



Youfoodz acquisition successfully completed

Berlin, 27. October 2021 - Following HelloFresh SE's ("HelloFresh") announcement in July regarding the intended acquisition of Youfoodz, an Australian ready-to-eat meal manufacturer by way of a scheme of arrangement, HelloFresh announces today that the proposed transaction was approved in the recent Youfoodz shareholders' meeting and by the responsible Australian court and has now proceeded through to completion.

As a result Youfoodz and HelloFresh are joining forces in Australia to provide Australians with high quality, fresh and affordable meals.

Youfoodz is one of Australia's leading ready-to-eat meal services, offering fresh and chef-prepared meals as well as snacks and drinks through delivery (D2C) and retail (B2B). The acquisition marks another step in HelloFresh's strategy to become the leading global D2C food solutions group. It further increases HelloFresh's ready-to-eat capabilities and expands its total addressable market.

In Australia, ready-to-eat meal delivery services have been experiencing rapid growth, especially when it comes to meals that deliver convenience and quality. After recently launching its value brand EveryPlate in Australia, the acquisition of Youfoodz is a natural next step for HelloFresh to further enhance its Australian brand portfolio and product offering.

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 and Italy. In Q2 2021 HelloFresh delivered 254 million meals and reached 7.7 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 and Milan.

About Youfoodz

Youfoodz specialises in the production and distribution of high quality and affordable fresh, readymade meals and other convenience food products for residential (home delivery), retail and corporate customers. Since inception in 2012, Youfoodz has delivered over 80 million ready-made meals to its home delivery, retail and corporate customers. Products are marketed and distributed through an omni-channel sales model comprising a home delivery offering (B2C) and a business-to-business offering to supermarkets, independent grocers, petrol and



convenience stores, corporate and government customers (B2B). Youfoodz operates three production facilities in Brisbane, Australia and has developed a scalable, proprietary manufacturing technology to optimise production and supply-chain management. Youfoodz' three facilities produce approximately 400,000 ready-made meals, 80,000 snacks and 45,000 drinks per week on average.

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