

HelloFresh celebrates its 10th anniversary

New study reveals how consumer habits have changed over the past decade

- Over the last ten years there has been a strong development in customer behaviour towards cooking at home
- Shift from offline to online for food and groceries is expected to progress
- HelloFresh's recipe for success is the company's state-of-the-art technology power-house

Berlin, 4th November, 2021 - HelloFresh SE ("HelloFresh") is celebrating its 10th anniversary. Founded in November 2011 by Dominik Richter and Thomas Griesel in Berlin, the company is now active in 16 markets on three continents and operates six brands under its roof.

"HelloFresh's success story started with just a handful of people and with an ambitious mission to change the way people eat forever. Ten years later, the company has grown into a successful global food solutions group that is on track to deliver 900 million meals to our consumers this year," says **Dominik Richter, co-founder and CEO**. "HelloFresh now provides households around the world with a broad range of products and services that have recently expanded beyond the initial idea of just meal-kits. We are very excited to see a fundamental change in customer behaviour towards home-cooking and are confident that we are on a good track to deliver on our mission."

New study reveals shift in consumer behaviour

A recently conducted study¹ revealed how HelloFresh's business model and the development of how consumers think about food go hand in hand. Nearly half of the respondents (41%) stated that they cooked at home more frequently than they did ten years ago. More than a third (37%) admitted that they increasingly use fresh ingredients to cook with. 20% of the respondents stated that they are more frequently engaging in online food shopping.

"Despite the fact that HelloFresh has been around for ten years, we feel like the online food and beverage industry is still in the very early stages of its development, especially compared to more mature industries like fashion," says **Thomas Griesel, co-founder and CEO**. "Over the course of the next few years, we expect there to be a more significant offline to online shift for food and groceries and we will be at the forefront of that development. For HelloFresh it continues to be about providing our customers with better and more innovative solutions for cooking at home."

70% of the survey's respondents stated that their approach to thinking about food has changed over the past ten years. They also expect the development to persist over the coming decade.

Secret to success lies in advanced technology infrastructure

HelloFresh's success and its ambitious plans for the future are enabled by an advanced technological infrastructure. The company runs one of the world's largest direct-to-consumer perishable food supply chains and uses software and data at each step to drive efficiency and optimization. In

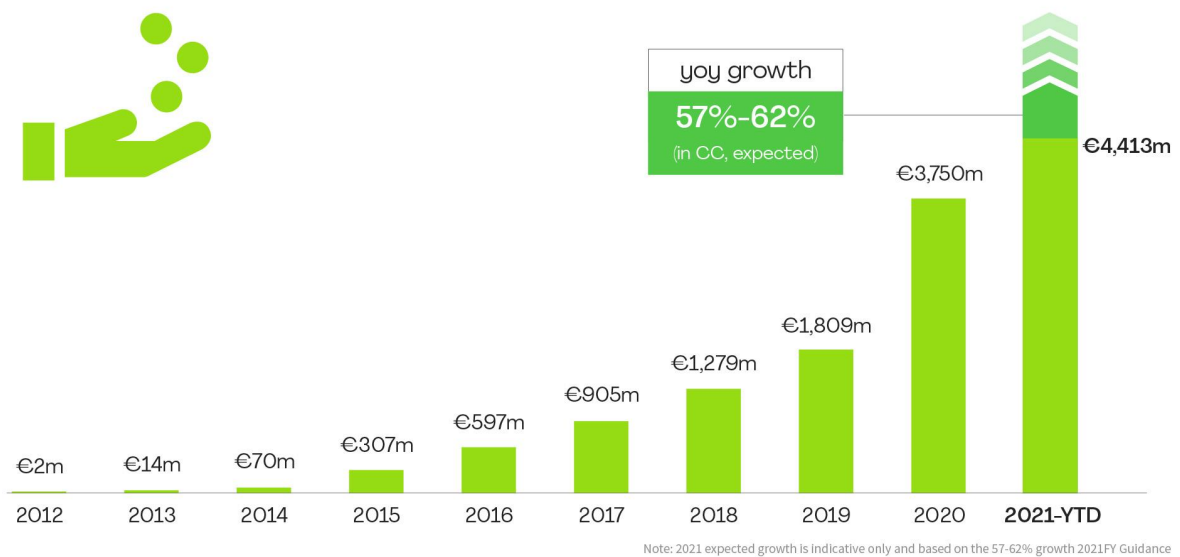
¹ The survey was conducted amongst 11,500 respondents in 16 countries and was commissioned by HelloFresh.

