



**HelloFresh expands to New Zealand:
New geography is part of the announced global investment and growth strategy**

- Successful expansion to New Zealand is part of the global growth strategy which was announced in Q2
- New Zealand offers great potential with 1.8 million households available
- HelloFresh increases the limited range of offerings in the market and meets the needs of local consumers

Berlin, October 5, 2018 - HelloFresh, the global market leader in the meal-kit sector, is now available to customers in New Zealand. The successful expansion is part of the investment strategy which was announced in Q2, in order to drive the Group's long-term sustainable growth.

"Expansion to New Zealand is another step on the way to securing our position as world market leader in the long term. The meal kit market in New Zealand is still very young. Even though consumers have a high affinity for meal-kits, there is hardly any product diversity," explains HelloFresh co-founder Thomas Giesel. "Increasing the originally planned investment volume in the second half of 2018 was exactly the right decision. New Zealand is just one of many initiatives that we will launch in the near future. We already see that many of our new initiatives are even more successful than our forecasts predicted."

New Zealand is a very attractive market for HelloFresh - there are around 1.8 million households that can potentially be supplied to and hardly any product diversity. Internal market research has shown that New Zealanders have a high affinity to meal kits, but overall they miss the flexibility in choosing meals and wish to have a direct impact on the recipes. The diverse range of HelloFresh meals perfectly matches the local eating habits with tailor-made recipes and local ingredients - and increases the range of offerings in the market. In order to serve the New Zealand market efficiently, the global market leader draws on its extensive experience and on proven synergy effects.

HelloFresh has opened both an office and a production facility in the capital city, Auckland. With the launch in New Zealand, the company is now active in 11 countries around the world. Most recently, HelloFresh was launched in Luxembourg (2017) and Canada and Switzerland (2016).



Press contact

Saskia Leisewitz

+49 (0) 174 7235961

Corporate Communications

sl@hellofresh.com

HelloFresh SE

www.hellofreshgroup.com

About HelloFresh

HelloFresh 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 and New Zealand. HelloFresh delivered 48.9 million meals to 1.84 million active customers worldwide in the three-month period between April 1, 2018 and June 30, 2018. 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, Zurich, Sydney, Toronto and Auckland.