



BUBS AUSTRALIA SECURES FOURTH U.S. OPERATION FLY FORMULA MISSION FIRST DELIVERIES OF BUBS INFANT FORMULA TO DEPART ON 9 & 11 JUNE 2022

- The Biden Administration announces Fourth Operation Fly Formula Mission to transport first two deliveries of Bubs® Infant Formula products to the USA.
- First flights are scheduled to depart Melbourne Tullamarine Airport on 9 and 11 June 2022.
- Subsequent flights and logistics are in the process of being finalised to distribute the first 1.25 million tins (or 27.5 million bottles) of Bubs® Infant Formula products to retailers in the USA.
- Products are expected to be on shelves of major retailers soon after arrival.
- Founder CEO, Kristy Carr, participated in a roundtable discussion with President Biden, Health & Human Services Secretary Xavier Becerra and Surgeon General Vivek Murthy, and other leading infant formula manufacturers.

Melbourne, 2 June 2022: Bubs Australia (ASX: **BUB**), producer of Bubs® Australian made infant formulas, advises the Biden Administration announced on U.S. EST 1.30 pm, 1 June 2022 (3.30am AEST, 2 June 2022), it has sourced the first two flights to transport delivery of six Bubs® Infant Formula products including, Bubs Supreme™ A2 Beta-Casein Protein, Bubs Organic® Grass Fed Cow Milk, and Bubs® Easy-digest Goat Milk Infant Formula and Follow-On Formula products.

The White House announcement:

<https://www.whitehouse.gov/briefing-room/statements-releases/2022/06/01/president-biden-announces-fourth-operation-fly-formula-mission/>

Following the Food and Drug Administration (**FDA**) announcement on 27 May 2022 (10:30pm AEST) regarding its exercise of Enforcement Discretion, Bubs has been working closely with the U.S. Government and key stakeholders to ensure that the Company is able to provide relief to American families as a matter of top priority. Bubs will be distributing a total of 1.25 million tins (27.5 million bottles) of Bubs® Infant Formula products to top U.S. retailers over a series of shipments in the coming weeks.

President Biden launched Operation Fly Formula to speed up the import of infant formula and get product on store shelves as soon as possible. Under Operation Fly Formula, the USDA and the Department of Health and Human Services (**HHS**) are authorised to use Department of Defense contracted commercial aircrafts to deliver those infant formulas that meet U.S. health and safety standards.

Following today's announcement of the Fourth Operation Fly Formula Mission, Bubs will continue to work closely with the U.S. Government to have the first delivery loaded and ready for take-off by 9 June 2022. The second delivery will occur on 11 June. The initial shipment is destined for one of Bubs' nominated Distribution Centres, based in Pennsylvania. Soon after arrival, Bubs® Infant Formula products will be directly dispatched to major national retailers. Bubs intends to work with its retail partners to ensure products are directed to states facing the greatest shortage of infant formula.

Confirming the first two shipments under Operation Fly Formula, Founder and CEO, Kristy Carr said "We would like to express our deepest gratitude to the Biden Administration for extending Operation Fly



Bubs Australia Limited (ASX: BUB)
ACN 060 094 742
2-4/6 Tilley Lane, Frenchs Forest
NSW 2086 Australia
1800 2827 2878 (1800 BUBS AUST)
hello@bubsaustralia.com
investor.bubsaustralia.com

Formula to enable Bubs to assist American families as quickly as possible. Our team members are working around the clock in conjunction with the White House to resolve logistical challenges so that we can have Bubs® Infant Formula products on shelf in major American retailers as quickly as possible.”

In addition to the initial two shipments, Bubs is working contemporaneously on the airfreight of remaining products so they can also be delivered in the coming weeks. In its announcement, the Biden Administration said additional deliveries of Bubs Australia Infant formula will be announced in the coming days. The products will be distributed widely throughout the USA across a large number of major national retailers.

Roundtable Discussion with President Biden and Senior Administration Officials

<https://www.youtube.com/watch?v=2vPFWuXBWw>

Key Segments: [26:30-37:00], [56:47-1:02:50]

Earlier today, Bubs Founder and CEO, Mrs. Carr participated in a roundtable convened by President Biden with Senior Administration Officials including:

- Health and Human Services Secretary Xavier Becerra,
- Surgeon General Vivek Murthy,
- Deputy Director Sameera Fazili - the National Economic Council, and
- Christen Young, Senior Policy Advisor for Health - the White House.

Bubs was the only manufacturer from the Asia Pacific region. Other leaders included were from Reckitt, Perrigo Company, Nestle’s Gerber and ByHeart.

During the roundtable, the President discussed actions the Administration is taking to increase the production of infant formula by current U.S. manufacturers through use of the Defense Production Act, and speeding up imports of infant formula from outside of the USA through Operation Fly Formula.

Commenting on the roundtable, Mrs. Carr said, “It was an insightful roundtable convened by the President, and the participants shared many important learnings and experiences. It was pleasing to hear that FDA regards safety as the highest priority, and Bubs satisfies those gold standards. We were also interested to learn that the Administration is seeking to understand the broader regulatory environment going forward. We are thankful that the US Government continues to offer support and work with us.

“Australia and the United States have enjoyed a long-term friendship. We are proud to be representing our country in providing a first response to assist American families.”

This announcement was approved by the Board of Directors.

Media and Investor Inquiries

Grace McCarthy – Ph. 0422 558 112

Deanne Curry - Ph. +61 2 8353 0401

investors@bubsaustralia.com

media@bubsaustralia.com



Bubs Australia Limited (ASX: BUB)
ACN 060 094 742
2-4/6 Tilley Lane, Frenchs Forest
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investor.bubsaustralia.com

About Aussie Bubs Incorporated (USA)

<https://aussiebubs.com>

Bubs established a presence in the USA in June 2021, where it distributes and markets Aussie Bubs™ Toddler Formula products. It has established import supply chain and logistics in place, and routinely has shipments cleared via U.S. Customs and Border Protection.

The FDA label-compliant Aussie Bubs™ Toddler Formula products are available online at major e-commerce platforms; over 1,000 brick and mortar stores; direct to consumer via Aussie Bubs website; as well as ranged with the three largest national wholesale distributors in the USA: DPI Specialty Foods, KeHe and UNFI with rapidly increasing retail network.

Aussie Bubs™ Toddler Formula and Bubs® Infant Formula ranges are sourced through Bubs integrated supply chain and manufactured in its FDA registered facility in Victoria, Australia.

Aussie Bubs range and existing Bubs formulations meet stringent Clean Label Purity standards with confirmation of the USA certified Clean Label Purity Award.

About Bubs Australia

Founded in 2006 in Sydney, Bubs Australia's vision is to create new generations of happy, healthy bubs and families through its range of premium Australian infant nutrition and goat dairy products, including specialty and nutritional milk powder products for the whole family. 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.

Bubs products are widely sold in major supermarkets and pharmacies throughout Australia, as well as exported to China, Southeast Asia, the Middle East and USA.

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