In addition, extensive research by a team of highly skilled culinary experts, combined with the analysis of over three million data points on a weekly basis are the foundation for successful product innovation. In order to keep improving the customer value proposition and innovating, HelloFresh recently announced that it will double the size of its technology team until the end of 2022. The company plans to invest more than €50 million to hire 1,000 new employees.

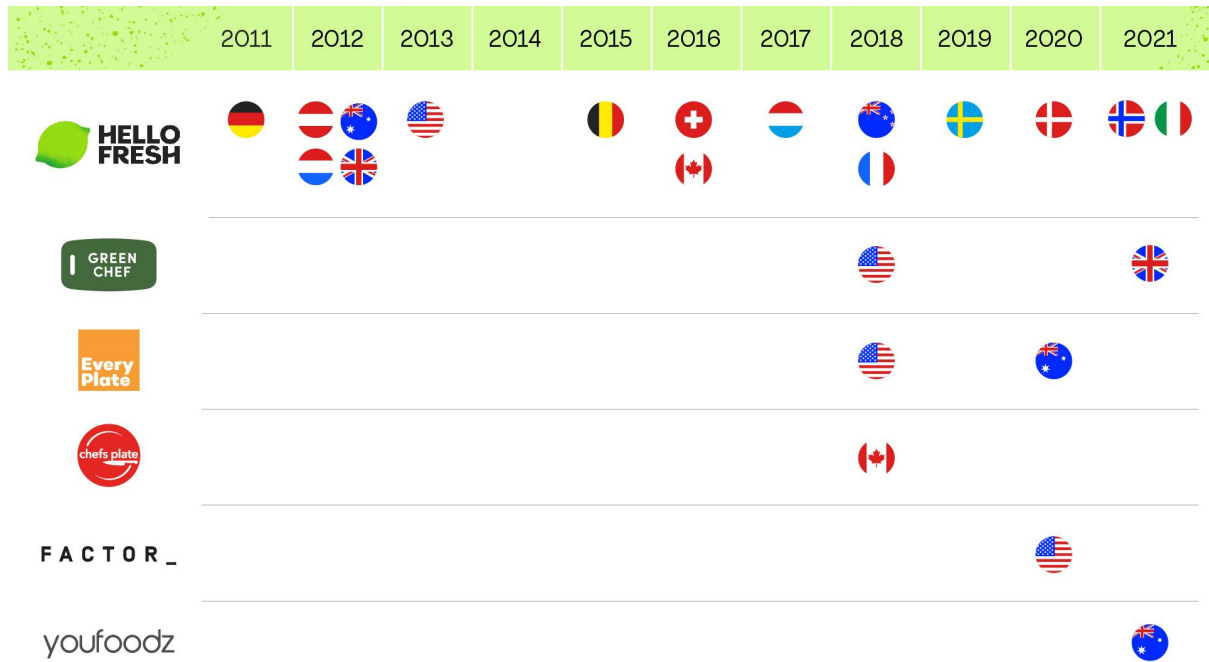
On the way to its mid-term goal of €10 billion revenue, HelloFresh will continue to follow its successful growth and scale-up strategy by launching in new geographies, expanding its brand portfolio within existing markets, scaling up and further internationalizing its ready-to-eat offering as well as establishing the HelloFresh Marketplace with an attractive assortment for other meal occasions besides dinner. Key milestones so far include:

- Successfully establishing the core brand HelloFresh in 16 markets on three continents - with a successful track record of launching at least one market per year
- IPO in 2017, followed by an inclusion in DAX just four years later
- Breaking even on a Group level two years after the IPO - and maintaining healthy profitability levels ever since
- Growing the HelloFresh family of brands:
 - The acquisition of Green Chef and Chefs Plate as pure meal kit players as well as the organic brand launch of Every Plate. In line with HelloFresh’s strategy, both Green Chef and Every Plate have been introduced to markets in the International Segment
 - The expansion into the nascent ready-to-eat market via acquisition of Factor (US) and Youfoodz (Australia)
- Launching HelloFresh Market in the US and the Benelux countries

Revenue growth 2012-2021



HelloFresh Group revenue growth 2012-2021



HelloFresh Group launch timeline 2011-2021

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 and Italy. In Q3 2021 HelloFresh delivered 227 million meals and reached 6.94 million active customers. HelloFresh went public on the Frankfurt Stock Exchange in November 2017 and has been traded on the DAX (German Stock Market Index) since September 2021. HelloFresh has offices in New York, Berlin, London, Amsterdam, Sydney, Toronto, Auckland, Paris, Copenhagen and Milan.

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