



Press release

## HelloFresh expands to Sweden

- **HelloFresh will offer the most flexible meal kit option on the market and a greater freedom of choice**
- **Meal kits will be produced in the state-of-the-art fulfilment center in Helsingborg**
- **The new geography is part of HelloFresh's announced global growth strategy**

**Berlin, 29. August 2019** - HelloFresh SE, the world's leading meal kit company, has launched its service in Sweden. The expansion is part of the group's announced global strategy to drive long-term sustainable growth.

"We are very excited to now also bring HelloFresh to customers in Sweden. We will offer them healthy, wholesome and tasty meals, high quality produce and the most convenient and flexible options available, all at great value for money. We are also expanding our positive impact on the environment by significantly reducing food waste by sending customers pre-portioned ingredients. We're sure Swedish customers will love our product, and we can't wait for them to try it," says Thomas Griesel, co-founder of HelloFresh.

With approximately 4.7 million households<sup>1</sup>, the Swedish market offers great potential for the introduction of HelloFresh. Swedish 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. In order to serve the Swedish market efficiently, the global market leader will leverage its extensive experience and proven synergy effects.

HelloFresh has put a new distribution center into operation in Helsingborg, where all meal kits for the Swedish market will be produced. Most ingredients such as produce, poultry and meat are sourced locally.

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<sup>1</sup> Statistics Sweden



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### **About HelloFresh**

HelloFresh SE is the leading global meal-kit company and operates in the U.S., the United Kingdom, Germany, the Netherlands, Belgium, Luxembourg, Australia, Austria, Switzerland, Canada, New Zealand and Sweden. HelloFresh delivered 67 million meals to 2.4 million active customers worldwide in Q2 2019 (April 1 - June 30, 2019). HelloFresh was founded in Berlin in November 2011 and went public on the Frankfurt Stock Exchange in November 2017. HelloFresh has offices in New York, Berlin, London, Amsterdam, Zurich, Sydney, Toronto, Auckland and Copenhagen.