

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 provides indicative outlook for full year 2022**

International Securities Identification Number (ISIN): DE000A161408

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

Berlin, 7 December 2021 – Based on HelloFresh SE's ("Company") year-end budgeting process being well advanced, including various scenario analyses regarding the potential development of the business, the management board of the Company decided today on a first indicative outlook for the Company for the full year 2022. The Company will continue its strong investment into its long term growth capabilities, most notably the ongoing build out of its fulfilment infrastructure, and the strengthening of its tech and data platform. The Company will also continue to pursue and scale new geographies and brands in line with its long term growth strategy. Against this background the Company expects revenue growth for the HelloFresh Group on a constant currency basis between 20% and 26%. The arithmetic average of published broker estimates for Euro-reported revenue growth of the HelloFresh Group for 2022 as of 7 December 2021 amounts to 17.7%. The Company expects an adjusted EBITDA ("AEBITDA") for the HelloFresh Group for the full year 2022 between EUR 500 million and EUR 580 million (arithmetic average of published broker estimates for 2022 AEBITDA as of 7 December 2021: EUR 647 million). This outlook is based on the Company's current preliminary plans and assumptions for the full year 2022, subject to a number of uncertainties, and should be viewed as indicative only.

Regarding the definition of the alternative performance measure AEBITDA and related information the Company refers to the corresponding definition in its Annual Report 2020, which has been published on the Company's website.

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