



Bubs Australia Limited
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ASX Announcement

Bubs secures FDA approval to permanently supply US infant formula market

Highlights

- Permanent FDA authorisation secured for Bubs Goat, Bubs 365 Day Grass Fed and Bubs Essential infant formula products
- Establishes Bubs among a limited group of non-US manufacturers authorised to supply the US infant formula market
- Unlocks opportunities to expand product innovation and pursue participation in the US private label infant nutrition segment

7 September 2026, Melbourne: Bubs Australia Limited (ASX:BUB) ("**Bubs**" or "**the Company**") is pleased to announce it has received permanent regulatory authorisation from the United States Food and Drug Administration (**FDA**) for its three infant formula products: Bubs Goat, Bubs 365 Day Grass Fed and Bubs Essential. The authorisation confirms Bubs' products, manufacturing systems and scientific evidence satisfy USA regulatory requirements for safety, nutritional adequacy and quality, providing a permanent pathway to supply one of the world's largest infant formula markets.

The United States infant formula market is one of the most highly regulated consumer categories globally, with substantial scientific, regulatory and manufacturing requirements for entry. Permanent FDA authorisation strengthens Bubs' competitive position as the only Australian infant formula brand and one of a limited number of international manufacturers able to participate in this market. The approval provides a foundation for continued growth across Bubs' branded portfolio while creating strategic optionality for future product innovation and market expansion.

Joe Coote, Managing Director and CEO of Bubs said: "Permanent FDA authorisation is a transformational milestone for Bubs and validates the strength of our farm-to-formula value chain, manufacturing capability and product quality. This approval provides the platform to accelerate our US growth strategy, deepen retailer partnerships, strengthen consumer awareness of the Bubs brand and expand consumer reach across a market where we are already represented in more than 10,000 stores nationwide.

Importantly, it also creates additional opportunities to broaden our product offering and evaluate participation in the US private label infant nutrition segment. While any private label expansion remains subject to further regulatory, technical and commercial milestones, the FDA authorisation represents a significant strategic asset that we consider enhances Bubs' long-term growth potential."

Bubs will host an investor webinar to discuss the FDA authorisation and the Company's US growth strategy on **Thursday, 10 September 2026**. Details on how to register and participate will be provided separately and made available via the ASX and the Bubs Investor Centre.



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This release is approved by the Board of Directors.

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ABOUT BUBS AUSTRALIA LIMITED (ASX: BUB)

Bubs Australia (ASX: BUB) is a leading infant nutrition company committed to providing premium-quality products that support the health and wellbeing of babies worldwide. Founded in 2006, Bubs has built a reputation for innovation and excellence, offering a range of organic and specialty infant formulas, including goat milk and grass-fed options. With a strong presence in Australia, the United States and growing international markets, including China, Bubs is dedicated to delivering trusted nutrition backed by rigorous quality standards. For more information, visit www.bubsaustralia.com or our social media channels.

Consumer Website: bubsaustralia.com

Investor Centre: investor.bubsaustralia.com