

## **HelloFresh launches in Ireland**

### **World's leading meal kit provider aims to further build and expand the Irish meal kit market**

- **The launch in Ireland marks an important milestone in HelloFresh's global growth strategy to expand its total addressable market**
- **HelloFresh will provide Irish customers with a new cooking experience, offering fresh ingredients, a broad variety of different dishes and a maximum amount of convenience**
- **Pairing global know-how with powerful local expertise, HelloFresh brings a unique value proposition to the Irish market**

**Berlin/Dublin, 17 October 2022** – HelloFresh SE (“HelloFresh”) is officially launching its service in Ireland. The expansion into the company's 18th geography marks an important milestone in HelloFresh's global growth strategy. The launch will allow HelloFresh to expand its total addressable market, delivering its product to even more customers across the globe. It follows the introduction of HelloFresh to Japan and HelloFresh Group's Green Chef brand to the Netherlands earlier this year.

“We are excited to offer customers in Ireland a new cooking experience, distinguished by fresh, local ingredients, a broad variety of dishes and a maximum amount of convenience. We are looking forward to broadly establishing and leading the meal kit category in Ireland”, says Thomas Griesel, co-founder and CEO of HelloFresh. “Profiting from our global know-how and local culinary expertise we are going to offer an exciting mix of Irish recipes and a bespoke collection of HelloFresh recipes from our 17 international markets. Our thorough analysis has shown that the Irish market is ready for meal kits and that the country offers great conditions to expand our total addressable market.”

The meal kit category in Ireland is still in its infancy, giving HelloFresh the opportunity to establish and define the sector in a market of 1.7 million households. HelloFresh will serve 100% of the Republic of Ireland from the initial launch date, delivering multiple days a week. To provide customers in Ireland with the best possible service, HelloFresh is operating a fulfillment center and a newly opened office location in Dublin.

#### **Pairing global experience with local expertise, HelloFresh offers customers a unique value proposition**

HelloFresh, using its global know-how, harnesses data and technology to continuously understand its customers and create the best meals possible based on their feedback and analysis through data. Combining this global knowledge with powerful local expertise, HelloFresh brings a unique value proposition to the Irish market.

# HELLOFRESH

## GROUP

Press release

In the last few months, HelloFresh has set up its unique on-demand supply chain, which allows the company to significantly reduce food waste across the value chain. HelloFresh is known for its high quality, locally sourced ingredients and has established close relationships with Irish suppliers to serve Irish customers with a best-in-class product and local ingredients. From the outset, HelloFresh will provide 100% Irish raised beef and chicken from farmers that comply with all regulatory standards along with Irish dairy products in key ingredient offerings.

### **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, Japan and Ireland. 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, Tokyo and Dublin.

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