

HelloFresh SE

Berlin

ISIN DE000A161408 WKN A16140

Invitation to the Annual General Meeting 2023

(Unique identifier of the event: e333ac17bccfed118145005056888925)

The shareholders of our Company are hereby invited to the Annual General Meeting to be

held on

Friday, May 12, 2023

at 10:00 a.m. (CEST)

at

https://ir.hellofreshgroup.com/hv

as a virtual

Annual General Meeting 2023

without the physical presence of the shareholders or their proxies (with the exception of the proxies appointed by the Company) ("virtual Annual General Meeting"). The place of meeting within the meaning of the German Stock Corporation Act shall be the business premises of Grünebaum Gesellschaft für Event Logistik mbH, Lützowplatz 15 / Karl-Heinrich-Ulrichs-Strasse 22/24, 10785 Berlin. Shareholders and their proxies (with the exception of the proxies appointed by the Company) have no right or opportunity to be present at the place of the virtual Annual General Meeting.

I.	Agenda4
1.	Presentation of the adopted annual financial statements and the consolidated financial statements approved by the Supervisory Board as of December 31, 2022, the combined management report for the Company and the Group for the financial year 2022, the report of the Supervisory Board for the financial year 2022 and the report of the Management Board on the disclosures pursuant to Section 289a (1), Section 315a (1) of the German Commercial Code (HGB)
2.	Resolution on the appropriation of the balance sheet profit of HelloFresh SE for the financial year 20224
3.	Resolution on the discharge of the members of the Management Board for the financial year 20224
4.	Resolution on the discharge of the members of the Supervisory Board for the financial year 20225
5.	Resolution on the appointment of the auditor of the annual financial statements and the auditor of the consolidated financial statements for the financial year 2023 and of the auditor for any review of the condensed financial statements and the interim management report in the financial year 2023 and for any review of additional interim financial information in the financial years 2023 and 2024
6.	Resolution on the election of the members of the Supervisory Board5
7.	Resolution on the approval of the compensation report for the financial year 2022 $\dots 8$
8.	Resolution on the amendment of Article 8 (2) sentence 1 of the Articles of Association (term of appointment of members of the Supervisory Board)8
9.	Resolution on the insertion of a new Article 14 (4) of the Articles of Association (authorization of the Management Board to hold a general meeting in virtual form)9
10.	Resolution on the amendment of Article 17 (2) of the Articles of Association to enable Supervisory Board members to participate in a virtual general meeting by means of video and audio transmission
II.	Reports and attachments to agenda items 6 and 712
1.	Further information on the Supervisory Board candidates proposed for election under agenda item 6
2.	Annex to agenda item 7 (Resolution on the approval of the compensation report for the financial year 2022): Compensation report for the financial year 2022
3.	Report of the Management Board on the utilization of Authorized Capital 2022/I with exclusion of subscription rights in connection with the servicing of payment claims from exercised virtual options under the virtual stock option program (VSOP) and the restricted stock unit program (RSUP)
III.	Further information on convening54
1.	Total number of shares and voting rights at the time of convening the Annual General Meeting
2.	Holding of the Annual General Meeting as a virtual Annual General Meeting without the physical presence of the shareholders or their proxies
3.	Prerequisites for exercising voting rights and other shareholder rights56
4.	Significance of the record date
5.	Procedure for the casting of votes by shareholders

6.	Procedure for voting by proxy	. 59
7.	Procedure for voting by proxies of the Company	. 60
8.	Further rights of shareholders	.61
9.	Video and audio transmission of the entire Annual General Meeting	. 68
10.	Appeal against decisions	. 69
11.	Publications on the website / Display in business premises / Supplementary information pursuant to Section 124a AktG	69
12.	Information on data protection for shareholders	.71