

Factsheet

(As of: November 15th, 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 eight 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, the company is active in the ready-to-eat space through brands Factor and Youfoodz. Recently HelloFresh entered the meat and seafood subscription market with Good Chop 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)

HELLOFRESH

GROUP

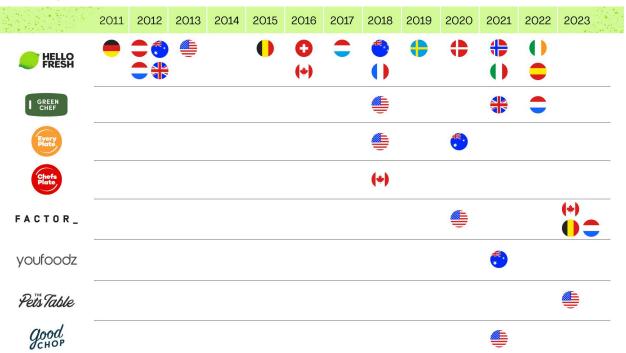
ANZ: Perth (AU), Melbourne (AU), Sydney (AU), Brisbane (AU), Auckland (NZ) **USA + Canada:** Newark (NJ), Swedesboro (NJ), Totowa (NJ), Newnan (GA), Irwing (TX), Phoenix (AR), Grand Prairie (TX), Aurora (CO), Boulder (CO), Abbotsford (BC), Langley (BC), Edmonton (AB), Mississauga (ON)

Active customers 7.1 million in Q3 2023

Revenue €1.80 billion revenue in Q3 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

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

Press material

Fore more information please visit hellofreshgroup.com.