

Information pursuant to Section 125 (1) in conjunction with Section 125 (5) German Stock Corporation Act (AktG), Article 4 (1), Table 3 of the Annex of the Commission Implementing Regulation (EU) 2018/1212

Type of information	Description
<b>A. Specification of the message</b>	
1. Unique identifier of the event	Virtual Annual General Meeting of HelloFresh SE 2022 In the format required by the Commission Implementing Regulation (EU) 2018/1212: GMETHFG00512
2. Type of message	Notice of the General Meeting In the format required by the Commission Implementing Regulation (EU) 2018/1212: NEWM
<b>B. Specification of the issuer</b>	
1. ISIN	DE000A161408
2. Name of issuer	HelloFresh SE
<b>C. Specification of the meeting</b>	
1. Date of the General Meeting	May 12, 2022 In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20220512
2. Time of the General Meeting	10:00 hrs (CEST) (corresponds to 08:00 hrs UTC) In the format required by the Commission Implementing Regulation (EU) 2018/1212: 08:00 hrs UTC (Coordinated Universal Time)
3. Type of General Meeting	Virtual Annual General Meeting without physical presence of the shareholders or their proxies In the format required by the Commission Implementing Regulation (EU) 2018/1212: GMET
4. Location of the General Meeting	URL of the virtual General Meeting: <a href="https://ir.hellofreshgroup.com/agm">https://ir.hellofreshgroup.com/agm</a> Venue within the meaning of the German Stock Corporation Act: Business Premises of Grünebaum Gesellschaft für Event Logistik mbH, Leibnizstraße 38, 10625 Berlin, Germany
5. Record Date	Record Date for bearer shares: April 20, 2022, 24:00 hrs (CEST) (corresponds to 22:00 hrs UTC)

	In the format required by the Commission Implementing Regulation (EU) 2018/1212: Record Date bearer shares: 20220420; 22:00 hrs UTC (Coordinated Universal Time)
6. Uniform Resource Locator (URL)	<a href="https://ir.hellofreshgroup.com/aggm">https://ir.hellofreshgroup.com/aggm</a>
<b>D. Participation* in the general meeting – voting by correspondence</b>	
1. Method of participation by shareholder	Voting by correspondence
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: EV
	The entire Annual General Meeting will be available to the properly registered shareholders and their proxies live in video and audio via the password-protected Online Portal at the internet address <a href="https://ir.hellofreshgroup.com/aggm">https://ir.hellofreshgroup.com/aggm</a> .
2. Issuer deadline for the notification of participation	Application for registration to the General Meeting until May 5, 2022, 24:00 hrs (CEST) (corresponds to 22:00 hrs UTC)
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20220505; 22:00 hrs UTC (Coordinated Universal Time)
3. Issuer deadline for voting	For the voting by correspondence by post or email: May 11, 2022, 24:00 hrs (CEST) (corresponds to 22:00 hrs UTC)
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20220511; 22:00 hrs UTC (Coordinated Universal Time)
	For the voting by correspondence via the Online Portal: Until immediately before the explicit closure of voting by the chairman of the meeting on the day of the General Meeting on May 12, 2022
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20220512; until immediately before the explicit closure of voting by the chairman of the meeting
	For all variants of voting by correspondence: The prerequisite for exercising voting rights through voting by correspondence is that registration and evidence of shareholding are provided in due time and form.
<b>D. Participation* in the general meeting – participation* by proxy</b>	

1. Method of participation by shareholder	<p>Proxy authorization through</p> <ul style="list-style-type: none"> <li>• Granting of proxy authorization and of voting instructions to the bound by instructions proxies designated by the Company;</li> <li>• Granting of proxy authorization and of potential voting instructions to an intermediary, a shareholders' association, a proxy advisor or a person who offers shareholders the exercise of their voting rights at the General Meeting in a businesslike manner;</li> <li>• Granting of proxy authorization and of potential voting instructions to third persons.</li> </ul> <p>In the format required by the Commission Implementing Regulation (EU) 2018/1212: PX</p> <p>The entire Annual General Meeting will be available to the properly registered shareholders and their proxies live in video and audio via the password-protected Online Portal at the internet address <a href="https://ir.hellofreshgroup.com/agm">https://ir.hellofreshgroup.com/agm</a>.</p>
2. Issuer deadline for the notification of participation	<p>Application for registration to the General Meeting until May 5, 2022, 24:00 hrs (CEST) (corresponds to 22:00 hrs UTC)</p> <p>In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20220505; 22:00 hrs UTC (Coordinated Universal Time)</p>
3. Issuer deadline for voting	<p>For the granting of proxy authorization and of voting instructions to the bound by instructions proxies designated by the Company by post or email: May 11, 2022, 24:00 hrs (CEST) (corresponds to 22:00 hrs UTC)</p> <p>In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20220511; 22:00 hrs UTC (Coordinated Universal Time)</p> <p>For the granting of proxy authorization and of voting instructions to the bound by instructions proxies designated by the Company via the Online Portal: Until immediately before the explicit closure of voting by the chairman of the meeting on the day of the General Meeting on May 11, 2022</p> <p>In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20220512; until immediately before the explicit closure of voting by the chairman of the meeting</p>

