



Bubs Australia Limited
ACN 060 094 742
23-29 Nina Link, Dandenong South
VIC 3175 Australia

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BUBS AUSTRALIA APPOINTS KATRINA RATHIE TO THE BOARD

- *Internationally recognised leading IP, brands and consumer lawyer*
- *Advisor to many Fortune 500 and ASX listed FMCG businesses*
- *In-depth understanding of the global business landscape*
- *50:50 gender diversity now represented across the Board*

15 July 2021, Melbourne: The Board of Bubs Australia Limited (ASX: **BUB**) is pleased to announce the appointment of Ms Katrina Rathie as the Company's new non-executive independent director, effective 21 July 2021.

Ms Rathie comes to Bubs as a respected business leader and non-executive director, with more than 35 years' experience as an internationally recognised leading intellectual property, brands and consumer lawyer and brings over 10 years of governance experience as a non-executive director of several leading not-for-profit organisations.

Ms Rathie served for nearly seven years as the Partner in Charge of King & Wood Mallesons (KWM) Sydney in a 27-year career as Partner with the firm. As Partner in Charge at KWM, Ms Rathie worked as principal advisor to many companies in the Fast Moving Consumer Goods (FMCG) segment including leading Fortune 500 and ASX listed companies, such as Procter and Gamble, Nestle and Woolworths. She was honoured as the overall winner of the prestigious 'AFR 100 Women of Influence List' in the Board and Management category in 2019 and Intellectual Property Partner of the Year by Lawyers Weekly in the same year. More recently Ms Rathie was appointed as NSW Patron of the Asian Australian Lawyers Association.

Mr Dennis Lin, Executive Chairman of Bubs, welcomed the appointment stating: "I am delighted to welcome Katrina to the Bubs Board. Her extensive background as a leading, trusted adviser to some of the world's largest consumer goods companies, and in-depth understanding of the global business landscape and brand, trademarks and copyright law uniquely positions Katrina to provide wise counsel to Bubs around the challenges and opportunities facing the Company as we recover from the impacts of the Covid-19 pandemic. These skills will be particularly important as we accelerate our growth momentum across the strategic priority areas, in particular our regional and global expansion ambitions.

"Importantly, the experience she brings as a non-executive director and seasoned leader of a major professional services firm will further complement and strengthen the Board and we are honoured to attract such quality talent. We are particularly proud to now have 50:50 gender representation, further enhancing the diversity of the Board."

Commenting on her appointment, Ms Rathie said: "I look forward to joining the Board of a dynamic Australian nutrition company. I believe the business has strong growth potential in international markets, including Asia and North America.



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"Bubs' acknowledged position as an infant nutrition specialist and vertically integrated producer of premium quality infant formula, organic baby food and dairy products will have significant appeal to millennial parents as the world recovers from Covid-19."

Ms Rathie holds a Commerce (Accounting & Financial Management)/Law degree from UNSW and is an Alumni Leader of UNSW Business School. She is a Fellow of the Australian Institute of Company Directors (FAICD) and a Member of Chief Executive Women. She was admitted to practice in NSW in 1985, the High Court in 1986 and as an Attorney & Counsellor of the New York Bar in 1988.

Ms Rathie's LinkedIn profile can be viewed at: <https://www.linkedin.com/in/katrina-rathie-7abb92118>

Ms Rathie will offer herself for election by shareholders at the Bubs Annual General Meeting in November 2021.

Outgoing director, Mr Matthew Reynolds, will retire from the Bubs Australia Board effective 21 July.

Mr Lin said: "I would like to thank Matthew for his valued governance and contribution to the Board over the past four years. His guidance has helped the company navigate multiple acquisitions and his input on strategic growth into new markets has helped ensure the Company has a strong platform upon which to build its next phase of growth."

This announcement is approved for release by the Board.

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Media and Investor Inquiries

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About Bubs Australia Limited (ASX: BUB)

Founded in 2006 in Sydney, Bubs Australia's vision is to create new generations of happy, healthy bubs through its range of premium Australian infant nutrition and goat dairy products. Bubs® Goat Milk Infant Formula and Bubs Organic® Grass-fed Cow's Milk Infant Formula, along with organic baby food, cereals, toddler snacks, and Vita Bubs® infant and children's vitamin and mineral supplements, cater for all feeding occasions and stages of development from newborn through to childhood.

Bubs Australia is the leading producer of goat dairy products in Australia with exclusive milk supply back to the farm gate. Bubs® is proudly the only infant formula in the world to be based on Australian goat milk.

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

Consumer Website: bubsaustralia.com

Investor Centre: investor.bubsaustralia.com