

## **HelloFresh launches ready-to-eat service Factor in the Netherlands and Flanders**

**The launch in Europe is a key milestone for HelloFresh’s growth strategy following the successful establishment and expansion in North America**

- **Bringing Factor to Europe is a significant step in HelloFresh’s multi-tier brand strategy, unlocking new customer segments and growing its total addressable market.**
- **Factor is launching in the Netherlands and Belgium due to a high penetration rate of e-commerce food solutions and consumers' strong preference for convenience**
- **Since acquisition by HelloFresh, Factor achieved remarkable growth, quickly becoming the market-leader within the US-ready-to-eat segment (60% market share in Q4 2022)**

**Berlin, 16th August 2023** – HelloFresh Group (“HelloFresh”) is expanding its ready-to-eat (RTE) brand Factor to the Netherlands and the Flanders region in Belgium. Following the success of Factor in the United States and Canada, this strategic move supports HelloFresh’s goal to expand its total addressable market (TAM) by growing the RTE category globally. Thanks to the high penetration rate of food solutions e-commerce in the Netherlands and Belgium and a strong preference for convenience, an RTE direct-to-consumer (D2C) service such as Factor meets consumers demands in the region. Offering this new service in Europe is the next step for HelloFresh on its way to become an integrated food solutions group.

“By launching Factor we are bringing a new healthy and ultra-convenient RTE solution to customers in the Netherlands and Flanders. We are looking forward to unlocking new customer segments in Europe as we expect RTE to significantly contribute to our growth in the coming years,” says Thomas Griesel, co-founder and CEO of HelloFresh. “Factor meals are convenient without compromising nutrition, freshness, or taste and we are excited to offer consumers in the region this exciting new product.”

With Factor available in the Netherlands as of July 13th and in Flanders as of July 27th, customers can choose from a selection of 12 chef-prepared and nutritionist-approved meals per week, spanning the dietary preferences Flexitarian, Pescatarian, Vegetarian, and Keto. Factor caters to the trending consumer demands for convenience, health and quality, ensuring customers enjoy fresh, restaurant-quality meals with high nutritional value. Customers are given full control over their weekly orders, allowing them to select the delivery time that suits their schedule so the meals can be delivered straight from the kitchen to their doorsteps.

### **HelloFresh’s expertise is key to Factor’s success**

Factor was originally founded in the United States of America, where it has spent over a decade perfecting its offerings, from sourcing premium ingredients to cooking meals in its production

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facilities. Since its acquisition by HelloFresh in November 2020, Factor's U.S. market share in the RTE sector has soared to 60% (Q4 2022). HelloFresh's world-class D2C expertise, manufacturing capabilities, and supply chain efficiency result in a major advantage in creating best-in-class RTE meals at scale. As part of HelloFresh, Factor will significantly benefit from this know-how advantage. This expertise has already been extended to Canada since the beginning of this year and is now being brought to Europe, ensuring that even more customers can enjoy the same level of convenience and quality.

## **RTE expansion to Europe supports HelloFresh's vision in becoming an integrated food solutions group**

With a strong track record of venturing into new geographies and verticals, HelloFresh continues on its successful multi-brand strategy. HelloFresh's brand portfolio – comprised of meal kit brands HelloFresh, EveryPlate, Chefs Plate and Green Chef as well as RTE brands Youfoodz and Factor allows customers to benefit from a diverse and distinct meal offering for every need, occasion, and price point. Just last year HelloFresh successfully launched Green Chef in the Netherlands, catering towards diet and health conscious consumers. As part of the company's multi-brand strategy, Factor will attract a new demographic of Dutch and Flemish customers that were previously untapped by HelloFresh and Green Chef.

## **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, Ireland and Spain. In Q2 2023 HelloFresh delivered over 253 million meals and reached 7.3 million active customers. 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.

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