

HelloFresh Group Launches Factor Production in Verden

- **Activation of the Verden hub marks a critical step in scaling the Group's Ready-To-Eat segment across Europe.**
- **Majority of HelloFresh employees in Verden will continue to be employed by Factor.**
- **Effective immediately, HelloFresh production for Germany and Austria – previously split across Verden and Barleben – is now fully consolidated at the semi-automated Barleben facility.**

Berlin, May 6th 2026 – HelloFresh SE („HelloFresh“) announced the launch of production for Factor, a direct-to-consumer (D2C) service for fresh Ready-to-Eat (RTE) meals in Verden an der Aller, Germany. The Verden team started producing selected meals for all Factor Europe markets: Germany, Denmark, Sweden, Belgium, and the Netherlands. Factor offers fresh nutrient-rich meals for health-conscious consumers that are ready to serve in just four minutes. The launch of this production facility marks a milestone in Factor's European expansion, bringing the brand's fresh chef-crafted ready-to-eat meals to health-conscious consumers across Europe and increasing operational capacity by 8x. This strategic expansion underscores HelloFresh's vision of establishing itself as the world's leading, digital-native FMCG company.

Investment in Weser-Aller Region: Factor Opens One of Europe's Largest Kitchens

As part of a strategic decision to establish Verden as Factor's central European production hub, the HelloFresh Group has made a significant investment in the Weser-Aller region. Verden's facility spans 30,000 m² with a 5,500 m² production area, placing it among the largest and most advanced commercial kitchens in Europe. It originally opened in 2016 as a HelloFresh distribution center, has transitioned its operations to Factor, with the majority of former HelloFresh employees continuing their careers with the HelloFresh Group in this new chapter for the site. Following the transfer of business, more than 200 HelloFresh employees in Verden transitioned to Factor effective May 1, 2026. The Verden site could employ up to 900 team members.

“The team in Verden has been at the heart of our success since 2016, and we are thrilled to build on that legacy. We are delighted to welcome over 200 experienced HelloFresh employees to Factor and to embark on this new chapter together. By establishing Factor's first in-house production facility in Europe right here in Verden, we are unlocking new growth potential for the HelloFresh Group while reinforcing our long-term commitment to the Weser-Aller region,” said Kaylyn Tolzmann, Managing Director and COO of Factor Europe.

HelloFresh meal kit production consolidated in Barleben

Since the first quarter of 2025, the HelloFresh site in Barleben has been progressively absorbing the full manufacturing capacity for meal kits. Thanks to its in-house automation technology, HelloFresh

will offer a weekly rotating menu of 100 meals by September – twice as many as in the same period last year. Customers will benefit from a significantly wider choice and greater flexibility in personalizing their menu. Since HelloFresh launched its semi-automated production facility in Barleben in 2022, HelloFresh roles have been systematically relocated to Saxony-Anhalt. This process is now completed.

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 developed by dieticians and chef-prepared, empowering busy consumers to pursue a healthy lifestyle while keeping mealtime simple and stress-free. Every Factor meal is made from scratch using high quality ingredients. Factor currently delivers to residents in Germany, 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 Germany can expect the same quality, freshness, and reliability they already know and love. For more information visit www.factor-meals.de.

About HelloFresh

Die HelloFresh Gruppe ist ein globales, digital ausgerichtetes FMCG-Unternehmen und der weltweit führende Anbieter von Kochboxen. Die HelloFresh Gruppe bietet ihre Produkte unter acht verschiedenen Marken an und versorgt ihre Kundinnen und Kunden mit passenden, hochwertigen Lebensmitteln und Rezepten für unterschiedliche Anlässe. HelloFresh wurde im November 2011 in Berlin gegründet und ist in den USA, dem Vereinigten Königreich, Deutschland, den Niederlanden, Belgien, Luxemburg, Australien, Österreich, der Schweiz, Kanada, Neuseeland, Schweden, Frankreich, Dänemark, Norwegen und Irland tätig. HelloFresh SE ging im November 2017 an die Frankfurter Wertpapierbörse und wird derzeit im SDAX gehandelt. Die HelloFresh Gruppe hat Büros in Berlin, Saarbrücken, New York, Chicago, Boulder, London, Amsterdam, Sydney, Toronto, Auckland, Paris, Kopenhagen, Dublin, Breslau und Warschau.

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