

HelloFresh expands to Norway

**Following its success in Sweden and Denmark,
HelloFresh launches in the next Nordic market**

- **The launch of Norway is an important step in HelloFresh’s global growth strategy**
- **HelloFresh will offer Norwegians the most flexible and cost efficient meal kit solution in the market**
- **Meal kits will be produced in new state-of-the art fulfilment center near Oslo**

Berlin, 7th July, 2021 - HelloFresh SE (“HelloFresh”), the world’s leading meal kit company, is expanding its business to Norway. Following the company’s success in Sweden and Denmark, the company has decided to further expand its business in the Nordic region. The expansion is part of the group’s global strategy to expand its total addressable market and drive long-term sustainable growth.

“We are excited to offer customers in Norway a new and refreshing alternative to shop and cook for dinner. By providing Norwegians with the most flexible and cost effective meal kit solution, we are bringing a superior product to the market. We are looking forward to becoming the go-to meal kit for Norwegians”, says Thomas Griesel, co-founder of HelloFresh. “Norway is an established market when it comes to meal-kits. Following our strong performance in Denmark and Sweden, we are convinced that Norway offers the perfect conditions for further growth and expanding our total addressable market.”

With approximately 2.5 million households¹, the Norwegian market offers great potential for the introduction of HelloFresh. Norwegian customers will benefit from a global brand that is backed by an innovative technology platform and a state-of-the-art supply chain network, both of which are localized to the specific needs of the market. In order to serve the Norwegian market efficiently, the global market leader will leverage its extensive experience and proven synergy effects.

New, local fulfilment center facilitates superior customer experience

In order to provide customers in Norway with the best possible service, HelloFresh has opened a state-of-the-art fulfilment center in Moss, close to Oslo. By operating locally, HelloFresh is able to provide customers with the most convenient and flexible solution in the market and at the same time take the lead on it’s sustainability-related commitments. These include reducing carbon emissions across the supply chain. In addition, HelloFresh aims to source fresh meat such as pork, beef and chicken from local Norwegian suppliers.

¹ <https://www.ssb.no/en/befolkning/barn-familier-og-husholdninger/statistikk/familier-og-husholdninger>



About HelloFresh

HelloFresh SE is the world's leading meal-kit company and operates in the U.S., the United Kingdom, Germany, the Netherlands, Belgium, Luxembourg, Australia, Austria, Switzerland, Canada, New Zealand, Sweden, France, Denmark and Norway. In Q1 2021, HelloFresh delivered 239 million meals and reached close to 7.3 million active customers. HelloFresh was founded in Berlin in November 2011 and went public on the Frankfurt Stock Exchange in November 2017. HelloFresh has offices in New York, Berlin, London, Amsterdam, Sydney, Toronto, Auckland, Paris and Copenhagen.

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