



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 JV ENTERS STRATEGIC CHANNEL PARTNERSHIP WITH KIDSWANT, CHINA'S LARGEST MOTHER AND BABY STORE CHAIN.

- *Kidswant has the largest market share of mother and baby retail in China.*
- *Bubs Organic® food products now ranged in 275 Kidswant stores throughout China.*
- *Access to Kidswant's highly active membership community with over 27 million mothers.*
- *Expected retail sales value of RMB 30 million (AUD 6 million) in first year.*

Sydney/Nanjing 27 June 2019: Bubs Australia Limited (ASX: BUB) announces a strategic channel partnership with Kidswant as the first major project of the Bubs/Beingmate Joint Venture (Bubs Brand Management Shanghai Co. Ltd), which was established in May 2019. An official signing ceremony and launch event was held at the Kidswant Headquarters in Nanjing to formalise the Agreement.

Bubs Organic® food products are now ranged in 275 Kidswant stores in key shopping areas in 123 cities throughout China. It is envisaged that the annual retail sales performance of Bubs® products through Kidswant will reach RMB 30 million within FY20.

Commenting on the strategic partnership with Kidswant, Beingmate CEO Mr Xiufei Bao said, "The cooperation with Kidswant is the most important project that has been signed and implemented since the establishment of our joint venture company with Bubs."

Bubs Chief Executive Officer, Kristy Carr said from the event, "We are delighted to establish this strategic partnership with Kidswant, the No.1 baby store chain in China. Kidswant's store footprint and full-service integrated membership model provides us with immediate access to our core potential customers in a trusted ecosystem."

Kidswant is an innovative data and consumer relations based omni-channel family service provider focused on retailing maternal and baby goods and value-added services. Kidswant is the market leader in infant and child retail with the largest market share in China.

Kidswant operates large physical stores, online shopping malls, a mobile terminal APP and other shopping channels. Kidswant also provides a parenting and purchasing consulting service with in-store and on-line professional childcare consultants, aiming to provide consumers with differentiated goods and services.

From its establishment in 2009, Kidswant has grown to 275 large-scale physical stores, reaching nearly 60% of the cities in China with a population of more than 500,000. Their annual turnover is over RMB 10 billion (AUD 2 billion).

END

For personal use only



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

Kidswant Flagship Store in Nanjing:



Media and Investor Enquiries:

GRACosway
Deanne Curry
Ph. +61 2 8353 0401
investors@bubsaustralia.com
media@bubsaustralia.com

About Bubs Australia Limited (ASX: BUB)

Founded in 2006 in Sydney, Bubs Australia is engaged in the business of inspiring new generations of happy, healthy bubs through its range of premium infant nutrition products. Bubs® goat milk and organic grass-fed infant formula ranges, and organic baby food, cereals and toddler snacks cater for all feeding occasions and stages of development from newborn to preschool.

Bubs Australia is the leading producer of goat dairy products in Australia with exclusive milk supply from the largest milking goat herds in the country. Bubs® is proudly the only infant formula in the world to be based on 100% Australian goat milk.

Products are widely sold in major supermarkets and pharmacies throughout Australia, as well as exported to New Zealand, China, South East Asia, and the Middle East.

Consumer Website: bubsaustralia.com
Investor Centre: investor.bubsaustralia.com