



OUR IMPACT

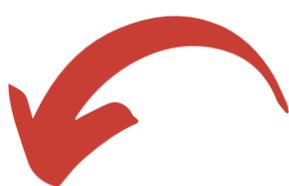
2018/19 FINANCIAL YEAR



1 HELPING BUBS IN NEED

We donate at least 50% of our profits to programs supporting bubs in need. We focus on four outcome areas that are critical for delivering long term impact and are supported by a strong body of evidence: 1) nutrition, 2) sanitation, 3) protection from harm, and 4) early learning.

As this was our first official year in business, our profits and therefore our donations, were modest. But we intend to grow these year on year. Using profits up to June 2019, we donated just over \$1200, split between two programs:



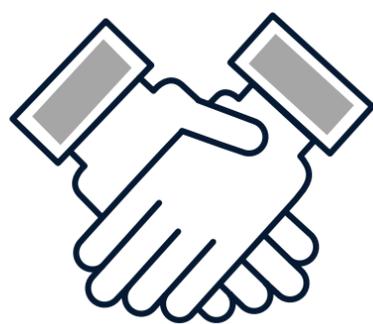
- 1) Bubup Wilam - an award winning Aboriginal Child and Family Centre in Thomastown, Victoria.
- 2) UNICEF's Early Childhood Development Program, which supports bubs around the world.

We also donated 20 blankets and 20 burp cloth sets to an Aboriginal Early Learning Centre in New South Wales



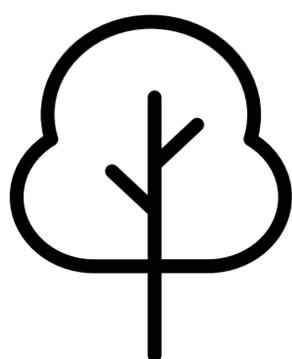
2 BUILDING FOUNDATIONS

Importantly, we used this first year to build the foundations for a social enterprise that will help babies in need now and into the future. This included crowdfunding and buying our first order of stock and establishing the systems and infrastructure for an effective retail business.



3 ETHICAL MANUFACTURING

We made sure our products were made ethically by first screening prospective suppliers and then commissioning an independent ethical audit of our chosen manufacturer to ensure they met international ethical production standards.



4 ENVIRONMENTAL SUSTAINABILITY

We limited the impact of production and distribution of our products primarily by: 1) making our products from bamboo, which is fast growing, requires less water than cotton, and is grown naturally without pesticides, 2) keeping our packaging to minimal kraft paper wraps, and 3) where possible, posting out orders in biodegradable and compostable satchels



5 CONTINUOUS IMPROVEMENT

We are committed to continually reviewing and improving our social and environmental impact and we're aiming for BCorp certification in 2021.