

ASX RELEASE
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New Bellamy's branded series approved by SAMR

Bellamy's Australia Limited (ASX: BAL) (**Bellamy's**) is pleased to announce that last night SAMR released a series of approvals, three of which relate to the approval of a new Bellamy's branded formulation-series to be produced at the ViPlus Dairy (**ViPlus**) facility in Toora, Victoria. Bellamy's is awaiting final certification of all changes from SAMR which it hopes to receive shortly. Prior to producing, the parties may make further amendments to the approved artwork through the SAMR process, which could take a few months.

It is important to note that this is a separate application to Bellamy's existing SAMR application to produce its organic series at Camperdown Powder, which remains in progress.

This is part of Bellamy's strategic plan to build out a tiered-product portfolio and penetrate the China offline channel. The new Bellamy's-ViPlus series will target the premium segment of the offline channel and initially focus on Tier 3 and 4 cities. It is a conventional formulation which includes premium functional ingredients, including Lactoferrin, DHA/ARA, GOS & FOS, and Nucleotides.

Initial interest and feedback from sub-distributors is strong, given the strength of the Bellamy's brand, its '*made in Australia*' status, and the premium formulation.

The conventional cost structure will also support the required trade economics and consumer pricing to effectively compete in Tier 3 and 4 cities and better position Bellamy's to benefit from the significant brand rationalisation resulting from recent regulatory changes.

Bellamy's will transition to selling the new SAMR registered series at ViPlus as soon as the further artwork amendments have been approved. A proven China sales leadership team is already in place.

The existing Bellamy's organic series to be produced at Camperdown Powder (which, as noted above, remains in progress for SAMR registration), is intended to target the super-premium segment of the offline channel in Tier 1, 2 and 3 cities.

Brand Name	Facility	Bellamy's SAMR registration	Formulation	Consumer segment
Bellamy's 贝拉米	Camperdown	Pending	Organic	Super premium
Bellamy's 贝拉米 维爱佳	Viplus	Approved	Conventional	Premium

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The successful regulation marks the beginning of a new manufacturing partnership between ViPlus and Bellamy's.

Bellamy's will invest \$4-6m (performance dependent) to transition the product and to secure long-term production capacity with ViPlus. This includes competitive pricing for blending and canning and a minimum annual volume commitment (<10% of Bellamy's production).

ViPlus is a leading independent manufacturer of infant and toddler milk formula in Australia. It has recently had its Certification and Accreditation of the People's Republic of China (**CNCA**) licence renewed for its blending and canning facility in Toora, Victoria for a further four years. Further it is one of only two Australian facilities to receive approval for all three-formula series from SAMR.

In response, Andrew Cohen, Bellamy's CEO said, *"this is the first step in recommencing sales in the China offline channel and executing a multi-tier product strategy. It will position us well to compete in the critical battleground of Tier 3 and 4 cities."*

Mr Jon McNaught, ViPlus' CEO said, *"this is a very exciting development for ViPlus and Bellamy's and represents a foundational partnership for both businesses"*.

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