



Bubs Australia Limited  
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**PRESIDENT BIDEN ANNOUNCES NEW OPERATION FLY FORMULA MISSION  
3<sup>RD</sup> AND 4<sup>TH</sup> PLANES TO COLLECT OVER 180,000 TINS OF BUBS® INFANT FORMULA**

- **Third plane load of Bubs® Infant Formula confirmed under Operation Fly Formula to be air lifted from Melbourne and scheduled to arrive in LA on 26 June 2022, with 90,270 tins on board.**
- **Fourth air freight shipment confirmed under Operation Fly Formula, with a further 90,195 tins on board, scheduled to arrive in Philadelphia on 5 July 2022.**
- **Both consignments have been purchased by major US retailers and will be distributed to stores within 1-2 weeks of arrival.**
- **By mid July, 361,299 cans of Bubs® Infant Formula are expected to have been made available to major retailers across 34 US States.**
- **Bubs CEO and Executive Chair met with White House Executive Office of the President to discuss ongoing collaboration to help address the infant formula shortage.**

**Melbourne, 23 June 2022:** Infant nutrition and dairy specialist Bubs Australia (ASX: **BUB**), is pleased to advise that on 22 June 2022 (ET), President Biden announced in an official White House press release that his Administration is sourcing further flights, facilitated by the US Department of Health and Human Services (HHS), under Operation Fly Formula to transport an additional 180,000 tins of Bubs® Infant Formula to the US.

On 21 June 2022, Bubs Founder and CEO, Kristy Carr and Executive Chair, Dennis Lin met with key stakeholders in HSS and the White House Executive Office of the President.

Bubs® Founder and CEO, Kristy Carr said: "We had wide ranging discussions regarding our ongoing collaboration with the United States Government to help alleviate the infant formula crisis and the necessary logistics to get product on shelf in major American retailers."

Under Operation Fly Formula, the Department of Health and Human Services (HHS), the U.S. Department of Agriculture (USDA), the General Services Administration (GSA), and the Department of Defense (DOD) are partnering with infant formula manufacturers to transport overseas infant formula that meets US health and safety standards, so it can get to store shelves faster to help ease the national supply shortage.

Bubs has already sent two plane loads of its infant formula to the US under an Operation Fly Formula Mission earlier this month, and has now received additional support from the US Government to deliver an extra two plane loads of Bubs® products to provide further relief for American families. The third plane is scheduled to arrive in Los Angeles on 26 June 2022, while the fourth plane is scheduled to arrive in Philadelphia on 5 July 2022. In total, the two additional deliveries will carry 180,195 tins, to fill around 5.5 million standard baby bottles.

Bubs® Founder and CEO, Kristy Carr said, "It was a pleasure to meet with the team at the Executive Office of the President in person to discuss Operation Fly Formula and Bubs Australia's long-term commitment to support American families. We wish to thank the US Government for its ongoing support under Operation Fly Formula, with the confirmation of the third and fourth air freight delivery of Bubs® Infant Formula to areas most in need.



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"It is immensely rewarding that only twenty-four days after the USA Food and Drug Administration (FDA) exercised its enforcement discretion for Bubs® to import six infant formula products into the United States, we can now see products physically on the retail shelves for American parents, whilst moving at the speed of safety. By mid July we expect 361,299 cans of Bubs Infant Formula to have been made available to major retailers across 34 States. This reflects an incredibly concerted effort from Bubs, our logistics and retail partners, and the United States Government," Mrs Carr said.

This announcement was authorised by the Board of Directors.

### Media and Investor Inquiries

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### About Bubs Australia

Founded in 2006 in Australia, Bubs' purpose is to grow happy, healthy families through clean nutrition. Bubs® A2 Beta-Casein Protein, Bubs Organic® Grass-fed, and Easy-Digest Goat Milk Infant Formula, along with Bubs Organic® baby food range, cater for all feeding occasions and stages of a child's development during their first 1,000 days of life.

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

**Consumer Website:** [bubsaustralia.com](http://bubsaustralia.com)

**Investor Centre:** [investor.bubsaustralia.com](http://investor.bubsaustralia.com)