

## HelloFresh SE announces up to €250 million share buy-back program

- **The company takes advantage of the attractive potential represented by current market valuations underlining its focus on long-term value creation**
- **The share buy-back program will be funded from existing cash and equivalents**

**Berlin, 10 January 2022** – Today, HelloFresh SE (“HelloFresh”) announced that it will initiate a share buy-back program of up to €250 million in 2022, representing c. 2.5% of its outstanding capital at current market valuations. The first tranche of up to €125 million will be launched on 11 January 2022 and is expected to conclude latest by 31 March 2022. A potential second tranche is intended to be launched later in 2022, subject to market developments. The share buy-back program will be funded from existing cash and equivalents.

“The decision to undertake this share buy-back program reflects our confidence in the long term growth of our business. Our leading growth, best-in-class margins and strong balance sheet allow us to take advantage of the attractive potential represented by current market valuations, underlining our focus on long-term value creation. At the same time, we continue to execute on our previously announced investment program into capacity expansion, automation and infrastructure buildout, comprising c. €450 - €550 million in 2022.” says Christian Gärtner, CFO of HelloFresh.

### 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 and Japan. In Q3 2021 HelloFresh delivered 227 million meals and reached 6.94 million active customers. HelloFresh went public on the Frankfurt Stock Exchange in November 2017 and has been traded on the DAX (German Stock Market Index) since September 2021. HelloFresh has offices in New York, Berlin, London, Amsterdam, Sydney, Toronto, Auckland, Paris, Copenhagen, Milan and Tokyo.

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