



Management Board Change at HelloFresh

Berlin, September 26, 2018 – Tobias Hartmann, a Member of HelloFresh's Management Board, has announced his departure from the company, effective December 31st 2018. As President US, Hartmann has been at the helm of HelloFresh's US business for the last 14 months, a period where HelloFresh has seen tremendous growth and captured the clear market leadership position on the back of very attractive customer economics.

Until end of the year, Hartmann will hand over the leadership of the US business to the proven team of Ed Boyes (CEO US) and Uwe Voss (COO US), who have been influential leaders at HelloFresh US for six and three years, respectively. In addition, HelloFresh US recently broadened its senior executive team and welcomed Felix Helms, Senior Vice President of Finance, and Mark Eberly, Senior Vice President for People, who will take over the Finance and People functions that Hartmann previously oversaw.

"It's been an incredible 14 months, and I look forward to the remaining three months with my team at HelloFresh: on the back of an unusually strong post-summer season we have a very decent foundation to achieve outstanding results in the 4th quarter. It's been an amazing ride at the company and I can't wait to monitor from afar how all the strategic initiatives we have seeded will surely play a major part in the growth story of the company in the next few years. I couldn't be prouder of what we have achieved during my tenure."

"We thank Tobias for his role as member of the management board. His partnership with US CEO Ed Boyes has delivered on our goals to diversify our revenue base across our family of brands and we successfully kicked off a number of other long-term strategic projects together", Dominik Richter, co-founder and CEO of HelloFresh Group says. "The US continues to be a major driving force of our growth plan and is experiencing an incredible trajectory on the back of our recent investments."

HelloFresh wishes Tobias Hartmann all the best as he relocates with his family to Germany and assumes the CEO position at Scout24 Group, a leading European real estate and digital marketplace company.

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About HelloFresh

HelloFresh is the world's leading meal kit company and operates in the U.S., the United Kingdom, Germany, the Netherlands, Belgium, Luxembourg, Australia, New Zealand, Austria, Switzerland and Canada. HelloFresh delivered 48.9 million meals to 1.84 million active customers worldwide in the three-month period between April 1, 2018 and June 30, 2018. 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, Auckland and Toronto.