

HelloFresh officially launches in Japan

The company's first market entry to Asia marks its next step in international expansion

- **Launching in Japan will allow HelloFresh to further expand its total addressable market, a key pillar of its global growth strategy**
- **HelloFresh will offer Japanese customers a unique mix of convenient, time-saving and tasty home cooked meals that are perfect for a busy lifestyle**
- **The official launch follows a successful test phase, which allowed the company to perfect its product and to ensure it understood local Japanese preferences**

Berlin/Tokyo, 20 April 2022 – HelloFresh SE (“HelloFresh”) is officially launching its service in Japan. The expansion into the company’s 17th and first Asian geography marks an important milestone in HelloFresh’s global growth strategy. The launch will allow HelloFresh to significantly expand its total addressable market, delivering its product to even more customers across the globe.

“We are excited to offer customers in Japan an easy and convenient alternative to shop and cook for dinner”, says Thomas Griesel, co-founder of HelloFresh. “Given Japan’s rich food culture and people’s passion to cook healthy meals at home, we see a lot of potential for HelloFresh. With approximately 53 million households, a high average household income and low meal kit penetration rate, Japan offers great conditions for a market entry in Asia.”

In order to serve the Japanese market successfully, HelloFresh has taken time to fully identify, analyse and understand the needs of Japanese customers, given the country is fundamentally different from any geographies that HelloFresh has launched in so far. Japanese customers will benefit from a global brand that is backed by an innovative technology platform and a state-of-the-art supply chain network, both of which are localized to the specific needs of the market. To provide customers in Japan with the best possible service, HelloFresh is operating a fulfillment center of the highest standards in Zama (Kanagawa province). In addition, HelloFresh has opened an office location in Tokyo.

HelloFresh is now available to more than 80% of Japanese households, with plans to expand the service beyond the main island of Honshu in the short-term future.

A tailor-made product for Japanese customers

To provide its customers with a best-in-class experience, HelloFresh conducted a soft launch in 2021 and has been running test operations with a selected number of customers. Feedback received from this group has revealed that Japanese customers appreciated the mix of both local and international dishes that HelloFresh offers. In addition, they valued having access to healthy, home cooked meals and particularly pointed out the convenience that HelloFresh offers them. Consumer research shows

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that home cooking, while highly desired for a healthy lifestyle, is one of the most burdensome household chores for Japanese customers. HelloFresh satisfies the increased consumer demand for time-saving home cooking. In addition, HelloFresh will continuously work to expand its choice of meals, flexible delivery options and great customer service.

During the soft launch phase 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 Japanese suppliers to provide Japanese customers with a best-in-class product.

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 2021 HelloFresh delivered almost 1 billion meals and reached 7.2 million active customers in Q4 2021. 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.

Press contact

Saskia Leisewitz
Global Lead Corporate Communications
HelloFresh Group

+49 (0) 174 72 35 961
sl@hellofresh.com
www.hellofreshgroup.com