

# HELLOFRESH

## GROUP

### **HelloFresh SE appoints Fabien Simon as Chief Financial Officer**

**Berlin, August 25, 2025** – HelloFresh SE (“HelloFresh”) today announced the appointment of Fabien Simon as its new Global Chief Financial Officer (CFO). Fabien Simon will join the Management Board of HelloFresh SE, effective September 15th and will succeed Christian Gärtner, who announced his decision to step down from the role earlier this year. The new appointment was officially approved by the supervisory board. Fabien brings extensive experience in finance and strategic leadership from a distinguished career in the CPG and foods sector. Most recently, he served as CEO at JDE Peet’s, the world’s leading pure-play coffee and tea company based in Amsterdam. In this role, he was responsible for transforming the company into a global market leader and driving its growth while becoming an industry-leader on sustainability.

“On behalf of the Supervisory board, I am pleased to welcome Fabien Simon as our new Chief Financial Officer”, said John Rittenhouse, Chairman of the Supervisory Board at HelloFresh. “Fabien brings extensive leadership experience and a strong record of engaging constructively with the shareholder community. His appointment comes at an important moment as we continue to focus on sustainable growth, delivering long-term value for our investors, and serving our customers with excellence. We look forward to working with Fabien and our CEO to support our teams and advance HelloFresh’s next chapter.”

"Fabien's extensive experience with consumer brands and his ability to balance shareholder interests with customer needs will be incredibly valuable," said Dominik Richter, Co-Founder and CEO of HelloFresh SE. "We are eager for his contributions to the Management Board as we continue to execute our strategy to return to sustainable, long-term growth momentum and industry-leading profitability."

Fabien said: "I am thrilled to be joining HelloFresh, a true innovator in the food solutions space. The company's mission to change the way people eat forever, combined with its strong market position and dynamic business model, presents an exciting opportunity. I look forward to working with Dominik and the entire team at HelloFresh to build on the company's success and further strengthen its financial foundation."

Fabien Simon was the CEO and executive director of JDE Peet’s from 2019 to 2024. Prior to that, and after his position as Chief Financial Officer of the company, he was a Non-Executive Director as well as Partner and CFO at JAB. Fabien served as Chairman of NVA Management LLC until 2023. Earlier in his career, he spent 14 years at Mars, Incorporated, holding multiple leadership roles, including Asia-Pacific Corporate Staff Officer, Vice-President and Chief Financial Officer of Petcare Europe. He also spent eight years at Valeo in a variety of finance positions.

# HELLOFRESH GROUP

## About HelloFresh

The HelloFresh Group is a global food solutions group and the world's leading meal kit provider. The HelloFresh Group consists of eight 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, Ireland and Spain. HelloFresh SE went public on the Frankfurt Stock Exchange in November 2017 and is currently traded on the MDAX (Mid-Cap German Stock Market Index). The HelloFresh Group has offices in Berlin, Saarbrücken, New York, Chicago, Boulder, London, Amsterdam, Sydney, Toronto, Auckland, Paris, Copenhagen, Milan, Dublin and Barcelona.

## Press contact

---

Saskia Leisewitz  
Global Corporate Communications  
HelloFresh Group

+49 (0) 151 4321 5681  
sl@hellofresh.com  
[www.hellofreshgroup.com](http://www.hellofreshgroup.com)