For all variants of proxy authorization: In each case, it is necessary to duly submit the application for registration as well as evidence of the shareholding. Proxies (including intermediaries, shareholders' associations, proxy advisors, and persons who offer shareholders the exercise of their voting rights at the General Meeting in a businesslike manner) in order to cast votes, must also use the bound by instructions proxies designated by the Company or voting by correspondence.

**E. Agenda – agenda item 1**

1. Unique identifier of the agenda item	1
2. Title of the agenda item	<p>Presentation of the adopted annual financial statements and the consolidated financial statements approved by the Supervisory Board as of December 31, 2021, the combined management report for the Company and the Group for the fiscal year 2021, the report of the Supervisory Board for the fiscal year 2021 and the explanatory report of the Management Board on the disclosures pursuant to Section 289a (1), Section 315a (1) of the German Commercial Code (Handelsgesetzbuch – "HGB")</p> <p>In the format required by the Commission Implementing Regulation (EU) 2018/1212 (brief summary): Presentation of annual financial statements, group financial statements and reports for FY 2021</p>
3. Uniform Resource Locator (URL) of the materials	<a href="https://ir.hellofreshgroup.com/agm">https://ir.hellofreshgroup.com/agm</a>
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 fiscal year 2021
3. Uniform Resource Locator (URL) of the materials	<a href="https://ir.hellofreshgroup.com/agm">https://ir.hellofreshgroup.com/agm</a>
4. Vote	<p>Binding vote</p> <p>In the format required by the Commission Implementing Regulation (EU) 2018/1212: BV</p>

5. Alternative voting options	Vote in favor, vote against, abstention, blank
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
<b>E. Agenda – agenda item 3</b>	
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 fiscal year 2021
3. Uniform Resource Locator (URL) of the materials	<a href="https://ir.hellofreshgroup.com/agm">https://ir.hellofreshgroup.com/agm</a>
4. Vote	Binding vote
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	Vote in favor, vote against, abstention, blank
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
<b>E. Agenda – agenda item 4</b>	
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 fiscal year 2021
3. Uniform Resource Locator (URL) of the materials	<a href="https://ir.hellofreshgroup.com/agm">https://ir.hellofreshgroup.com/agm</a>
4. Vote	Binding vote
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	Vote in favor, vote against, abstention, blank
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
<b>E. Agenda – agenda item 5</b>	
1. Unique identifier of the agenda item	5
2. Title of the agenda item	Resolution on the appointment of the auditor of the annual financial statements and the auditor of the consolidated financial statements for the fiscal year 2022 as well as the auditor for the review, if any, of the condensed financial statements and the interim management report in the fiscal year 2022 and for a review, if any, of additional interim financial information in the fiscal years 2022 and 2023

	In the format required by the Commission Implementing Regulation (EU) 2018/1212 (brief summary): Resolution on the appointment of the auditor
3. Uniform Resource Locator (URL) of the materials	<a href="https://ir.hellofreshgroup.com/agm">https://ir.hellofreshgroup.com/agm</a>
4. Vote	Binding vote
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	Vote in favor, vote against, abstention, blank
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
<b>E. Agenda – agenda item 6</b>	
1. Unique identifier of the agenda item	6
2. Title of the agenda item	Resolution on the approval of the compensation report for the fiscal year 2021
3. Uniform Resource Locator (URL) of the materials	<a href="https://ir.hellofreshgroup.com/agm">https://ir.hellofreshgroup.com/agm</a>
4. Vote	Advisory vote
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	Vote in favor, vote against, abstention, blank
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
<b>E. Agenda – agenda item 7</b>	
1. Unique identifier of the agenda item	7
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	<a href="https://ir.hellofreshgroup.com/agm">https://ir.hellofreshgroup.com/agm</a>
4. Vote	Advisory vote
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: AV
5. Alternative voting options	Vote in favor, vote against, abstention, blank
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
<b>E. Agenda – agenda item 8</b>	

