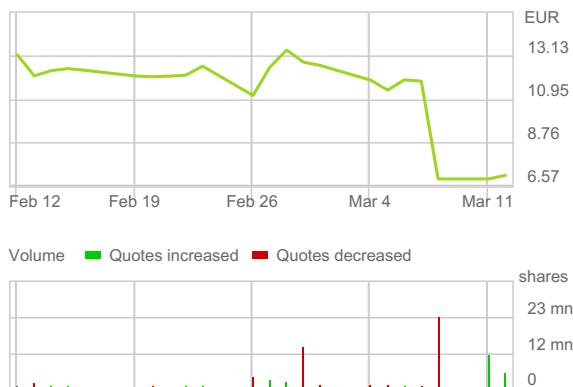


FACT SHEET

COMPANY PROFILE

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 and France. In 2019, HelloFresh delivered over 280 million meals and reached close to 3 million active customers in the fourth quarter of 2019. 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.

SHARE CHART



SHAREHOLDER STRUCTURE

Baillie Gifford & Co	10.62%
Vanguard World Fund	5.26%
BlackRock, Inc.	4.70%
DSR Ventures GmbH	4.17%
Employees Provident Fund Board, Malaysia	3.02%
Schroders Plc	3.02%
Invesco	3%
Morgan Stanley Investment Management (MSIM)	2.99%
Norges Bank	2.98%
Morgan Stanley	2.14%
JP Morgan Chase & Co.	1.48%
Other Shareholders	56.50%
Treasury shares	0.13%

Status 04 March 2024

MANAGEMENT BOARD



Dominik Richter



Thomas Griesel



Christian Gärtner



Edward Boyes

SUPERVISORY BOARD

› **John H. Rittenhouse**
(Chairman)
› **Derek Zissman**

› **Ursula Radeke-Pietsch**
(Deputy Chairwoman)
› **Susanne Schröter-Crossan**

STOCK FUNDAMENTALS

ISIN	DE000A161408
WKN	A16140
Share type	Ordinary
Bloomberg Code	HFG@GR
Ticker	HFG
Index	MDAX
Segment	Prime Standard
No. of shares	171.928.378
Market Cap	EUR 1.21 bn
52 week high	34.36 EUR
52 week low	6.13 EUR
Stock exchanges	Frankfurt Stock Exchange

FINANCIAL CALENDAR

Mar 15, 2024	Publication annual financial report
Mar 18, 2024	JPM Internet Day Conference - Fireside Chat (Virtual with CEO)
Apr 25, 2024	Publication quarterly financial report (call-date Q1)
May 02, 2024	Annual General Meeting
Aug 13, 2024	Publication half-yearly financial report
Oct 29, 2024	Publication quarterly financial report (call-date Q3)

FACT SHEET

ANNUAL FIGURES

	2022	2021	2020	2019
Key Performance Indicators				
Group				
Number of orders (in millions)	125.1	117.3	74.3	37.5
Meals (in millions)	1,046.5	964.3	601.2	281.1
Average order value (EUR)	60.5	51.0	50.4	48.2
Financials				
Results of operations				
Group				
Revenue (in MEUR)	7,607.2	5,993.4	3,749.9	1,809.0
Revenue constant currency (in MEUR)	7,048.5	5,993.4	3,820.1	1,809.0
Contribution margin (in MEUR)*	1,942.5	1,517.7	1,056.0	5,184.9
Contribution margin (in % of Revenue)*	25.5%	25.3%	28.2%	28.7%
AEBITDA (in MEUR)	477.4	527.6	505.2	46.5
AEBITDA (in % of Revenue)	6.3%	8.8%	13.5%	2.6%

*Net of share based compensation expenses

QUARTERLY FIGURES

	Q3	Q2	2023 Q1	Q3	Q2	2022 Q1	2021 Q3
Key Performance Indicators							
Group							
Active customers (in millions)	7.1	7.3	8.1	7.5	8.0	8.5	6.9
Number of orders (in millions)	28.0	30.0	32.8	29.0	32.3	34.6	27.6
Orders per customer	4.0	4.1	4.0	3.9	4.0	4.0	4.0
Meals (in millions)	236.6	253.6	278.5	243.3	269.8	287.3	227.3
Average order value (EUR) (excl. retail)	64.2	63.6	61.2	63.7	60.4	55.1	51.3
Average order value constant currency (EUR) (excl. retail)	68.5	65.5	60.0	57.2	60.4	52.5	50.9
Financials							
Results of operations							
Group							
Revenue (in MEUR)	1,804.0	1,917.5	2,016.1	1,860.2	1,957.1	1,915.4	1,415.5
Revenue constant currency (in MEUR)	1,926.0	1,973.5	1,978.8	1,669.0	1,957.1	1,824.2	1,405.6
Contribution margin (in MEUR)*	461.0	545.5	530.9	454.9	500.2	482.7	318.0
Contribution margin (in % of revenue)*	25.6%	28.4%	26.3%	24.5%	25.6%	25.2%	22.5%
AEBITDA (in MEUR)	69.2	191.9	66.1	71.8	145.9	99.3	79.8
AEBITDA (in % of Revenue)	3.8%	10.0%	3.3%	3.9%	7.5%	5.2%	5.6%

HelloFresh SE

 Prinzenstraße 89
10969 Berlin
Germany

ir@hellofresh.com
<https://ir.hellofreshgroup.com>

Contact Investor Relations

Daniel Alvarez
Investor Relations Associate
Director

ir@hellofresh.com
Zach Ivanov
Investor Relations Senior
Manager

ir@hellofresh.com
Vatsal Gupta
Investor Relations Manager