

Factor Debuts in Germany: Bringing Innovation to the Ready-to-Eat Market with Unparalleled Convenience and Quality

- **Factor, a brand of the HelloFresh Group, introduces fresh ready meals to Germany**
- **Designed to meet the growing demand for high-quality, fresh and nutritious ready meals delivered directly to consumers' doors**
- **Launch in Germany is a key milestone of HelloFresh Group's strategy to expand an underdeveloped Ready-to-Eat (RTE) category in Europe and increase its convenience offerings through its global multi-brand strategy**

Berlin, 6th February 2025 – HelloFresh SE (“HelloFresh”) announces the launch of Factor, a direct-to-consumer (D2C) Ready-to-Eat (RTE) meal service in Germany. This development reflects HelloFresh Group's ongoing commitment to expanding the global footprint of its RTE product category. Factor, recognized for its success in the United States, Canada, and several European countries, is now bringing its offering to Germany. As the birthplace of HelloFresh and the European country with the largest total addressable market (TAM), Germany holds substantial strategic importance. This launch represents a significant milestone in Factor's expansion strategy.

Redefining mealtime with fresh meals – developed by dietitians, prepared by chefs and delivered straight to the door

Factor is poised to transform mealtime for German consumers, offering an unparalleled level of convenience while maintaining high standards of quality, nutritional value and taste. Unlike conventional options, Factor meals are developed by dietitians, freshly prepared by chefs and aimed at health conscious consumers who want to reach their dietary goals. Ready to eat in just 4 minutes, Factor’s weekly menu consists of 18 rotating options that accommodate a wide range of dietary preferences, including keto, pescatarian, protein plus, and <550 Kcal options. Customers can further customize their orders with add-on items such as refreshing wellness shots.

Dominik Richter, Founder and CEO of HelloFresh Group, commented: “Healthy eating is one of the dominant trends of our times. Up to now German consumers had to trade-off the convenience of ready meals with either sub-par taste or poor nutritional values. Over the last few years, we have had tremendous success in building Factor into one of the fastest growing consumer brands in the US, by completely redefining how great healthy and nutritious ready meals can taste. We are now bringing the brand to our home market, Germany, where our life as a company began almost 14 years ago. We look forward to supporting consumers to achieve their personal health goals from gaining muscle to losing weight without compromising on taste.”

HELLOFRESH

GROUP

Press release

Leveraging established expertise for a superior customer experience

Factor's entry into Germany is supported by HelloFresh's well-established presence and extensive network within its founding market. With 13 years of experience operating in Germany, HelloFresh has developed a deep understanding of local consumer behaviors and preferences. This expertise, coupled with Factor's proven leadership in the US RTE market, enables the brand to provide a meal experience that delivers on freshness, nutritional value, taste, and overall customer satisfaction.

Kaylyn Tolzmann, Managing Director and COO for Factor Europe, stated: "The infrastructure and insights we've cultivated through HelloFresh in Germany provide Factor with a significant competitive edge. We are introducing more than just another RTE service; we are offering a highly refined product that truly meets the needs of German consumers. Factor serves as a complement to HelloFresh's existing offerings, catering to those who may not have engaged with meal kits but are seeking a healthy meal solution that requires no cooking and offers an elevated level of convenience."

A strategic component of HelloFresh Group's multi-brand strategy

The launch of Factor in Germany is a crucial element of HelloFresh Group's global multi-brand strategy. By expanding its RTE offerings, HelloFresh aims to reach a broader audience, including consumers who prioritize a healthy lifestyle without compromising on convenience, those who may not always enjoy cooking, or those following specific dietary plans. This strategic move is aligned with HelloFresh's vision of becoming the world's leading direct-to-consumer food solutions provider.

As HelloFresh Group continues to innovate and expand its RTE offering throughout Europe, Factor's entry into Germany taps into a large market with significant growth potential. With its superior meal offerings and focus on customer needs, Factor is well-positioned to become the preferred choice for RTE meals in Germany.

HELLOFRESH GROUP

Press release

About Factor

Factor is a ready-to-eat meal delivery service that takes a whole new approach to fresh-prepared food. Weekly rotating menus are developed by dieticians and chef-prepared, empowering busy consumers to pursue a healthy lifestyle while keeping mealtime simple and stress-free. Every Factor meal is made from scratch using high quality ingredients. Factor currently delivers to residents in Germany, Sweden, Denmark, the Netherlands and Belgium with plans to expand to other European countries in the future. Factor comes from the world's leading meal-kit company, HelloFresh, which means customers in Germany can expect the same quality, freshness, and reliability they already know and love. For more information visit www.factor-meals.de.

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. In Q3 2024 the HelloFresh Group delivered over 231 million meals globally. 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

Martin Becker
Senior Manager Corporate Communications
HelloFresh Group

+49 (0) 176 1568 1127
mbec@hellofresh.com
www.hellofreshgroup.com