1. Unique identifier of the agenda item	8
2. Title of the agenda item	Resolution on the cancellation of the existing Authorized Capital 2021/I and the existing Authorized Capital 2017/I, the creation of a new Authorized Capital 2022/I with authorization to exclude subscription rights, and the corresponding amendment to Article 4 of the Articles of Association In the format required by the Commission Implementing Regulation (EU) 2018/1212 (brief summary): Revocation of existing authorized capitals 2021/I and 2017/I creation of a new authorized capital
3. Uniform Resource Locator (URL) of the materials	<a href="https://ir.hellofreshgroup.com/agm">https://ir.hellofreshgroup.com/agm</a>
4. Vote	Binding vote In the format required by the Commission Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	Vote in favor, vote against, abstention, blank In the format required by the Commission 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 cancellation of the existing authorization and the 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 possibility of excluding subscription rights, on the cancellation of the existing Conditional Capital 2021/I, on the creation of a new Conditional Capital 2022/I and on the corresponding amendment to Article 4 of the Articles of Association. In the format required by the Commission Implementing Regulation (EU) 2018/1212 (brief summary): Authorization to issue bonds, creation of a new conditional capital
3. Uniform Resource Locator (URL) of the materials	<a href="https://ir.hellofreshgroup.com/agm">https://ir.hellofreshgroup.com/agm</a>
4. Vote	Binding vote In the format required by the Commission Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	Vote in favor, vote against, abstention, blank

	In the format required by the Commission Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
<b>E. Agenda – agenda item 10</b>	
1. Unique identifier of the agenda item	10
2. Title of the agenda item	Resolution on the authorization to acquire treasury shares and on the use thereof, including the authorization to cancel acquired treasury shares and capital reduction, and cancellation of the corresponding existing authorization In the format required by the Commission Implementing Regulation (EU) 2018/1212 (brief summary): Authorization to acquire and use treasury shares and revocation of existing authorization
3. Uniform Resource Locator (URL) of the materials	<a href="https://ir.hellofreshgroup.com/agm">https://ir.hellofreshgroup.com/agm</a>
4. Vote	Binding vote In the format required by the Commission Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	Vote in favor, vote against, abstention, blank In the format required by the Commission Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
<b>F. Specification of the deadlines regarding the exercise of other shareholders rights – additional agenda items</b>	
1. Object of deadline	Request for additional agenda items
2. Applicable issuer deadline	April 11, 2022, 24:00 hrs (CEST) (corresponds to 22:00 hrs UTC) In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20220411; 22:00 hrs UTC (Coordinated Universal Time)
<b>F. Specification of the deadlines regarding the exercise of other shareholders rights – counter-motions</b>	
1. Object of deadline	Submission of counter-motions opposing a certain agenda item
2. Applicable issuer deadline	April 27, 2022, 24:00 hrs (CEST) (corresponds to 22:00 hrs UTC) In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20220427; 22:00 hrs UTC (Coordinated Universal Time)
<b>F. Specification of the deadlines regarding the exercise of other shareholders rights – election proposals</b>	



1. Object of deadline	Submission of election proposals
2. Applicable issuer deadline	April 27, 2022, 24:00 hrs (CEST) (corresponds to 22:00 hrs UTC) In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20220427; 22:00 hrs UTC (Coordinated Universal Time)
<b>F. Specification of the deadlines regarding the exercise of other shareholders rights – electronic submission of questions</b>	
1. Object of deadline	Electronic submission of questions in German language
2. Applicable issuer deadline	May 10, 2022, 24:00 hrs (CEST) (corresponds to 22:00 hrs UTC) In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20220510; 22:00 hrs UTC (Coordinated Universal Time)
<b>F. Specification of the deadlines regarding the exercise of other shareholders rights – electronic filing of objections against resolutions passed by the general meeting</b>	
1. Object of deadline	Electronic filing of objections against resolutions passed by the general meeting
2. Applicable issuer deadline	On May 12, 2022 from the beginning of the General Meeting until the end of that General Meeting In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20220512; from the beginning of the General Meeting until the end of that General Meeting
<b>F. Specification of the deadlines regarding the exercise of other shareholders rights – following the General Meeting via video and audio transmission live on the internet by using the password-protected Online Portal</b>	
1. Object of deadline	Following the General Meeting via video and audio transmission online through the Online Portal
2. Applicable issuer deadline	May 12, 2022, from 10:00 hrs (CEST) (corresponds to 08:00 hrs UTC) In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20220512; from 08:00 hrs UTC (Coordinated Universal Time)
<b>F. Specification of the deadlines regarding the exercise of other shareholders rights – Confirmation of counting of votes</b>	
1. Object of deadline	Request for confirmation of counting of votes
2. Applicable issuer deadline	June 12, 2022, 24:00 hrs (CEST) (corresponds to 22:00 hrs UTC) In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20220612; 22:00 hrs UTC (Coordinated Universal Time)

\*The term “participation” is used here exclusively in the meaning of the Commission Implementing Regulation (EU) 2018/1212 and is not identical to “participation” in the meaning of Section 118 German Stock Corporation Act (AktG).