



Control Number: 999999

SRN/HIN: I999999999

BBN

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2 September 2021

## Baby Bunting Group Limited 2021 Annual General Meeting

Dear Shareholder

Baby Bunting's 2021 Annual General Meeting (AGM) will be held on Tuesday, 5 October 2021 at 10.00am (Melbourne time).

The AGM will be held virtually, using technology to facilitate shareholder engagement and participation.

The Notice of 2021 AGM is available on our website at [babybunting.com.au/investor](http://babybunting.com.au/investor) in the dedicated AGM section. To watch the webcast, ask questions and vote on the day of the meeting, please visit: [web.lumiagm.com/303811745](http://web.lumiagm.com/303811745). For instructions refer to the online user guide [www.computershare.com.au/virtualmeetingguide](http://www.computershare.com.au/virtualmeetingguide)

To lodge a proxy visit [www.investorvote.com.au](http://www.investorvote.com.au). You will need the six digit Control Number and holder number (SRN/HIN) located on this letter. For your proxy appointment to be effective it must be received by 10.00am (Melbourne time) on Sunday, 3 October 2021.

The business of the meeting is set out in the Notice of 2021 AGM. This year, it includes the re-election of Melanie Wilson and the election of two new directors, Francine Ereira and Stephen Roche.

As announced earlier in the year, I have decided not to seek re-election this year and I will step down as chairman at the conclusion of the AGM. The Board has selected Melanie Wilson to succeed me. Melanie has been a director since 2016 and has served on the Board's Remuneration and Nomination Committee and the Audit and Risk Committee. She was selected by the Board having regard to her strong retail background, her strategic perspective and broad corporate experience.

It has been a pleasure and privilege to serve as a Baby Bunting director and I am confident the Company will continue to go from strength to strength.

I hope you will be able to participate in our virtual AGM this year.

Yours sincerely

A handwritten signature in black ink that reads 'Ian Cornell'.

Ian Cornell  
Chairman

