

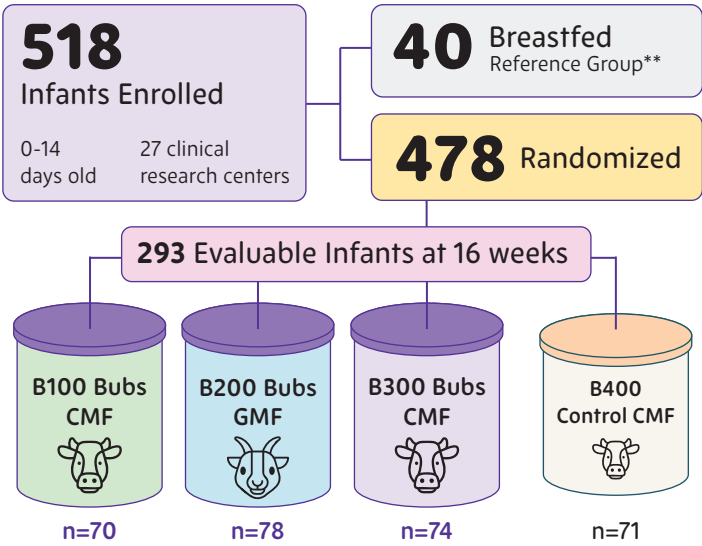
Achieving Milestones That Matter

# Bubs Completes Critical Step in US FDA Permanent Authorization Pathway with 4 Month, Prospective, Randomized, Multi-Center Clinical Trial

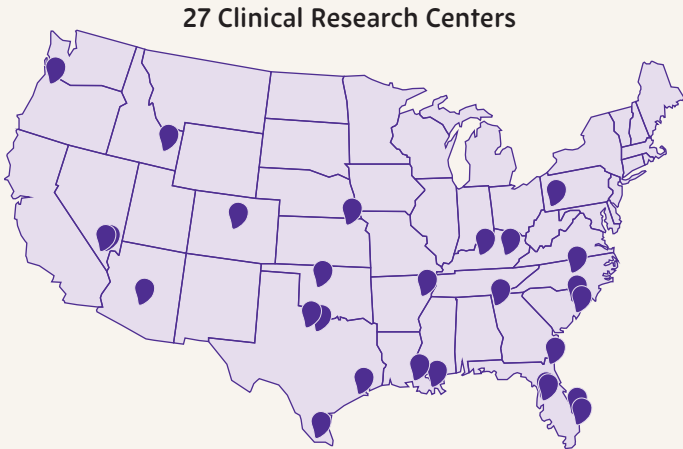


## Robust Evidence

### The Largest US Infant Formula Growth Monitoring Study Conducted to Date\*



\*BASED ON REVIEW OF PUBLISHED, RECENTLY COMPLETED, AND IN PROGRESS GROWTH MONITORING STUDIES. JULY 2025.  
\*\*BREASTFED COHORT RECRUITED FOR TOLERANCE TO FEEDINGS AND QUALITATIVELY COMPARED TO STUDY FEEDINGS.  
CMF= COW MILK FORMULA, GMF= GOAT MILK FORMULA



Infants were exclusively fed clinically-labeled study formulas starting before 14 days of age and evaluated for growth and tolerance over 16 weeks compared to a commercially available control formula.

**Primary Outcome:**  
 Weight gain (g/d)

**Secondary Outcomes:**  
 Recumbent length gain (cm/d)  
 Head circumference gain (cm/d)  
 Tolerance of the study formulas and adverse events

## Clinical Precision

### Innovative Hybrid Design Combines Clinical Expertise and Parental Input

All anthropometric measurements were conducted at clinical research centers by trained healthcare professionals to ensure quality of the data. In addition, formula intake and tolerance were recorded by parents via digital app.

- ✓ 6 Clinical Research Center Visits
- ✓ Caregiver Reported Formula Intake, Tolerance, and Satisfaction Surveys

Visit Week	Clinical Assessment	Caregiver Survey
1		
2		
4		
8		
12		
16		

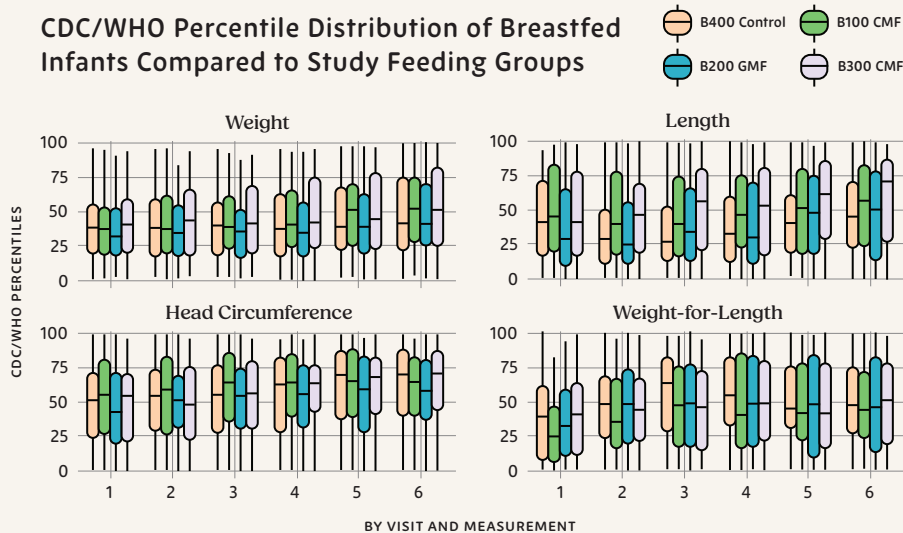
Delivering What Matters to  
Parents and Providers

## Healthy Growth, Excellent Tolerance, and High Satisfaction

### Proven Outcomes

## Bubs whole fat infant formulas support normal growth similar to that of breastfed infants\*

CDC/WHO Percentile Distribution of Breastfed  
Infants Compared to Study Feeding Groups



- There were no significant differences among the study formulas for any anthropometric outcome
- Bubs study formulas demonstrated equivalent growth compared to control study formula and CDC/WHO breastfed infant percentiles

\*GROWTH WAS EVALUATED FOR WEIGHT, RECUMBENT LENGTH, AND HEAD CIRCUMFERENCE AT EACH CLINICAL RESEARCH CENTER VISIT  
CMF=COW MILK FORMULA, GMF=GOAT MILK FORMULA, CDC=US CENTERS FOR DISEASE CONTROL AND PREVENTION, WHO=WORLD HEALTH ORGANIZATION

Bubs is the first commercially-available goat  
milk infant formula to complete a US-based  
growth monitoring study



### Loved by Families

## Bubs whole fat infant formulas are very well-tolerated with high overall parent satisfaction

### 16-week Satisfaction Survey\*\*

	B100	B200	B300
Overall, I was "very satisfied" with this formula	94%	90%	95%
My baby liked the formula "very much"	88%	86%	91%
My baby did "well/very well" on this formula	97%	94%	95%
I would "likely/very likely" use this formula again	94%	98%	98%
I would "likely/very likely" recommend this formula to other parents	100%	100%	98%

- All parent-reported tolerance measures (gas, stool frequency/consistency, fussiness) were comparable to those of breastfed infant cohort
- Nearly 100% of parents reported high satisfaction, noting babies did very well and that they would happily use Bubs again and recommend it to others

\*\*BUBS GMS CAREGIVER REPORTED TOLERANCE AND SATISFACTION QUESTIONNAIRE. TABLE 10