

HelloFresh to double size of global technology team

- HelloFresh to create 1,000 new roles in its technology team across Germany, the US, Canada and Australia
- The expansion will help HelloFresh to design, build and scale bespoke software solutions, powering its various business units
- Enhancing technology capabilities is a central strategy to enable HelloFresh to provide more value and better service levels to its customers and grow total addressable market share

Berlin, 16 September 2021: HelloFresh SE (“HelloFresh”) is to double the size of its technology team over the next 12 months through the creation of 1,000 new roles, as the business looks to offer more choice and greater personalisation and further expand.

The expansion comes after the Group posted strong results of € 1.56 billion revenue growth and more than 30 million orders for the second quarter of 2021, proving that demand for meal-kits shows little sign of waning, despite lockdowns lifting across many territories.

The roles will be based across HelloFresh’s existing global Technology hubs in Berlin, New York, Toronto, Boulder and Sydney.

“I’m delighted to be announcing this expansion following what has been an extraordinary 18 months for HelloFresh,” says Dominik Richter, co-founder of HelloFresh. “The pandemic challenged us to embrace new technologies and processes to satisfy our global subscriber base, at a time when they needed us most.

The investment into Technology also comes with a strong commitment to diversity and inclusion, focusing on creating opportunities for the diverse workforce, building internal talent as well as hiring and retaining more diverse talent that better reflects HelloFresh’s broad customer base.

“These new roles will help us strengthen our reputation as a digital-native food business with technology at its core. It will help us enhance our product offering even further, create a more personalised experience for our customers, and expand into more markets. I look forward to welcoming the new recruits on board.”

The growth of HelloFresh’s technology capabilities is a key strategy for satisfying the ongoing demand by investing in newer innovations and personnel. Over the past years HelloFresh has significantly scaled its team, which is responsible for all things tech, from the digital product to developing new recipes to powering its vast supply chain across 4 continents. Even today, HelloFresh already actively gathers and



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analyses over 3 million unique data points from its subscribers as part of the recipe development process.

New technology capabilities are also central to the Group's multi-brand strategy to grow its total addressable market through the introduction of new brands and product lines that cater to different lifestyle and dietary preferences. Last month, HelloFresh [acquired YouFoodz](#), a ready-to-eat meal manufacturer in Australia, and in April 2021, [launched its GreenChef](#) brand in the UK to cater to the specialist diet segment including vegan, keto, and paleo. In the US, the business has just announced that it will soon start to offer additional meals and food solutions via its HelloFresh Market too, allowing customers to add an exciting assortment at competitive price points to their existing meal kit orders.

In February 2021, HelloFresh also announced that it was [expanding its sustainability efforts](#), committing the business to reduce emissions across its production facilities by 60% and halve food waste going to landfill or incineration per euro revenue by 2022. These new roles will be central to realising this ambition, as the business continues to embrace sustainable and responsible systems and processes.

About HelloFresh

HelloFresh SE is a global food solutions group and the world's leading meal kit company. 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 and Norway. In Q2 2021 HelloFresh delivered 254 million meals and reached 7.7 million active customers. HelloFresh went public on the Frankfurt Stock Exchange in November 2017 and has been traded on the DAX (German Stock Index) since September 2020. HelloFresh has offices in New York, Berlin, London, Amsterdam, Sydney, Toronto, Auckland, Paris and Copenhagen.

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