



BBN
MR SAM SAMPLE
FLAT 123
123 SAMPLE STREET
THE SAMPLE HILL
SAMPLE ESTATE
SAMPLEVILLE VIC 3030

Control Number: 999999

SRN/HIN: I999999999

PIN: 99999

4 September 2020

Baby Bunting Group Limited 2020 Annual General Meeting

Dear Shareholder

Baby Bunting's 2020 Annual General Meeting (AGM) will be held on Tuesday, 6 October 2020 at 10.00am (Melbourne time).

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

The Notice of 2020 AGM is available on our website at [babybunting.com.au/investor](https://www.babybunting.com.au/investor) in the dedicated AGM section. Shareholders will also find on the site instructions for how to join and view the meeting online, submit questions and cast your vote during the meeting.

To participate online live on the day of the meeting, you will need to go to: <https://web.lumiagm.com/396071302>

Any holders wishing to lodge a proxy vote or lodge questions ahead of the meeting can do this by logging onto www.investorvote.com.au and entering the Control Number and your holder number (SRN/HIN) located at the top of this letter. Lodging questions or casting your proxy vote ahead of the meeting will not prevent you from attending online.

The business of the meeting set out in the Notice of 2020 Annual General Meeting is to:

1. consider the statutory reports for the financial year ended 28 June 2020;
2. re-elect Gary Levin and Donna Player as non-executive directors;
3. adopt the 2020 Remuneration Report; and
4. approve a proposed grant of performance rights to the CEO and Managing Director under the Company's Long Term Incentive Plan.

Each Director (where permitted to do so) recommends that shareholders vote in favour of each of the above items of business.

I hope you can take advantage of the new technology we are using this year to hold the Company's AGM.

Yours sincerely

Ian Cornell
Chairman