



Press release

HelloFresh launches in Denmark

After a very successful year in Sweden, HelloFresh continues on its global growth path in Scandinavia

- **The launch of Denmark is an important part of HelloFresh's global growth strategy**
- **HelloFresh will offer the most flexible meal kit option in the market**
- **Headquarter for HelloFresh's Scandinavian business is based in Copenhagen**

Berlin, 09 June 2019 - As of today, HelloFresh SE, the world's leading meal kit company, has introduced its service in Denmark. Following a successful launch in Sweden last year, the company decided to further expand its business in the Nordics. The expansion is part of the group's global strategy to drive long-term sustainable growth.

"Denmark is an established market for meal kits and we see an exciting opportunity with our unique offerings. We will be offering customers the most flexible meal kit option in the market," says Thomas Griesel, co-founder of HelloFresh. "In addition, our customers will benefit from delicious, wholesome meals with high quality, locally sourced ingredients. We are also expanding our positive impact on the environment by significantly reducing food waste by sending customers pre-portioned ingredients. We're sure Danish customers will love our product, and we can't wait for them to try it," he adds.

With approximately 2.7 million households¹, the Danish market offers great potential for the introduction of HelloFresh. Danish customers will benefit from a global brand that is backed by an innovative technology platform and a state-of-the-art supply chain network, both of which are localized to the specific needs of the market. In order to serve the Danish market efficiently, the global market leader will leverage its extensive experience and proven synergy effects.

The Danish market will be managed from the Scandinavian headquarter in Copenhagen, which was already opened in 2019.

¹ Statistics Denmark



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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 Q1, HelloFresh delivered over 111 million meals and reached 4,18 million active customers. 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.