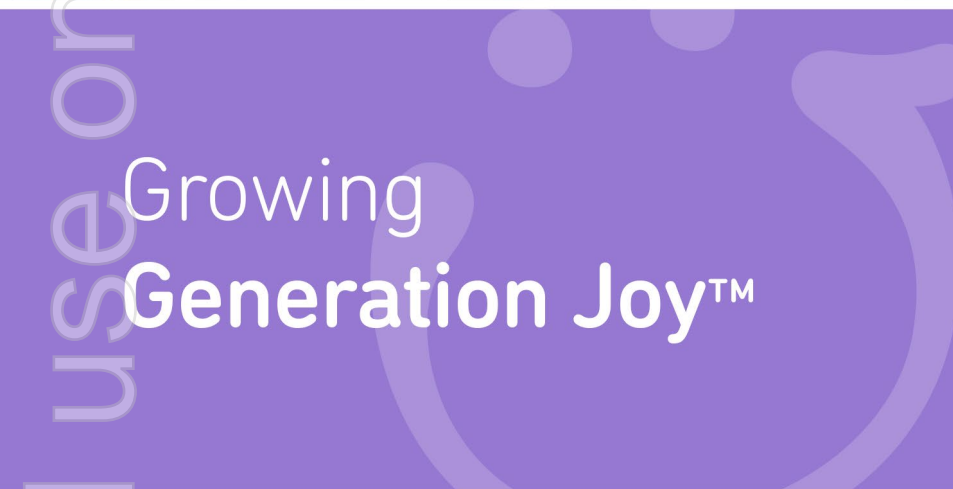
bübs®

# Investor Presentation

Meeting: 19 May 2022



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# Creating new generations of happy & healthy bubs<sup>®</sup>

## GOODNESS

We believe in wholesome, healthy food and a positive approach to life.

## HONESTY

We believe in 100% transparency, this is 'clean' food from a brand you trust.

## VERY BEST

We believe in being thorough and uncompromising, sticking to our ethics no matter what.

## PLAYFULNESS

We believe in the joy of family time, the pleasure of sharing happy moments and being together.

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## INNOVATION & AGILITY

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# EXPANDING MARKET SHARE WITH GROWTH MINDSET

Leveraging growth opportunities requires both innovation and new market agility to grow market share.

Market  
Growth  
Agility:

Innovation  
Growth  
Agility:

<sup>1</sup> Government Census Data

<sup>2</sup> Euromonitor and Market Data

## AUSTRALIA

Grow Domestic  
Market Share

NUMBER OF  
BIRTHS P.A:



294,000  
Births<sup>1</sup>

MARKET  
INTENSITY:

**Top 4**  
Manufacturers  
83% market  
share<sup>2</sup>

## CHINA

Leverage new  
Channel Partners



10,000,000  
Births<sup>1</sup>

**Number of Brands**  
450 SAMR  
118 CBEC<sup>2</sup>

## USA

Enter new High  
Growth Markets



3,605,201  
Births<sup>1</sup>

**Top 3 Brands**  
Have 90%  
market share<sup>2</sup>



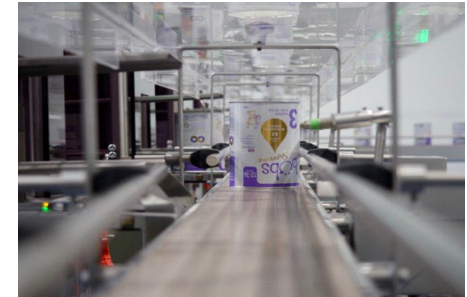


# INCREASING MANUFACTURING EFFICIENCY AND GROWTH

Further leveraging our position as a **safe, clean and nutritional leader**, with manufacturing efficiency

## Bubs Supreme™ launch provides opportunity to;

- Tap into global A2 beta-casein milk market, valued at US\$1.23 billion with forecasted 13.5% CAGR growth, and projections to reach US\$2.6 billion in global market size by 2026.<sup>1</sup>
- Stretches Bubs<sup>®</sup> manufacturing efficiency across all three key premium growth segments: Goat, Organic, and A2 beta-casein protein.



<sup>1</sup> Global A2 Milk Market Research Report - Global Forecast to 2026, Research and Markets.

# LAUNCHING **ADVANCED PREMIUM INNOVATION**

Combining **A2 Beta-Casein Protein milk**, with **NUTRABIO+** as our "super premium" formulation.



