



Postal Vote

for the general meeting of HelloFresh SE on June 30, 2020

We kindly ask you to fill out this form and directly send it, **together with your proxy voting card**, to one of the following addresses by Monday, June 29, 2020, 24:00 CEST (time of receipt):

HelloFresh SE
c/o Link Market Services GmbH
Landshuter Allee 10
80637 Munich
Germany

E-Mail: inhaberaktien@linkmarketservices.de

Please complete:

First and last name of the holder of voting rights

Proxy voting card no.

Number of shares

I/We exercise my/our voting rights for myself/ourselves via postal vote in the following way:

The votes cast refer to the proposals by the management board and/or the supervisory board of HelloFresh SE as published in the German Federal Gazette (*Bundesanzeiger*) on June 5, 2020.

Agenda Item	Yes	No	Abstention
2. Resolution on the approval of the acts of the members of the Management Board for the financial year 2019	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Resolution on the approval of the acts of the members of the Supervisory Board for the financial year 2019	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Resolution on the appointment of the auditor for the audit of HelloFresh SE's financial statements and the consolidated financial statements and for any audit review of the condensed financial statements and the interim management report as well as for any audit review of additional interim financial information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Resolution on the change of the term of office of the members of the Supervisory Board as well as related amendments to the Articles of Association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Resolution on the election of the members of the Supervisory Board			
a) Election of Mr. Jeffrey Lieberman	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Election of Mr. Ugo Arzani	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Election of Ms. Ursula Radeke-Pietsch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Election of Mr. John H. Rittenhouse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Election of Mr. Derek Zissman	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Resolution on the cancellation of the existing Authorized Capital 2018/I and of the existing Authorized Capital 2018/II, on the creation of an Authorized Capital 2020/I with the possibility to exclude subscription rights as well as on the associated amendment of § 4 of the Articles of Association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Resolution on the cancellation of the existing authorization and granting of a new authorization to issue convertible bonds, bonds with warrants, profit participation rights and/or participating bonds (or combinations of these instruments) with the option to exclude subscription rights, on the cancellation of the existing Conditional Capital 2017/III, the existing Conditional Capital 2018/I and the partial cancellation of the existing Conditional Capital 2018/II, on the creation of a new Conditional Capital 2020/I as well as on the corresponding amendment of § 4 of the Articles of Association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Resolution on the authorization to acquire the Company's own shares and to use them, including the authorization to redeem acquired own shares of the Company acquired and capital reduction, and cancellation of the existing authorization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Resolution on the amendment of § 15(3) of the Articles of Association (confirmation of the right to participate in the general meeting)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Resolution on the amendment of § 10(2)(b) and (c) of the Articles of Association (transactions and measures requiring supervisory board approval)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If, within the statutory period, the company were to receive motions from shareholders that have to be made available, these will be made available on the website of HelloFresh SE at

<http://ir.hellofreshgroup.com/websites/hellofresh/german/6000/annual-general-meeting.html>.

You may also cast your vote for such motions. To this end, please enter the name of the shareholder and, if applicable, the request in the table below. Do not forget to cast your vote by ticking the appropriate box.

Motions of Shareholders	Yes	No	Abstention
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Place, Date

Signature(s) or other completion of the declaration in accordance with Section 126b of the German Civil Code



Important Information

Subject to voting in the Online Portal, votes may be cast by postal vote in text form in German or English by post or by way of electronic communication (by email) to one of the following addresses:

HelloFresh SE
c/o Link Market Services GmbH
Landshuter Allee 10
80637 Munich
Germany

E-Mail: inhaberaktien@linkmarketservices.de

Postal votes cast in this way must reach the company no later than Monday, June 29, 2020, 24:00 CEST. Up to this date, they can also be changed or revoked in the manner described above.

Voting by postal vote can also be done from Thursday, June 18, 2020, using the password-protected Online Portal on the company's website at

<http://ir.hellofreshgroup.com/websites/hellofresh/English/6000/annual-general-meeting.html>.

For this purpose the "postal vote" button in the online portal is provided. In this way, postal votes can be cast, changed or revoked even on the day of the general meeting up to the start of voting.

In the case of multiple declarations received, the last vote received has priority. If different declarations are received via different transmission channels and it is not clear which declarations were last made, those declarations made by email will be taken into account, unless a vote is cast online on the day of the general meeting in the Online Portal.

The casting of votes by postal vote is limited to the vote on the proposed resolutions of the management board and/or the supervisory board announced in the convocation of the general meeting and on any resolutions proposed by shareholders with an addition to the agenda in accordance with section 56 sentence 3 SE Regulation in conjunction with section 50(2) of the SE Regulation.

If you have any questions about the proxies, please call our

General Meeting Hotline

+49 (0)89 210 27 222

between 9.00 and 17.00 CEST, Monday to Friday (except for public holidays).