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Factor Expands Retail Footprint Nationwide at Target

- *Factor is bringing its chef-crafted, dietitian-designed meals to 800+ Target locations across 47 states following a successful Midwest launch earlier this year*
- *Rapid expansion across Target stores marks major milestone in the brand's retail growth strategy*

New York, NY, September 8, 2026 – Factor, the world's leading ready-made meal delivery service, today announced that its chef-crafted, dietitian-designed meals are now available nationwide at over 800 Target stores across 47 states. The coast-to-coast rollout comes just nine months after Factor made its initial retail debut in more than 70 Target stores in the Midwest, marking a significant acceleration of the brand's expansion beyond direct-to-consumer delivery.

During the regional pilot, shopper demand far exceeded initial expectations, with Factor's recipes quickly becoming top sellers in its category. This nationwide expansion builds on that incredible momentum, introducing Factor to new guests while giving existing Factor customers the flexibility to grab their favorite fresh, ready-made meals during their routine Target run.

"When we launched in Target earlier this year, we saw an opportunity to bring what consumers already love about Factor — great-tasting, high-quality meals with real ingredients and no prep — to a new shopping occasion," said Adam Park, CEO Factor. "The response reinforced our belief that Factor can play an even bigger role in how people solve for everyday meals. Expanding nationally with Target allows us to meet consumers in more moments, while delivering the same quality, taste and convenience they expect from Factor."

The national expansion marks the next phase of Factor's retail strategy and complements its direct-to-consumer business. While Factor's subscription provides consumers with a broad, rotating menu of meals delivered directly to their homes, physical retail creates an additional touchpoint for discovery and flexibility as part of consumers' existing shopping routines. Together, the channels give consumers greater flexibility in how they experience Factor.

Factor meals are built on real, whole ingredients, each chosen for what they naturally bring to the table: quality proteins that build and sustain, healthy fats that fuel, and fiber-rich vegetables and grains that provide lasting energy. Every ingredient is purposefully chosen, precisely balanced, and free of refined sugars, refined seed oils, and artificial sweeteners. To preserve peak nutrient levels, meals are fresh, never frozen, and heat up in just minutes.

Following high consumer demand during the pilot, Factor expanded its retail lineup from four to five of its popular chef-crafted recipes:

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- **Roasted Garlic Chicken:** Marinated in a bold and complex blend of black pepper, garlic, and Italian herbs, this savory chicken breast is served alongside a creamy Yukon mash swirled with sour cream, green onion, and roasted garlic. A rich, thyme-infused gravy and a side of garlicky roasted green beans effortlessly complete the meal.
- **Smoky Gouda Chicken:** A marinated chicken breast is cooked until perfectly juicy and placed atop roasted rosemary-seasoned red potatoes, smothered in a smoked gouda cream sauce. This classic main is accompanied by a vibrant side of roasted green beans and red bell peppers garnished with Parmesan cheese.
- **Shredded Chicken Taco Bowl:** Juicy shredded chicken seasoned with house-made taco seasoning is served over black beans and brown rice and topped with a rich jalapeño cheddar sauce. The dish is beautifully accented with a vibrant, roasted corn, bell pepper and poblano salsa and finished with a creamy cilantro sour cream, to drizzle over the top.
- **Thai-Style Green Chicken Curry:** Tender shredded chicken breast, green beans, and red bell peppers come together in a creamy coconut milk green curry sauce, fragrant with ginger, lemongrass, and a hint of lime. Served alongside coconut-lime brown rice studded with roasted riced cauliflower, bell peppers, and onions, it's perfect for soaking up every flavorful drop.
- **Butternut Squash & Sage Chicken Macaroni:** Macaroni is slathered in a luscious smoked Gouda and white cheddar sauce. It's topped with herb-roasted diced chicken and tender butternut squash. This creamy and comforting main is accompanied by garlicky green beans and a tangy, apple cranberry crumble with pecans. This favorite seasonal meal is only available until December.

Factor meals are available in the refrigerated deli section at participating Target stores nationwide. To learn more, visit www.get.factor75.com/retail

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ABOUT FACTOR

Factor is a fully-prepared meal delivery service that is taking a whole new approach to fresh-prepared food. The company's weekly rotating menu and add-on options are hand-crafted by gourmet chefs and optimized by dietitians. Factor delivers anywhere in the contiguous U.S. For more information, visit Factormeals.com.

ABOUT HELLOFRESH GROUP

The HelloFresh Group is a global digital-native CPG company and the world's leading meal kit provider. The HelloFresh Group consists of eight 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 Ireland. HelloFresh SE went public on the Frankfurt Stock Exchange in

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November 2017 and is currently traded on the MDAX (Mid-Cap German Stock Market Index). For more information, visit www.hellofreshgroup.com.

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