

HelloFresh launches initiative for carbon neutrality

By investing a six-digit figure in global climate protection projects, the company will offset 100% of its carbon emissions for 2020

- **HelloFresh's carbon offset initiative, which was presented in early August, has gotten off to a successful start with first climate protection projects already being supported successfully**
- **100% of HelloFresh's projected global carbon emissions for 2020, which amount to a total of around 90,000 tons of carbon, have already been offset**
- **Carbon neutrality is an essential part of HelloFresh's global sustainability strategy**

Berlin – October 8, 2020 – HelloFresh, the world's leading provider of meal kits, is offsetting 100% of its direct carbon footprint from its production facilities and offices as well as all emissions from deliveries to customers and business travel for the year 2020. The company announced in August that it was the first global meal kit provider to become carbon neutral. In cooperation with Planetly, a climate technology start-up from Berlin, HelloFresh is investing in numerous climate protection projects around the globe, and has already offset 40,000 tons of carbon. In addition, at least 50,000 tons of carbon were offset in cooperation with terrapass for HelloFresh's business in the USA.

HelloFresh's carbon offset initiative is based on calculations of its carbon footprint in all markets. Environmental experts from Planetly and the Sustainability team at HelloFresh carefully selected the projects the company invested in. Tilman Eichstaedt, Senior Vice President Sustainability at HelloFresh says: *"The idea behind HelloFresh was to create a more sustainable way of food supply. With our commitment to becoming carbon neutral, we live up to our social responsibility as the global market leader in the meal kit segment. In light of the global climate issue, the continuous assessment, management and reduction of our carbon emissions is a fundamental part of our business and represents an essential step in our sustainability strategy"*.

Climate protection projects supported by HelloFresh

HelloFresh compensates its direct carbon emissions by investing into global climate protection projects, in accordance with the CCBS Gold Level certification amongst others. All projects have been selected according to the highest standards (including VCS, REDD+, CCBA) and the highest possible efficiency.

The climate protection projects that HelloFresh supports include foresting initiatives in Great Britain, New Zealand and Australia. The aim of these projects is to replant native forests and convert arable land into forests in order to protect local biodiversity and create healthy, functional landscapes – especially in places that have been destroyed by soil degradation.



HelloFresh also supports several projects in the field of renewable energy sources, including a methane capture project in the Netherlands, a farm biomass project in Canada and a large-scale wind farm project in Mongolia. The latter supplies around 80,000 households with green energy.

In addition to offsetting carbon emissions, HelloFresh is in the process of converting its production facilities to green energy as part of the sustainability strategy. Several locations, e.g. in the Netherlands and Australia have been equipped with solar systems, and more are in the planning stage. In addition, HelloFresh operates its own fleet of delivery vans in the Benelux region and has thus been able to significantly reduce emissions from delivery logistics. In the city of Amsterdam, deliveries are already 100% emission-free. For this purpose HelloFresh has developed an eVan together with a German automobile manufacturer that can also deliver chilled food. The fleet's expansion to other urban areas is currently in the planning stage.

HelloFresh's sustainability strategy

Earlier this year, HelloFresh committed to measure its own carbon footprint per meal and to reduce it in line with the United Nations Sustainable Development Goal 13. In addition, HelloFresh's innovative supply chain and pre-portioned ingredients, almost entirely avoid food waste, which normally accounts for a large part of carbon emissions in the food sector. Therefore sustainability is a fundamental part of HelloFresh's corporate strategy.

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About HelloFresh

HelloFresh SE is the world's leading meal-kit company and operates in the U.S., the United Kingdom, Germany, the Netherlands, Belgium, Luxembourg, Australia, Austria, Switzerland, Canada, New Zealand, Sweden, France and Denmark. In Q2, HelloFresh delivered over 149 million meals and reached 4,18 million active customers. 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, Sydney, Toronto, Auckland, Paris and Copenhagen.