

Factsheet

(As of: August 29th, 2023)

„We change the way people eat forever.“

About HelloFresh SE

HelloFresh SE is a global integrated 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. HelloFresh is radically rethinking the traditional food supply chain by creating a data driven on-demand system that enables growing at scale and allows delivering food more sustainably. In addition to the meal kit business, which is offered to customers through the group's brands HelloFresh, Green Chef, Every Plate and Chefs Plate, HelloFresh recently entered the ready-to-eat market, by acquiring Factor and Youfoodz, and the pet food market with premium pet food brand The Pets Table. The Mission: Change the way people eat – forever. This mission goes beyond just changing the way customers shop for and prepare food. It means providing better access to nutritious, fresh ingredients in a more sustainable way.

Key Facts

Founding year	2011
Founders	Dominik Richter, Thomas Griesel & Jessica Nilsson
Management Board	Dominik Richter (CEO), Thomas Griesel (CEO), Christian Gärtner (CFO), Edward Boyes (CCO)
Brands	HelloFresh, Greenchef, Every Plate, Factor, Chefs Plate, Youfoodz, The Pets Table
Markets	Germany, UK, USA, Australia, New Zealand, Austria, Netherlands, Belgium, Canada, Switzerland, Luxembourg, France, Sweden, Denmark, Norway, Italy, Ireland, Spain
Company size	~ 20.000 employees
Offices	Berlin, London, Amsterdam, Paris, Milan, Copenhagen, Toronto, New York, Boulder, Chicago, Sidney, Auckland, Dublin, Barcelona
Distribution centers	Europe: Verden (D), Barleben (D), Nuneaton (UK), Banbury (UK), Derby (UK), Bleiswijk (NL), Möhlin (CH), Tavazzano con Villavesco (IT), Bjuv (SE), Moss (NO), Dublin (IE), Madrid (ES) ANZ: Perth (AU), Melbourne (AU), Sydney (AU), Brisbane (AU), Auckland (NZ) USA + Canada: Newark (NJ), Swedesboro (NJ), Totowa (NJ), Newnan (GA),

HELLOFRESH GROUP

Irwing (TX), Phoenix (AR), Grand Prairie (TX), Aurora (CO), Boulder (CO),
Abbotsford (BC), Langley (BC), Edmonton (AB), Mississauga (ON)

Active customers

7.3 million in Q2 2023

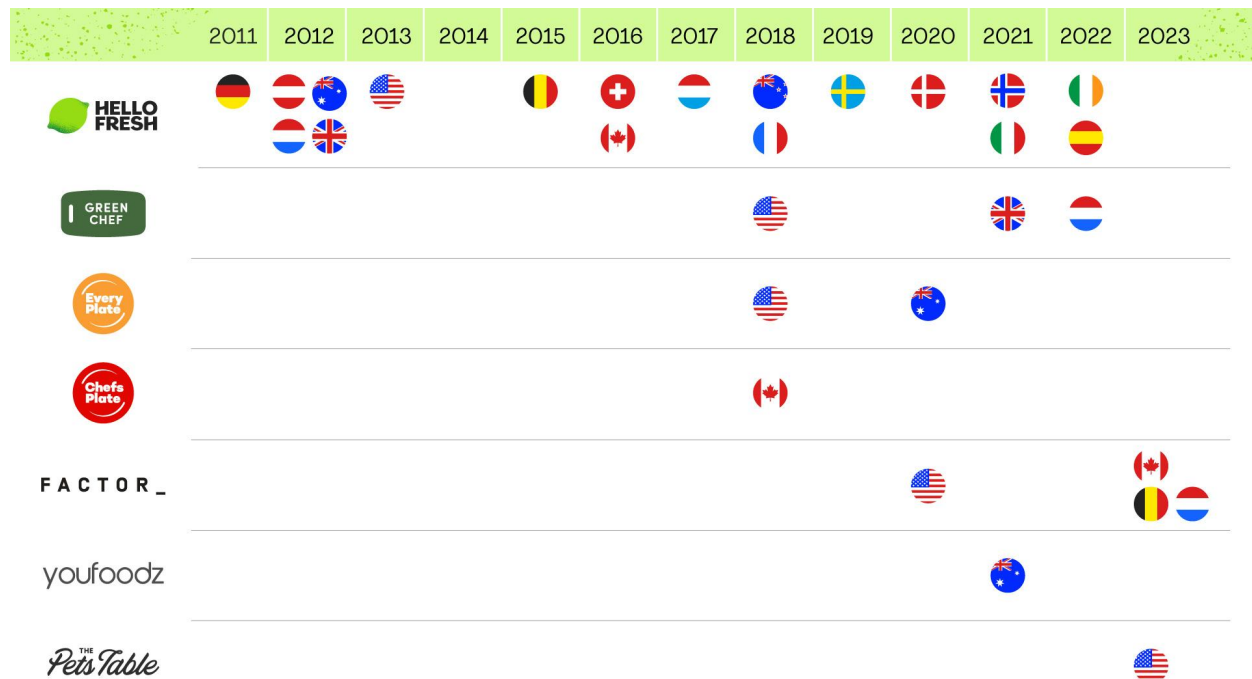
Revenue

€1.92 billion revenue in Q2 2023

Shareholders

Baillie Gifford & Co, BlackRock Inc., Norges Bank, Vanguard World Fund [& others](#)

Company Milestones



2017: HelloFresh goes public on the Frankfurt Stock Exchange

2019: [First full year of profitability](#)

2020: [HelloFresh announces its vision to become the world's leading integrated food solutions group](#)

2020: [HelloFresh becomes the first global carbon neutral meal kit company](#)

September 2021: [Inclusion in Dax](#) (German Stock Market Index)

[Press material](#)

For more information please visit hellofreshgroup.com.

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