31 August 2026

Richard Vincent appointed as Non-Executive Director

Baby Bunting Group Limited (Baby Bunting or the Group) is pleased to announce the appointment of Richard Vincent as an independent Non-Executive Director, effective 1 September 2026. He will also join the Audit and Risk Committee from that date.

Richard Vincent has more than 30 years of executive and board experience in retail and wholesale distribution businesses, with particular strengths in business transformation and finance. He spent over 18 years with Australian Pharmaceutical Industries Limited, the ASX-listed health and beauty retailer and pharmaceutical wholesaler, including as Chief Executive Officer and Managing Director from 2017, leading the company through a period of significant growth until its acquisition by Wesfarmers in 2022.

Earlier in his career, Richard Vincent held senior finance and operational roles across the pharmacy, logistics, manufacturing and automotive sectors, including as a chief financial officer. He is a Certified Practising Accountant and is Chair of the National Pharmaceutical Services Association.

Baby Bunting's Chair, Stephen Roche, said, "Richard's appointment reflects the continuation of our Board renewal program and adds valuable expertise in retail, wholesale and finance as Baby Bunting continues to execute its growth strategy. His experience in running a national retail and wholesale business, together with his strong financial background, will be of considerable value to the Board and to the Audit and Risk Committee, and we look forward to his contribution to Baby Bunting's future success."

Richard Vincent said, "I am delighted to join the Baby Bunting Board. Having spent much of my career in retail and distribution, I appreciate what the Group has built. Baby Bunting is a trusted brand with a clear strategy and a capable management team, and I look forward to supporting the Group and its people as it continues to grow and deliver for families across Australia and New Zealand."

Richard Vincent will seek election as a director at the upcoming Annual General Meeting.

The release of this announcement was authorised by the Board.

For further information, please contact:

Investors
Saskia West
+61 452 120 192