29 July 2026

Chief Financial Officer transition

Baby Bunting Group Limited (Baby Bunting or the Group) today announces that Chief Financial Officer Darin Hoekman will step down after more than 12 years with the Group. With Baby Bunting well progressed on its multi-year growth strategy, he has decided that now is the right time to hand over to a new Chief Financial Officer.

To support an orderly transition, Darin Hoekman will remain in the role until a successor is appointed. The Board will engage an executive search firm for the role.

Darin Hoekman joined Baby Bunting in January 2014 and was the Group's Chief Financial Officer at the time of its initial public offering in October 2015. He led the finance function through the listing and leaves the business with a strong balance sheet and a disciplined approach to capital that has supported the strategic investment now underway as well as establishing the Group's property strategy and function.

Baby Bunting's CEO, Mark Teperson, said, "Darin has been central to Baby Bunting for more than a decade, helping grow it into the market leader in specialty baby and nursery goods across Australia and New Zealand. He has built a strong finance function and has been a steady hand through every stage of our growth. Darin is stepping down at a point of real momentum for Baby Bunting, which is a credit to the platform he leaves behind. On behalf of the Board and everyone at Baby Bunting, I want to thank Darin for his commitment over so many years, and I wish him all the very best for what comes next."

Baby Bunting CFO, Darin Hoekman, said, "It has been my privilege to serve as Baby Bunting's Chief Financial Officer for more than 12 years. It's been a career highlight to help build the Group's strong financial stewardship. I am particularly proud of executing on our store network growth, building our finance function and helping to lead the organisation through the challenges of Covid. I want to thank our shareholders for their support over that time, and the Board and my colleagues for everything we have built together. With the Group executing well on its growth strategy, now is the right time for me to hand over. Baby Bunting has a clear strategy that is delivering strong results and a talented team behind it, and I am very confident in the outlook and the growth ahead."

The release of this announcement was authorised by the Board.

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