



HelloFreshGO becomes independent company
Expansion of HelloFresh's B2B offering pays into global growth strategy

- B2B offering "HelloFreshGO" has successfully proven itself as a business model and becomes its own company as a 100% subsidiary of HelloFresh
- HelloFresh expands its product portfolio with HelloFreshGO GmbH as part of the global investment and growth strategy announced in Q2
- The intelligent refrigerators are already present throughout Germany, their numbers reaching into the three-digits





Berlin, October 11, 2018 - HelloFresh, the global market leader in the meal-kit sector, has spun out its B2B offering, [HelloFreshGO](#) - intelligent refrigerators with healthy snacks and lunches - into an independent company. The reason for this is the rapid success of the business model in Germany as well as increasing customer interest from abroad. With HelloFreshGO, HelloFresh expands its product portfolio and takes a decisive next step in the global investment and growth strategy announced in Q2. The intelligent refrigerators for the B2B convenience sector are already set up in co-working spaces and start-ups, in medium-sized companies as well as in several corporations.

HelloFreshGO already present in multiple companies in Germany

The concept of the intelligent refrigerator was launched a year ago, originally as an innovation project for HelloFresh employees. In the meantime, the refrigerators have been distributed to customers throughout Germany, with their numbers reaching into the three-digits. "The number of orders and the interest in HelloFreshGO is very high. By making HelloFreshGO more independent, we are able to build on the success," says HelloFresh co-founder Thomas Griesel. "The concept is already very successful in Germany, so an expansion into other countries is an interesting option for us," Griesel continues.

[HelloFreshGO](#) has set itself the goal of revolutionizing lunchtime in the workplace and to make everyday work easier with a wide range of products on offer. The product portfolio includes fresh meals based on HelloFresh recipes such as: warm dishes, sandwiches, wraps, breakfast and dessert, as well as a wide range of sweet and hearty snacks such as nuts, bars and cookies - including many vegan and vegetarian options. HelloFreshGO is easy to use with an ID card or fingerprint. Real-time sales data allow flawless control of the assortment and enable quick and flexible changes for each individual location. Furthermore it allows for continuous development of the product portfolio.



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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, Austria, Switzerland, Canada and New Zealand. 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, Toronto and Auckland.