## **BUBS SUPREME A2 BETA-CASEIN**

### **Premium Positioning – Natural Clean Label, Advanced Formulation**

- Bubs Supreme™ is a premium formulation with a premium milk source.
- Made with natural A2 beta-casein protein cow's milk and enriched with DHA/ARA, prebiotics, probiotics, and lutein plus nucleotides.
- Clean Label nutrition. Non-GMO, no added hormones.

### **NutraBio+ Key Product Claims:**

- Synbiotic blend of prebiotics + probiotics to support digestive health.
- Zinc, Vitamin A, C and D for normal immune system function
- Lutein for support of normal eye health.
- Iodine, Iron & Zinc for cognitive function.
- Calcium & Vitamin D, for healthy bone & teeth development.





# MARKET LEADING CLEAN LABEL FORMULA AWARDS

Bubs® and Aussie Bubs™ Formula range receives **Clean Label Award + First 1,000 Day Promise Award**.

Growing global food security concerns  
need for safe, secure and clean nutritional baby food.

## Powdered Infant Formula Recall: What to Know

Do not use recalled Simlac, Alimentum and EleCare powdered infant formulas produced in Sturgis, Michigan.

Facebook Twitter LinkedIn Email Print



For ongoing updates on the powdered infant formula recall and investigation, please see [FDA Investigation of Clostridium Infections, Powdered Infant Formula](#).

together

If you use powdered infant formula, be aware certain Simlac, Alimentum and EleCare products have been recalled and should not be used.

The U.S. Food and Drug Administration (FDA) is investigating consumer complaints of bacterial infections in four infants who consumed powdered infant formula produced in Abbott Nutrition's facility in Sturgis, Michigan. All four infants had to be hospitalized and the bacterial infection may have contributed to death in two patients.

The FDA has published a [bulletin of recalled brands](#). Recalled products should no longer be available for sale.

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The FDA also

receiving medi

Because infant

FDA understa



## New Disclosures Show Dangerous Levels of Toxic Heavy Metals in Even More Baby Foods



Staff Report

Subcommittee on Economic and Consumer Policy  
Committee on Oversight and Reform  
U.S. House of Representatives

September 29, 2021  
[oversight.house.gov](https://oversight.house.gov)

## FSN Food Safety News

Breaking news for everyone's consumption

Home Outbreaks Recalls Directory Events About Us Media Kit Contact Us



Photo Illustration

## EU project targets safe food for infants

By Joe Whitworth on January 4, 2021

An EU-funded project aiming to boost food safety for infants in the European Union and China has begun.

The Safe Food for Infants in the EU and China (SAFFI) project is planned to run until the end of August 2024 and involves academia, food safety authorities, infant food companies, and technology and data-science SMEs. EU funding in the Horizon 2020 project is almost €4 million (\$4.9 million) with an overall budget of €6.75 million (\$8.2 million).

Bubs® Formula range receives independently tested,  
third party verified product safety and security recognition.



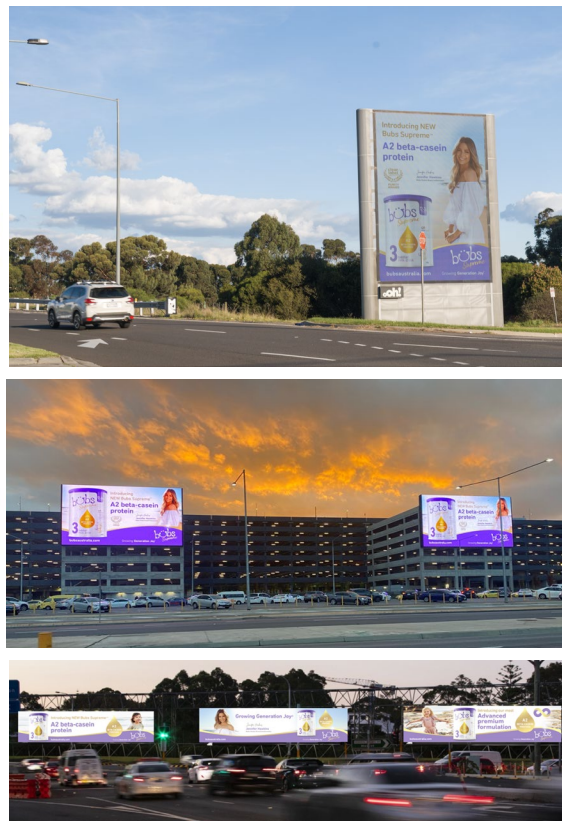
# BUBS SUPREME™ DOMESTIC, RETAIL AND DAIGOU LAUNCH

Rollout commenced across **590 Coles national stores**. Supported by **integrated domestic and Daigou** launch.

