



Bubs Australia Limited  
ACN 060 094 742  
2-4/6 Tilley Lane, Frenchs Forest  
NSW 2086 Australia

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

## **BUBS Australia commences trading on the ASX**

**Sydney 3 January 2017:** The relisting of Bubs Australia Limited (formerly Hillcrest Litigation Services Limited (“Hillcrest”)) has been approved by The Australian Stock Exchange (ASX). The company will trade under the ASX code: BUB from 10.00, today.

BUBS Australia Limited (“Bubs”) is an award winning specialist manufacturer of infant milk formula and organic baby food, sold in Coles supermarkets and pharmacies across Australia, with a growing presence in Asia and the Middle East.

The relisting of Bubs follows the granting of Hillcrest shareholder approval for a change of business purpose, a rights issue, the issue of new shares to acquire The Infant Food Holding Co Pty Ltd (“IFC”), the owner of the Bubs operations, brand and intellectual property, and the successful raising of \$5.15 million under a prospectus offer to progress the development and marketing of the Bubs business and provide working capital for sustainable growth.

Mrs Kristy Carr, Executive Managing Director and Bubs Founder said: “This is an important and transformative step on Bubs’ journey to strengthen its competitive advantage through execution of its domestic and international expansion strategy, especially in SE Asia and China.

“We appreciate the support from our cornerstone, institutional and retail investors on Bubs’ journey to becoming publicly held. We believe with our differentiated premium product offering, capacity to deliver innovation quickly and strong links throughout Asia, the company has a bright future ahead,” said Mrs Carr.

Cornerstone investors in Bubs and its subsidiaries include Ellerston Capital, the founders of Wattle Hill Capital, and an investment company of Nancy and Richard Zhang, the founder of JD.com

Allotment and transfer of shares under the Offer occurred on 22 December 2016 and initial holding statements were dispatched to shareholders on the same day.

**END**

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## EDITORS NOTES

### About Bubs Australia

- Established 2005.
- Based in Sydney, BUBS has continually innovated and launched infant formula and organic baby food products that cater for all stages of development from newborn to toddler. Including prepared food brand *Bubs Organic* and a unique digestion friendly Bubs Advanced Plus+ *Goat's Milk Infant Formula*.
- 100% Australian Made.
- 1st organic baby food pouch range to launch in Australia and certified by Australia's largest and most trusted certification body Australian Certified Organic (ACO).
- Member of Infant Nutrition Council and signatory of MAIF agreement.
- Recipient of multiple industry and consumer awards, including 2016 National Finalist for Best Organic Product.
- Recently-launched Bubs ADVANCED PLUS+ Goat Milk infant formula, a key differentiator from peers.
- Bubs products are sold in thousands of stores in Australia and internationally, across major supermarkets, pharmacies and health food chains.
- The senior management has 40 collective years of experience in the FMCG and infant food industry, including Bubs, Mars Inc, HJ Heinz and five:am organics amongst others.

### Key Executives

#### Mrs. Kristy Carr – Executive Managing Director and Bubs Founder

Mrs. Carr has an in-depth knowledge of the infant category. Prior to co-founding the Bubs brand, Mrs. Carr lived in Asia for over a decade and was International Communications Strategist for Cathay Pacific. As a mother of three, Mrs. Carr has first-hand experience when it comes to new product development and mum-to-mum insight.

#### Mr. Nicholas Simms – Commercial Director Infant Milk Formula

Mr. Simms is an FMCG specialist with over two decades of experience in management positions within leading FMCG companies including Mars Inc., HJ Heinz, PZ Cussons & five:am, the market leading producer of organic yoghurt and cereals.