

## Disclaimer

This is a convenience translation, which is provided to English-speaking shareholders of HelloFresh SE for informational purposes only. Only the German version of this document is legally binding on HelloFresh. No warranty is made as to the accuracy or completeness of this translation and HelloFresh SE assumes no liability with respect thereto.

## You can follow the entire Annual General Meeting live on the internet in picture and sound

With this voting rights card, you will receive your personal access data, which you can use to access the Company's **Online Portal** at <https://ir.hellofreshgroup.com/hv>.

## Please note the information printed overleaf regarding participation in the virtual Annual General Meeting and voting by proxy.

- Voting by postal vote**  
I/We exercise my/our voting rights at the Annual General Meeting of HelloFresh SE on May 12, 2022 by postal vote as listed below. *(please mark with a cross)*
- Proxy and instructions to the Company proxies**  
I/We authorize the proxies appointed by HelloFresh SE and bound by instructions, Mr. Jörg Engmann and Ms. Mareike Kuliberda, both employees of Link Market Services GmbH, business address in Munich, each of them individually and with the right to grant substitute powers of attorney, to represent me/us at the Annual General Meeting of HelloFresh SE on May 12, 2022, disclosing my/our name in the list of participants and to exercise or have exercised my/our voting right(s) for me/us with the following instructions: *(please mark with a cross)*

Tagesordnungspunkt	Ja	Nein	Enthaltung
2. Resolution on the appropriation of the balance sheet profit of HelloFresh SE for the financial year 2021 .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Resolution on the discharge of the members of the Management Board for the fiscal year 2021 .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Resolution on the discharge of the members of the Supervisory Board for the fiscal year 2021 .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. 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 .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Resolution on the approval of the compensation report for the financial year 2021 .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Resolution on the approval of the compensation system for the members of the Management Board .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. 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 .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. 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 .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. 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 .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The votes or instructions refer in each case to the proposed resolutions of the Management Board and/or Supervisory Board of HelloFresh SE published in the Federal Gazette on April 5, 2022.

Any potential countermotions and election proposals received by no later than April 27, 2022, 24:00 CEST, will be published on the internet at <https://ir.hellofreshgroup.com/hv> in accordance with the statutory provisions. There you will also find information on how to support countermotions and election proposals. You can also cast your vote on such countermotions and election proposals by postal vote or issue instructions to the proxies *(please tick)*:

Proposal / Election	Yes	No	Abstention	Motion / Election	Yes	No	Abstention	Proposal / Election	Yes	No	Abstention
Proposal A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Proposal C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Proposal E	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motion / Election Proposal B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Motion / Election Proposal D	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Proposal / Election Proposal F	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

