

HelloFresh enters the DAX – Germany’s leading stock market index

Berlin, 03.09.2021 - HelloFresh SE (“HelloFresh”) will be included in the leading German stock market index DAX (Deutscher Aktienindex). The inclusion was announced late Friday evening by Deutsche Börse. Following the announcement of its expansion last year, the DAX now consists of the 40 largest publicly quoted companies in Germany, defined by free float market capitalization.

“Over the past ten years, HelloFresh has been rethinking and reinventing how people shop for food, cook and eat. Our latest financial results are proof that we have built a profitable, future-proof business and continue to deliver on our growth targets. Entering the DAX is another recognition of our success and of the hard work that our teams have been putting into getting HelloFresh to where it is now. Our focus will continue to be on providing our customers with an ever growing number of choices, with the most delicious meals and with great experiences, all while further growing our business and charging towards our vision of becoming the world’s leading integrated food solutions group,” says Dominik Richter, co-founder and CEO of HelloFresh.

HelloFresh recently announced its Q2 results, confirming the company’s ongoing growth trajectory. With more than 250 million meals delivered to 7.7 million customers across 15 markets, HelloFresh delivered another record quarter. Further milestones include launching Norway as a new market, bringing Green Chef as an additional brand to the UK market, extending the HelloFresh Market offering of high quality curated add-ons to the US as well as significantly expanding its production capacity across both operating segments.

Last year, HelloFresh announced its mid-term revenue target of EUR 10 billion, alongside ambitious growth plans. These include further growing its core business and increasing its penetration in all existing markets; expanding its total addressable market as well as expanding its range to other product categories and previously non-penetrated meal occasions.

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, Denmark and Norway. In Q2 2021, HelloFresh delivered 254 million meals and reached 7.7 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.



Press release

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