

HELLOFRESH GROUP

HelloFresh SE

Information pursuant to Sec. 125 (1) AktG in conjunction with Section 125 (5) AktG, Art. 4 (1), Table 3 of the Annex to Implementing Regulation (EU) 2018/1212

Type of information	Description
A. Specification of the message	
1. Unique identifier of the event	Ordinary virtual Annual General Meeting of HelloFresh SE 2025 In the format according to the Implementing Regulation (EU) 2018/1212: HFSE250601GM
2. Type of message	Invitation to the virtual Annual General Meeting In the format according to the Implementing Regulation (EU) 2018/1212: NEWM
B. Specification of the issuer	
1. ISIN	DE000A161408
2. Name of issuer	HelloFresh SE
C. Specification of the meeting	
1. Date of the General Meeting	June 6, 2025 In the format according to the Implementing Regulation (EU) 2018/1212: 20250606
2. Time of the General Meeting	10:00 CEST (corresponds to 08:00 UTC) In the format according to the Implementing Regulation (EU) 2018/1212: 08:00 UTC (Coordinated Universal Time)
3. Type of General Meeting	Ordinary virtual Annual General Meeting without physical presence of shareholders or their proxies (with the exception of proxies appointed by the Company) In the format according to the Implementing Regulation (EU) 2018/1212: GMET
4. Location of the General Meeting	URL of the virtual general meeting: https://ir.hellofreshgroup.com/agm Location within the meaning of the German Stock Corporation Act: business premises of GRÜNEBAUM Event Services & Consulting GmbH & Co. KG, Karl-Heinrich-Ulrichs-Straße 22-24, 10785 Berlin, Germany
5. Record Date	Record Date bearer shares: May 15, 2025, 24:00 CEST (equivalent to 22:00 UTC) In the format according to the Implementing Regulation (EU) 2018/1212: Record Date bearer shares 20250515, 22:00 Uhr UTC (Coordinated Universal Time)
6. Uniform Resource Locator (URL)	https://ir.hellofreshgroup.com/agm
D. Participation* in the general meeting - Voting by correspondence	
1. Method of participation by shareholder	Voting by correspondence In the format according to the Implementing Regulation (EU) 2018/1212: EV

2. Issuer deadline for the notification of participation	Registration for the Annual General Meeting by May 30, 2025, 24:00 (CEST) (corresponds to 22:00 UTC)
	In the format according to the implementing regulation (EU) 2018/1212: 20250530; 22:00 Uhr UTC (Coordinated Universal Time)
3. Issuer deadline for voting	For voting by post or email: June 5, 2025, 24:00 (CEST) (corresponds to 22:00 UTC).
	In the format according to Implementing Regulation (EU) 2018/1212: 20250605; 22:00 UTC (Coordinated Universal Time).
	For voting by correspondence vote via the Eventportal: still during the Annual General Meeting on June 6, 2025
	In the format according to Implementing Regulation (EU) 2018/1212: 20250606, still during the Annual General Meeting.
	The following applies to all types of voting by correspondence: The prerequisite for exercising the voting right by correspondence is that the registration and the proof of shareholding are provided in due form and time.
D. Participation* in the general meeting – Participation* through proxy	
1. Method of participation by shareholder	<p>Authorisation by</p> <ul style="list-style-type: none"> • granting of power of attorney and instructions to the proxies appointed by the Company and bound by instructions; • Granting of power of attorney and, if applicable, instructions to an intermediary, a shareholders' association, a proxy adviserperson who offers himself in a businesslike manner to shareholders for the exercise of voting rights at the Annual General Meeting; • the granting of proxy and, where applicable, instructions to third parties;
	In the format according to the Implementing Regulation (EU) 2018/1212: PX
2. Issuer deadline for the notification of participation	Registration for the Annual General Meeting by May 30, 2025, 24:00 (CEST) (corresponds to 22:00 UTC)
	In the format according to the implementing regulation (EU) 2018/1212: 20250530; 22:00 Uhr UTC (Coordinated Universal Time)
3. Issuer deadline for voting	For the granting of proxy and instructions to the proxies nominated by the Company and bound by instructions by mail or email: June 5, 2025, 24:00 (CEST) (corresponds to 22:00 UTC)
	In the format according to Implementing Regulation (EU) 2018/1212: 20250605; 22:00 UTC (Coordinated Universal Time).
	For the granting of power of attorney and instructions to the proxies appointed by the Company and bound by instructions via the InvestorPortal: still during the Annual General Meeting on June 6, 2025
	In the format according to Implementing Regulation (EU) 2018/1212: 20250606, still during the Annual General Meeting.
	The following applies to all types of proxies: Registration in due form and time and proof of shareholding are required in each case. Proxies (including intermediaries, proxy advisors, shareholders' associations and persons who offer themselves in a businesslike manner to shareholders to exercise voting rights at the Annual General Meeting) must, for their part, use the proxies appointed by the Company and bound by instructions or the postal vote to cast their votes.
E. Agenda - Agenda item 1	
1. Unique identifier of the agenda item	1