## DIGITAL & RETAIL SUPPORT



## DOMESTIC OUTDOOR BILLBOARDS



## DOMESTIC DAIGOU CHANNEL





# DOMESTIC

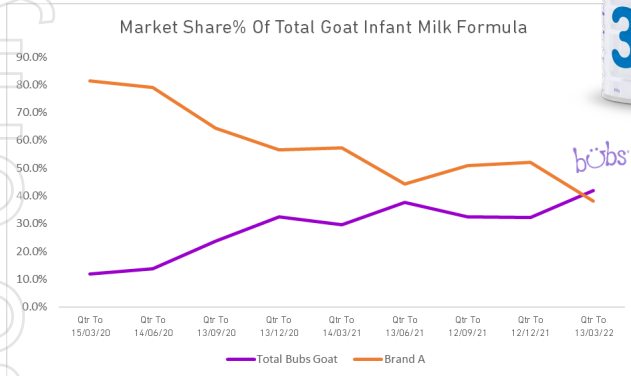
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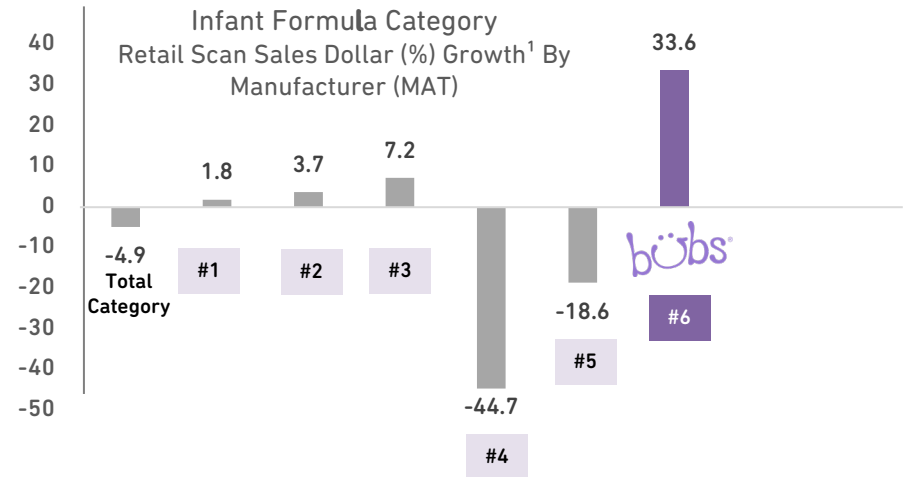
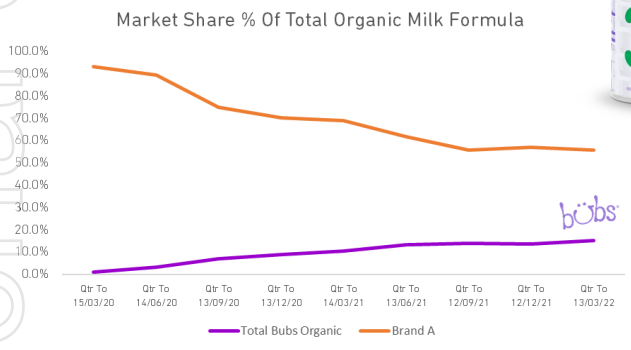
# DOMESTIC: GROWTH IN MULTIPLE PRODUCT SEGMENTS

Bubs remains **fastest growing** manufacturer<sup>1</sup> with **+33.6% scan sales growth**.

Bubs® Goat Formula now #1 Goat Brand in Australia.



Bubs® Organic Formula closing the gap on market leader in Organic category.



<sup>1</sup> IRI Scan value scan sales growth % YA. Dollars (\$000's) Moving Annual Total (MAT) 10.04.22, Coles, Woolworths Chemist Warehouse Combined.

<sup>3</sup> IRI Scan value sales, Units (000's) share of total Goat, Coles, Woolworths and Chemist Warehouse combined rolling quarter 13.03.2022

<sup>3</sup> IRI Scan value sales, Units (000's) share of total Organic Cow, Coles, Woolworths and Chemist Warehouse combined rolling quarter to 13.03.2022



## DOMESTIC: BUBS BRAND BLOCK ON SHELF

Significant shelf presence in national **590 Coles stores**, with the launch of **Bubs Supreme™** in Q4.



