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## **HelloFresh SE increases its full year 2021 revenue growth outlook based on strong year-to-date growth**

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Berlin, 1 November 2021 – The consolidated revenue of HelloFresh SE (“Company”) for the third quarter of 2021 amounts to EUR 1,416 million (Q3 2020: EUR 970 million; latest market expectations (arithmetic average of published broker estimates as of 1 November 2021): EUR 1,312 million).

Based on the HelloFresh Group’s strong revenue growth year-to-date through October, driven by strong year-on-year customer growth, continued high order rates and high average order value, its management board decided today to increase the Company’s full year 2021 revenue growth outlook for the HelloFresh Group on a constant currency basis from previously between 45% and 55% to now between 57% and 62%. Based on current exchange rates, this would translate into a Euro-reported revenue growth of approx. two to three percentage points lower than the revenue growth on a constant currency basis. The increased growth outlook includes an approx. 0.4% growth contribution from the acquisition of Youfoodz, which closed on 27 October 2021 and will be consolidated for the months November and December 2021 in HelloFresh Group’s revenue. The arithmetic average of published broker estimates for 2021 Euro-reported revenue growth as of 1 November 2021 amounts to 53%.

The Company does not change its adjusted EBITDA (“AEBITDA”) margin outlook as it still expects a full year 2021 AEBITDA margin for the HelloFresh Group between 8.25% and 10.25% (arithmetic average of published broker estimates for 2021 AEBITDA margin as of 1 November 2021: 9.1%).

The Company will publish its financial statements for the first nine months and the third quarter of 2021 already today. All numbers presented in this release are unaudited.

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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