

HelloFresh SE provides strategic update at its annual Capital Markets Day

Berlin, 23 March 2023 – Today, HelloFresh SE (“HelloFresh”) held its annual Capital Markets Day at its HQ in Berlin with over 100 investors and analysts attending in person or virtually, where the Company provided an update on its midterm strategy. Over the past year, HelloFresh has taken a big step in its plan to become a fully integrated food solutions group by significantly investing into the diversification of its portfolio of brands and offerings.

The company shared a detailed update on the continued growth and strong profitability of its most advanced markets, in which it has been active since before its IPO in 2017. For 2023, the focus will lie on further enhancing its customer proposition and providing customers with more customization options within their weekly meal choice. In addition, the company will prioritize rolling out HelloFresh Market to more geographies globally after the successful launches in the US and Benelux in the last two years.

It also provided a detailed update on the projected growth trajectory of its currently underpenetrated markets and its fast-growing RTE segment in the US and Australia. Both will be significant growth drivers for the group in the mid-term and are expected to materially improve their profitability going forward as they achieve more economies of scale. For 2023, the strategy for these business units consists of closing the existing feature gap to the company’s most advanced business units as well as starting to internationalize the RTE segment.

After re-investing a lot of the cash flow generated in its profitable operations globally, HelloFresh nears the end of a multi-year capex investment cycle by mid 2023. Upon completion HelloFresh will have sufficient capacity to reach its mid-term Revenue targets, while providing a strong moat to the business. This implies meaningful free cash flow generation in the future.

“I am confident we are well set up for future growth given our diversified portfolio of geographies and brands. Over the next three years we will make material progress towards our vision of becoming the world’s leading, fully integrated food solutions group. We will achieve this by relentlessly focusing on expanding our customer proposition and providing our customers with an ever greater choice of meals and additional products in our meal kits business units. At the same time growth in our RTE vertical has been nothing short of phenomenal, even though we are in the very early stages of this exciting new category. We believe RTE can become as big as meal kits in the long-run and will be one of the major growth drivers for the Group in 2023 and beyond”, Dominik Richter, CEO and co-founder of HelloFresh says.

HelloFresh is also trialing the launch of new brands and verticals in the direct to consumer space, such as Good Chop, a premium meat and seafood offering, and Pets Table, human-grade pet food - both in

HELLOFRESH GROUP

News Alert

the US. These new verticals are still in their infancy and their success will be monitored closely in order to determine to what extent they will be pursued.

The full CMD presentation will be uploaded [here](#).

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, Ireland and Spain. In 2022 HelloFresh delivered over one billion meals and reached 7.11 million active customers in Q4 2022. HelloFresh went public on the Frankfurt Stock Exchange in November 2017 and is currently traded on the MDAX (Mid-Cap German Stock Market Index). HelloFresh has offices in Berlin, Saarbrücken, New York, Chicago, Boulder, London, Amsterdam, Sydney, Toronto, Auckland, Paris, Copenhagen, Milan, Dublin and Barcelona.

Press contact

Saskia Leisewitz
Head of Global Corporate Communications
HelloFresh Group

+49 (0) 174 72 35 961
sl@hellofresh.com
www.hellofreshgroup.com