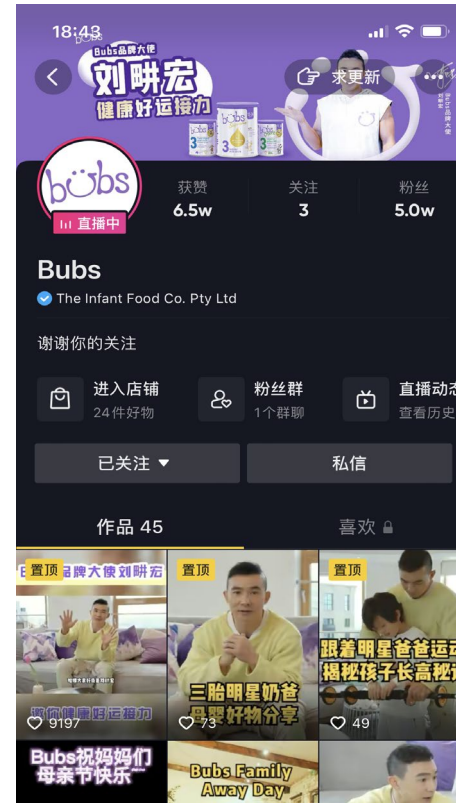
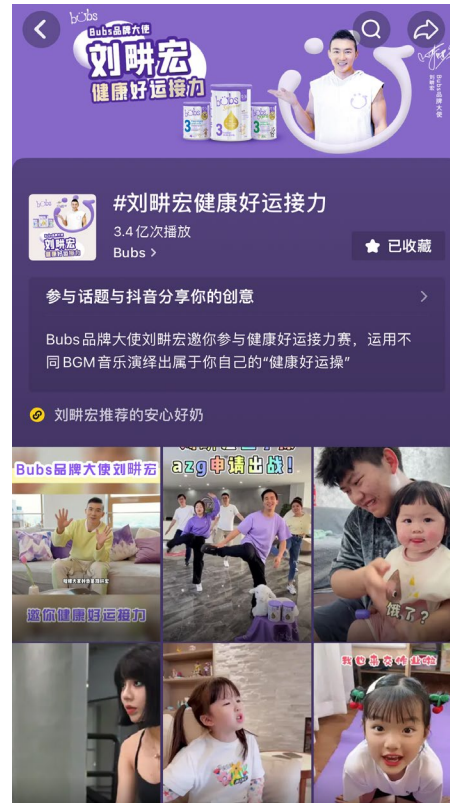
CHINA





# CHINA: BUBS® BRAND AMBASSADOR WILL LIU

Bubs Brand Ambassador driving brand awareness<sup>1</sup> – total followers **60 million**, with **340 million campaign views** and **67,000 Bubs Video uploads** in just 10 days.



TOTAL  
VIEWS  
340m

TOTAL  
VIDEOS  
67,000

Data source :DOUYIN 2022/5/13



# CHINA: RIGHT TIME, RIGHT PLACE, RIGHT PEOPLE

天时，地利，人和。

Right Time

Right Place

Right People

RIGHT  
TIME

- ✓ Created a unique business model during Covid
- ✓ Appointed Will Liu just prior to lockdown
- ✓ Top of mind consumer needs: safety, trusted brand

RIGHT  
PLACE

- ✓ 10M annual newborns
- ✓ NZ/AU are the top 4 most trusted countries for infant milk source.
- ✓ A2 Beta-Casein category in high growth.

RIGHT  
PEOPLE

- ✓ Strategic Partnership with global largest A2 Beta-Casein category distributor - AZG
- ✓ One China Strategy with CBEC, Daigou, O2O synergy build brand and consumer demand.
- ✓ Navigating the lock-down with proprietary supply chain solutions.

# CHINA: INTEGRATED CONSUMER CAMPAIGN

Driving online and outdoor China consumer awareness, to instore O2O stores and e-commerce Tmall conversion. This was able to be achieved in record time, despite the lockdowns, due to our proprietary freight and supply chain flexibility.



USA

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# USA: NATIONAL DISTRIBUTION FOOTPRINT GROWING

Driving ranging and growing points of distribution across existing and new retailers & e-commerce sites..

