



Bubs Australia Limited
ACN 060 094 742
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ASX ANNOUNCEMENT

Appointment of Independent Non-Executive Director

Ms Lori Tauber Marcus

21 May 2026, Melbourne: Bubs Australia Limited (ASX: BUB) ("Bubs" or the "Company") is pleased to announce the appointment of Ms Lori Tauber Marcus as an Independent Non-Executive Director, effective immediately. Ms Marcus will also serve as Chair of the Nominations and Remuneration Committee.

Ms Marcus is a highly experienced U.S.-based independent director with more than 30 years' of senior marketing experience across FMCG, retail, consumer health, digital commerce and high-growth consumer brands. Her executive career includes 24 years at PepsiCo, where she held a number of senior marketing roles, culminating in Senior Vice President, Marketing Activation. She later served as Executive Vice President, Chief Global Brand and Product Officer at Keurig Green Mountain.

Ms Marcus brings significant listed company board experience. She currently serves as an independent director of Fresh Del Monte Produce Inc. (NYSE: FDP) and previously served as an independent director of Primo Water Corporation (NYSE & TSX: PRMW) and Phunware (NASDAQ: PHUN) alongside board roles with other consumer-facing businesses.

Chair of the Board, Paul Jensen, said: "We are delighted to welcome Lori to the Bubs Board. Lori brings outstanding FMCG marketing and digital capability, deep knowledge of the U.S. consumer landscape, and proven experience as a listed company non-executive director. Her expertise in building brands, accelerating consumer engagement and supporting growth across consumer businesses will be highly valuable as Bubs continues to strengthen its position in key international markets, particularly the United States."

Ms Marcus is based in New York and holds a Bachelor of Science in Economics (Marketing) from The Wharton School, University of Pennsylvania.

This announcement has been authorised for release 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