



4 August 2020

ASX Market Announcements Office
Australian Securities Exchange

Baby Bunting Group Limited (BBN: ASX)

COVID-19 UPDATE - MELBOURNE STAGE 4 RESTRICTIONS

Baby Bunting Group Limited (Baby Bunting or the Company) provides an update on the Victorian stage 4 restrictions announced yesterday.

The Victorian government yesterday announced the introduction of stage 4 business restrictions for metropolitan Melbourne. Categories of retail businesses allowed to remain open for on-site work include retailers of maternity supplies.

On this basis, Baby Bunting's stores in metropolitan Melbourne will remain open to support new and expectant parents at this difficult time. COVID safe work practices will continue to be applied, including encouraging customers to shop online or use our contactless click and collect service. For some months now, Baby Bunting has limited the number of customers within stores (and within specific parts of stores) as well as applying expanded social distancing, sanitisation and cleaning practices.

Baby Bunting's Distribution Centre and online operations, based at Dandenong South in Melbourne, will continue to operate. Some minor adjustments will be made to ensure that the operations are in line with the stage 4 requirements for warehouses and distribution centres.

There are 56 Baby Bunting stores around Australia. Twelve are in metropolitan Melbourne and three are in regional Victoria (Geelong, Ballarat and Bendigo).

CEO and Managing Director Matt Spencer said, "We understand and support the need for the introduction of the stage 4 restrictions. These steps are required to limit the movement of people, and the further spread of COVID-19, through our communities.

"With over 9,000 new babies due in Victoria during the lockdown period, new and expectant parents face many critical and specialised needs and our Melbourne stores remain open to provide the essential products and services for them.

"We encourage all of our customers to think about how they shop and to limit their movements. Customers can shop online or use our contactless click and collect service. Earlier in the year we introduced our Helping Hand telephone service to provide telephone assisted shopping for our customers who are unable or unwilling to come into one of our stores but still require access to products, service and advice. In addition, our contactless car seat and capsule installation service will also continue to operate, providing peace of mind to parents that they can have their car seats and capsules safely installed in their vehicles.

"Our key priority remains ensuring the safety and health of our team and our customers and the broader Victorian community. We will adapt to new measures that are introduced as we focus on ensuring that parents of new and young children can get the essential products they need."

Baby Bunting thanks all of our Victorian customers for following the public health guidelines, including staying 1.5 metres apart and wearing a face covering.

The Company will release its audited statutory accounts on Friday, 14 August 2020. Details of the investor call to be held on that day are contained in the release given to ASX on 27 July 2020.

This document has been authorised for release to ASX by the Company's Disclosure Officers.

For further information, please contact:

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