## EXISTING AND NEW CONFIRMED RETAILERS & E-COMMERCE SITES

### TOP 3

NATIONAL FOOD  
DISTRIBUTORS

DPI, KeHe & UNFI

**DPI** Specialty Foods  
Bringing the Best to Market



**KeHE**

**UNFI**  
BETTER FOOD. BETTER FUTURE.

### 794 DOORS

BRICK & MORTAR STORES

Across 5 Retailers,  
including 3 from  
Kroger Group



180 Stores

NEW

**Smart & Final.**

234 Stores

**buy buy  
BABY**

130 Stores

NEW

**fray's**  
FOOD STORES

125 Stores

NEW

**Food4Less**

125 Stores

### TOP 5

E-COMMERCE  
PLATFORMS

Leading Sites

**VITACOST**

NEW

**Walmart.com**

**amazon**

**THRIVE**  
- MARKET -

**buy buy  
BABY**

NEW



VIDEO

# USA: SIGNIFICANT CRISIS **BABY FORMULA SHORTAGE**

Aussie Bubs™ is providing reassurance as a clean label, nutritional, safe, secure formulation from Australia.

## CURRENT CRISIS SITUATION



**'It's a nightmare': baby formula shortage leaves US parents desperate**

**Congress is investigating the baby formula shortage and demanding answers from the 4 companies who control almost 90% of the market**

**Baby formula shortage hits 'crisis' level, sparking panic in parents across US**

Moms and dads nationwide take to social media with pictures of empty store shelves

**Biden Seeks to Address Baby Formula Crisis With Logistics Help**

- FDA expected to announce steps Monday to facilitate imports
- Administration in touch with suppliers of raw materials

## BUBS RESPONSE: EDUCATION & SUPPORT WITH ACCESS TO BUBS FORMULA FROM AUSTRALIAN RETAILERS



### Are you a concerned parent?

The Aussie Bubs™ Advisory Board created these tips to help concerned parents find some peace of mind.

**DO** switch brands if your routine formula isn't available. It can take a baby a few days to transition to the new formula so be patient. If your baby is on a specialty formula, or has an allergy or sensitivity to any formula, always talk to your pediatrician before switching.

**DO** call smaller mom & pop stores as they often have stock that the larger retailers may not.

**DO** introduce toddler formula if your baby is close to a year old, eating solid foods and you've consulted with your pediatrician. Look for formulas that are Clean Label Purity Award recipients.

**DON'T** make homemade infant formula. It won't meet your baby's essential nutritional needs, can be very dangerous to their growth and development and can even make your baby sick.

**DON'T** add extra water to stretch your formula supply. This will dilute essential nutrients which can lead to major health problems and harm the normal growth and development of the infant.

### Where to Shop

Aussie Bubs™ Toddler Formula retailers:



Bubs™ Infant Formula  
(Currently only available to ship from Australia)



### Media



### Aussie Bubs™ Advisory Board



**Dr. Tanya Allmann, MD, FAAP**

- Founder, Calabasas Pediatrics
- Best-selling author, "What to Feed Your Baby"
- Aussie Bubs™ brand ambassador



**Stephanie Middleberg, MS, RD**

- Founder, Middleberg Nutrition
- Best-selling author, "The Big Book of Organic Baby Food" & "The Big Book of Organic Toddler Food"
- Aussie Bubs™ brand ambassador



**Jackie Bowen, MPH, MS**

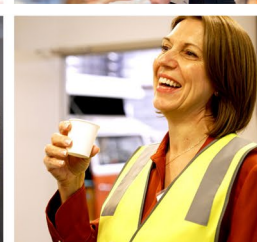
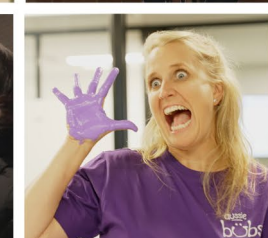
- Executive Director, The Clean Label Project
- Engineer, public health professional & researcher
- 20 years of experience in natural products industry

# OUR PURPOSE & PEOPLE

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# OUR BUBS FAMILY CULTURE **DRIVES OUR GROWTH**

Our market growth and innovation agility are driven by our Bubs Family and company purpose.

THANK YOU TO ALL OF OUR BUBS FAMILY!

bübs®

ONE BRAND  
ONE FAMILY  
ONE WORLD



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bubs®  
Growing Generation Joy