2. Title of the agenda item	Presentation of the adopted annual financial statements and the consolidated financial statements approved by the Supervisory Board as at December 31, 2024, the combined management report for the Company and the Group for the 2024 financial year, the report of the Supervisory Board for the 2024 financial year and the explanatory report of the Management Board on the disclosures pursuant to Section 289a (1) and Section 315a (1) of the German Commercial Code (HGB)
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/agm
4. Vote	---
5. Alternative voting options	---

E. Agenda - Agenda item 2

1. Unique identifier of the agenda item	2
2. Title of the agenda item	Resolution on the appropriation of the balance sheet profit of HelloFresh SE for the financial year 2024
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/agm
4. Vote	Binding vote In the format according to the Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	In favor, vote against, abstention, blank In the format according to the Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL

E. Agenda - Agenda item 3

1. Unique identifier of the agenda item	3
2. Title of the agenda item	Resolution on the discharge of the members of the Management Board for the 2024 financial year
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/agm
4. Vote	Binding vote In the format according to the Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	In favor, vote against, abstention, blank In the format according to the Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL

E. Agenda - Agenda item 4

1. Unique identifier of the agenda item	4
2. Title of the agenda item	Resolution on the discharge of the members of the Supervisory Board for the 2024 financial year
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/agm
4. Vote	Binding vote In the format according to the Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	In favor, vote against, abstention, blank In the format according to the Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL

E. Agenda - Agenda item 5.1

1. Unique identifier of the agenda item	5.1
2. Title of the agenda item	Resolution on the appointment of the auditor and Group auditor for the 2025 financial year and the auditor for any review of the condensed financial statements and the interim management report in the 2025 financial year and for any review of additional interim financial information in the 2025 and 2026 financial years
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/agm
4. Vote	Binding vote
	In the format according to the Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	In favor, vote against, abstention, blank
	In the format according to the Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
E. Agenda - Agenda item 5.2	
1. Unique identifier of the agenda item	5.2
2. Title of the agenda item	Resolution on the appointment of the auditor for the sustainability reporting for the 2025 financial year
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/agm
4. Vote	Binding vote
	In the format according to the Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	In favor, vote against, abstention, blank
	In the format according to the Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
E. Agenda - Agenda item 6.1	
1. Unique identifier of the agenda item	6.1
2. Title of the agenda item	Resolution on the election of the members of the Supervisory Board Mr. John H. Rittenhouse
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/agm
4. Vote	Binding vote
	In the format according to the Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	In favor, vote against, abstention, blank
	In the format according to the Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
E. Agenda - Agenda item 6.2	
1. Unique identifier of the agenda item	6.2
2. Title of the agenda item	Resolution on the election of the members of the Supervisory Board Mr. Michael Roth
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/agm
4. Vote	Binding vote
	In the format according to the Implementing Regulation (EU) 2018/1212: BV

5. Alternative voting options	In favor, vote against, abstention, blank
	In the format according to the Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
E. Agenda - Agenda item 6.3	
1. Unique identifier of the agenda item	6.3
2. Title of the agenda item	Resolution on the election of the members of the Supervisory Board Mr. Arjan Dijk
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/agm
4. Vote	Binding vote
	In the format according to the Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	In favor, vote against, abstention, blank
	In the format according to the Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
E. Agenda - Agenda item 6.4	
1. Unique identifier of the agenda item	6.4
2. Title of the agenda item	Resolution on the election of the members of the Supervisory Board Mr. Florian Schuhbauer
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/agm
4. Vote	Binding vote
	In the format according to the Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	In favor, vote against, abstention, blank
	In the format according to the Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
E. Agenda - Agenda item 6.5	
1. Unique identifier of the agenda item	6.5
2. Title of the agenda item	Resolution on the election of the members of the Supervisory Board Mr. Oliver Tant
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/agm
4. Vote	Binding vote
	In the format according to the Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	In favor, vote against, abstention, blank
	In the format according to the Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
E. Agenda - Agenda item 7	
1. Unique identifier of the agenda item	7
2. Title of the agenda item	Resolution on the enlargement of the Supervisory Board and corresponding amendment to Section 8 (1) of the Articles of Association
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/agm
4. Vote	Binding vote

