



ad hoc disclosure

Public disclosure of inside information according to Article 17 para. 1 of the Regulation (EU) No 596/2014 on market abuse (market abuse regulation - MAR)

HelloFresh SE expects revenue and adjusted EBITDA (“AEBITDA”) for Q1 2020 above market expectations

International Securities Identification Number (ISIN): DE000A161408

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Listed: Regulated Market in Frankfurt am Main (Prime Standard)

Berlin, 30 March 2020 – While HelloFresh SE (“Company”) has experienced in the months January and February 2020 continued strong growth, it has started to see a further meaningful acceleration since the latter half of March 2020, driven by increased demand due to the heightened public focus on the evolving Covid-19 pandemic. Based on first preliminary indications, the Company expects:

- Consolidated revenue of the Company for the first quarter of 2020 in a range between approximately EUR 685 million and EUR 710 million (Q1 2019: EUR 420.1 million). This revenue range meaningfully exceeds the latest published research analyst expectations.
- Group AEBITDA for the first quarter of 2020 in a range between approximately positive EUR 55 million and positive EUR 75 million (Q1 2019: negative EUR 26.1 million). This AEBITDA range meaningfully exceeds the latest published research analyst expectations.

From today’s perspective, the Company considers the uncertainties and resulting full year impact created by the Covid-19 pandemic for the global economy and the Company as not reliably quantifiable. Therefore, the Company is not amending its previously provided guidance for the full year 2020 at this point in time.

The Company will publish its quarterly financial statements for the first quarter of 2020 as scheduled on 5 May 2020. The final numbers for the first quarter of 2020 may deviate from the ranges presented in this release. All numbers presented in this release are unaudited and based on first preliminary indications (including a number of estimates), which were created based on extraordinary analyses to monitor business development under the current circumstances.

Regarding the definition of the alternative performance measure AEBITDA, the Company refers to the corresponding definition in its Annual Report 2019, which is published on the Company’s website.



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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 and Denmark. In 2019, HelloFresh delivered over 280 million meals and reached close to 3 million active customers in the fourth quarter of 2019. 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.