

HelloFresh SE acquires software and other assets from iX-tech GmbH to strengthen its tech footprint

Berlin, 02. June 2022 - HelloFresh SE, the world's leading meal kit company and integrated food solutions group, recently signed an agreement for the acquisition of certain assets from iX-tech GmbH, a software development company for intralogistics solutions based in Saarbrücken (Germany). Following a successful collaboration, HelloFresh SE has decided to acquire software and other assets from iX-tech GmbH and will transfer employees working on iX-tech GmbH's "HelloFresh Business" to HelloFresh SE's technology team. The transaction was closed on the signing day. The acquisition will allow HelloFresh SE to further scale and develop technologies for the production facilities in its International segment. This type of supply chain management technology is crucial for HelloFresh SE in order to efficiently manage its meal kit production and assembly processes. The technologies enable warehouse teams to efficiently select the correct items and place them into customer boxes as they are produced. The acquisition is an important milestone in HelloFresh SE's warehouse technology and automation development.

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 Q1 2022 HelloFresh delivered 287 million meals and reached 8.52 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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