	In the format according to the Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	In favor, vote against, abstention, blank In the format according to the Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
E. Agenda - Agenda item 8	
1. Unique identifier of the agenda item	8
2. Title of the agenda item	Resolution on a further election to the Supervisory Board with effect from the effective date of the amendment to the Articles of Association to increase the size of the Supervisory Board in accordance with Agenda Item 7
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/agm
4. Vote	Binding vote In the format according to the Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	In favor, vote against, abstention, blank In the format according to the Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
E. Agenda - Agenda item 9	
1. Unique identifier of the agenda item	9
2. Title of the agenda item	Resolution on the approval of the compensation report for the 2024 financial year
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/agm
4. Vote	Advisory vote In the format according to the Implementing Regulation (EU) 2018/1212: AV
5. Alternative voting options	In favor, vote against, abstention, blank In the format according to the Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
E. Agenda - Agenda item 10	
1. Unique identifier of the agenda item	10
2. Title of the agenda item	Resolution on the approval of the compensation system for the members of the Management Board
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/agm
4. Vote	Advisory vote In the format according to the Implementing Regulation (EU) 2018/1212: AV
5. Alternative voting options	In favor, vote against, abstention, blank In the format according to the Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
E. Agenda - Agenda item 11	
1. Unique identifier of the agenda item	11

2. Title of the agenda item	Resolution on the authorization to acquire treasury shares and their use, including the authorization to redeem acquired treasury shares and reduce the share capital as well as the cancellation of the corresponding existing authorization
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/agm
4. Vote	Binding vote In the format according to the Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	In favor, vote against, abstention, blank In the format according to the Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
E. Agenda - Agenda item 12	
1. Unique identifier of the agenda item	12
2. Title of the agenda item	Resolution on the cancellation of the existing authorization and the granting of a new authorization to the Management Board to hold an Annual General Meeting in virtual form (Section 14 (4) of the Articles of Association)
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/agm
4. Vote	Binding vote In the format according to the Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	In favor, vote against, abstention, blank In the format according to the Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
F. Specification of the deadlines regarding the exercise of other shareholders rights - Amendment of Agenda	
1. Object of deadline	Request for amendments to the agenda
2. Applicable issuer deadline	May 6, 2025, 24:00 (CEST) (corresponds to 22:00 UTC) In the format according to Implementing Regulation (EU) 2018/1212: 20250506; 22:00 UTC (Coordinated Universal Time)
F. Specification of the deadlines regarding the exercise of other shareholders rights - Countermotion	
1. Object of deadline	Transmission of countermotions to a specific item on the agenda
2. Applicable issuer deadline	May 22, 2025, 24:00 (CEST) (corresponds to 22:00 UTC) In the format according to Implementing Regulation (EU) 2018/1212: 20250522; 22:00 UTC (Coordinated Universal Time)
F. Specification of the deadlines regarding the exercise of other shareholders rights - Election proposal	
1. Object of deadline	Transmission of election proposals
2. Applicable issuer deadline	May 22, 2025, 24:00 (CEST) (corresponds to 22:00 UTC) In the format according to Implementing Regulation (EU) 2018/1212: 20250522; 22:00 UTC (Coordinated Universal Time)
F. Specification of the deadlines regarding the exercise of other shareholders rights - Submission of statements	
1. Object of deadline	Submission of statements

2. Applicable issuer deadline	May 31, 2025, 24:00 (CEST) (corresponds to 22:00 UTC)
	In the format according to Implementing Regulation (EU) 2018/1212: 20250522; 22:00 UTC (Coordinated Universal Time)
F. Specification of the deadlines regarding the exercise of other shareholders rights – Electronic filing of objections against resolutions of the general meeting	
1. Object of deadline	Electronic filing of objections against resolutions of the general meeting of shareholders
2. Applicable issuer deadline	On June 6, 2025 from the beginning of the Annual General Meeting until its end
	In the format according to Implementing Regulation (EU) 2018/1212: 20250606; from the beginning of the general meeting until its end
F. Specification of the deadlines regarding the exercise of other shareholders rights – Request for confirmation of the counting of votes	
1. Object of deadline	Making a request for confirmation of the counting of votes
2. Applicable issuer deadline	July 6, 2025, 24:00 (CEST) (corresponds to 22:00 UTC)
	In the format according to Implementing Regulation (EU) 2018/1212: 20250706; 22:00 UTC (Coordinated Universal Time)

*The term "participation" is used above not as physical participation within the meaning of Section 118 of the German Stock Corporation Act, but exclusively as participation in the virtual Annual General Meeting within the meaning of Section 118a of the

This document is a convenience translation of the German original. In case of discrepancy between the English and German versions, the German version shall prevail.