

Representative survey reveals: Every third woman under 30 considers a career in tech

- **HelloFresh and Kantar questioned 3.000 participants between the ages of 16 and 27 in Germany, Ireland and the UK**
- **Overall 70% of the women surveyed believe that working in tech is desirable, while only less than 10% say it's very likely for them to go into tech**
- **Women say more role models, scholarships and trainings can increase diversity in tech**
- **HelloFresh launches second cohort of Women in Tech Scholarship program**

Berlin, 29th September 2022 – HelloFresh, the world's leading meal kit company and integrated food solutions group, published a representative survey¹ among people between 16 and 27 with regards to working in the tech industry. The results show that, on average, every third woman surveyed actively considers a career in tech (IE: 29.9%, UK: 29.3 DE: 29.7%), but half of them say they don't have the right skill set to pursue a career in tech (IE: 54.1% UK: 54.6% DE: 45.2%). On average, 40% (IE: 50.8% UK: 51.1%, DE: 31.4%) said that access to training and scholarships for girls or women would help get more women interested in tech jobs. This month HelloFresh kicked-off the second cohort of its Women in Tech scholarship program that supports young women to step into tech from a non-tech educational background.

The majority of women under 27 consider the tech industry to be male dominated

In Ireland and the UK more than three quarters (IE: 76.8%, UK: 76.5) and in Germany more than half of the women between 16 and 27 (DE: 58.8%) consider the technology sector to be male dominated. At the same time, the majority thinks that working in technology is desirable and prestigious (IE: 76.7% UK: 71.6% DE: 63.1%), because it offers good job prospects for the future (IE: 65.3%, UK: 63.1% DE: 51.3%), comes with good benefits and perks (IE: 61.60%, UK: 49.4% DE: 36.9%) and has a positive impact on society (IE: 27.1% UK: 28.9% DE: 32.8%). While on average nearly every third woman between 16 and 27 actively considers a career in tech (IE: 29.9%, UK: 29.3 DE: 29.7%) only less than 10 percent say that it's very likely that they actually pursue it (IE: 5.8% UK: 5.7% DE: 8.3%).

Demand for role models, scholarships and training to increase the number of women in tech

The survey shows that women role models are an important driver to make the industry more diverse: On average half of the women survey participants think more women in tech leadership roles (IE: 58.9% UK: 49.3% DE: 40.8%) as well as role models (IE: 44.5% UK: 45.4% DE: 34.1%) and mentors

¹ **Survey methodology:** This online-panel survey was conducted in collaboration with the market research institute Kantar among 3.000 participants in three countries (N=1000 in Ireland, the UK and Germany, representative gender split) between the ages of 16 to 27. The online interviews (CAWI) took place in the period from 17.08.2022 to 12.09.2022.

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working in tech (IE: 37.3% UK: 33.9% DE: 29.6%) would motivate more women for career in the industry.

Almost every third of the surveyed women in Germany (DE: 32.7%) and more than half of the women from the other countries (IE: 50.8% UK: 51.1%) said that access to training and scholarships for girls or women would help to get them more women interested in tech jobs. With training to help them build the necessary skills, more than a third (IE: 49.10% UK: 44.40% DE: 38.50%) see themselves more likely to consider it. In addition, more information about careers in technology (IE: 33.20% UK: 39.60% DE: 32.00%) would help contribute to making the tech space an attractive place to work in.

HelloFresh's Women in Tech program: Six internships with 10,000 Euro scholarship support

After launching a successful first cohort last year, HelloFresh re-launched the Women in Tech program this year and doubled the number of participants. The company sourced six women from different bootcamps, who will work in Frontend and as Data Analyst interns in Berlin. In addition to the paid internship, the women are provided with a scholarship of 10,000 Euros each to support their educational and living costs. Each intern is assigned a woman working in tech as a mentor from HelloFresh's team. Last year's cohort was a full success, with all three participants now working fulltime as FrontEnd Engineers

"I'm very excited to welcome the six new joiners and see them learn from many inspiring women in our tech team", said Annie Meininghaus, Senior Vice President of Product at HelloFresh. "As the leadership sponsor of the Gender Equality Team I am proud that we have significantly increased our diverse hiring rate. With initiatives like the Women in Tech program I am looking forward to further growing the representation of women working in HelloFresh's tech team."

With its Employee Resource Groups, including the Gender Equality Team, HelloFresh fosters a diverse and empowering working environment among their 21.000+ employees from 90+ nationalities. The company is committed to the Women Empowerment Principles (WEP) established by the UN Global Compact and UN Women.

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About HelloFresh

HelloFresh SE is a global food solutions group and the world's leading meal kit company. The HelloFresh Group consists of six brands that provide customers with high quality food and recipes for different meal occasions. The Company was founded in Berlin in November 2011 and operates in the USA, the UK, Germany, the Netherlands, Belgium, Luxembourg, Australia, Austria, Switzerland, Canada, New Zealand, Sweden, France, Denmark, Norway, Italy and Japan. In Q2 2022 HelloFresh delivered almost 270 million meals and reached 8.0 million active customers. HelloFresh went public on the Frankfurt Stock Exchange in November 2017 and is currently traded on the MDAX (Mid-Cap German Stock Market Index). HelloFresh has offices in Berlin, Saarbrücken, New York, Chicago, Boulder, London, Amsterdam, Sydney, Toronto, Auckland, Paris, Copenhagen, Milan and Tokyo.

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