

HelloFresh launches Ready-to-Eat meal service Factor in Sweden and Denmark

- **Factor is the new direct-to-consumer (D2C) Ready-to-Eat (RTE) solution for Sweden and Denmark, offering the highest levels of convenience without compromising on freshness, taste or nutrition**
- **Consumers in Sweden and Denmark are ready for this kind of service thanks to the high adoption rate of online food solutions and the preference for convenience**
- **Following Factor’s success in the US, Canada, the Netherlands and Belgium, this expansion marks the next phase of growth of the RTE sector in Europe**
- **The move is part of HelloFresh Group’s global multi-tier brand strategy and mission to expand the RTE sector worldwide**

Stockholm/Copenhagen/Amsterdam, 25th April 2024 – HelloFresh SE (“HelloFresh”) launches its ultra-convenient Ready-to-Eat (RTE) service Factor in Sweden and Denmark. With a focus on convenience, variety, and quality, Factor aims to simplify mealtime for consumers without compromising on freshness, taste, or nutrition. Swedish and Danish customers can now benefit from a wide selection of chef-prepared meals that cater to multiple dietary preferences. All Factor meals are delivered weekly straight to the customers’ doorsteps and are ready to be consumed in as little as three minutes.

“Factor empowers customers to tailor their meals to their unique tastes and nutritional goals. With a rotating weekly menu of 12 to 15 meals and flexible delivery slots, Factor puts control back in the hands of consumers, delivering the meals that fit their lifestyle at their preferred time” says Christiane Schrijvers-von Griesheim, Co-Managing Director for Factor Europe. “As we expand our presence across Europe, tapping into the potential of the RTE market in the Nordic region, Factor is poised to redefine the landscape, setting new standards for ease-of-use, nutritional variety, and customer satisfaction”.

New RTE service supports customers in reaching their dietary goals

From today, customers can easily order Factor meals, either via the app or the website at factormeals.se in Sweden and factormeals.dk in Denmark. Customers that are familiar with HelloFresh meal kits will easily adapt to the similarly designed service. Every week, customers benefit from a large selection of meals that cater to multiple menu preferences, namely chef’s choice, pescatarian, keto, and vegetarian, with one third of all recipes being vegetarian-friendly. And there are more menu preferences to come. Thanks to a special packing technique, the meals will stay fresh for up to one week after delivery and are ready to be consumed whenever it fits the customer’s schedule.

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Launching in Sweden and Denmark consolidates Factor's growth trajectory in Europe

Having established itself as a dominant force in the United States, Factor currently leads the country's RTE market with a substantial market share of 74% (Q4 2023). The foundation of this achievement lies in HelloFresh Group's expertise in direct-to-consumer (D2C) operations, manufacturing infrastructure, and streamlined supply chain capabilities. In 2023, Factor successfully launched in Canada, the Netherlands, and Belgium, showcasing its ability to adapt to diverse markets, laying a robust foundation for future expansions in Europe. Diligent market analysis has shown that consumers in Sweden and Denmark are ready for an RTE D2C service, thanks to the high penetration rate of food solutions e-commerce and the preference for convenience.

Kaylyn Tolzmann, Co-Managing Director at Factor Europe, says: "Compared to the traditional ways of shopping at the supermarket for groceries or RTE meals, Factor's model is based on real customer demand. All of our meals are designed by chefs and nutrition experts based on our extensive research of customer preferences. By leveraging the technological and operational infrastructure established by the HelloFresh meal kit business, as well as the deep understanding we gathered of local consumers, Factor can provide unparalleled service to customers in Sweden and Denmark. The RTE D2C market in the Nordics shows a lot of opportunity and we aim to be the market leader in the mid-term future."

RTE expansion is a key driver of HelloFresh Group's growth

The launch aligns with HelloFresh Group's multi-tier brand strategy and vision of becoming the world's leading D2C food solutions group. Factor meals cater to a previously untapped demographic of consumers in the region, drawing in those who may have been hesitant to engage with HelloFresh's traditional meal kits, including individuals who may not enjoy cooking, value convenience in their meal options, or follow specific diets. By diversifying its offer and expanding its RTE brand, HelloFresh Group is investing into a key driver of mid-term growth.

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About Factor

Factor is a Ready-to-Eat meal delivery service that takes a whole new approach to fresh-prepared food. Weekly rotating menus are chef-prepared and approved by nutrition specialists making mealtime simple and stress-free, and providing convenience without having to compromise. Every Factor meal is made from scratch using only the freshest premium ingredients. Factor currently delivers to residents in Sweden, Denmark, the Netherlands and Belgium with plans to expand to other European countries in the future. Factor comes from the world's leading meal-kit company, HelloFresh, which means customers in Sweden and Denmark can expect the same quality, freshness, and reliability they already know and love. For more information visit www.factor-meals.se or www.factor-meals.dk.

About HelloFresh Group

The HelloFresh Group is a global food solutions group and the world's leading meal kit provider. The HelloFresh Group consists of eight 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, Italy, Ireland and Spain. In 2023 HelloFresh Group delivered over one billion meals globally. HelloFresh SE went public on the Frankfurt Stock Exchange in November 2017 and is currently traded on the MDAX (Mid-Cap German Stock Market Index). The HelloFresh Group has offices in Berlin, Saarbrücken, New York, Chicago, Boulder, London, Amsterdam, Sydney, Toronto, Auckland, Paris, Copenhagen, Milan, Dublin and Barcelona.

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