

POWER OF ATTORNEY

Admission ticket number: _____

Number of shares: _____

I/We

Authorizing person's first name, surname, postcode, town/city of residence

hereby authorize Mr./Ms.

Proxy's first name, surname, postcode, town/city of residence

to represent me/us at the Annual General Meeting of HelloFresh SE on June 20, 2019 and to exercise my/our shareholder rights. The proxy includes the right to issue a sub-power of attorney. The proxy is also entitled to represent other shareholders in addition to me/us at the Annual General Meeting and/or at the same time to exercise shareholder rights based on shares held by him.

This form does not replace the proper registration for the Annual General Meeting. Please note the information given in the invitation to the Annual General Meeting, which is also available on the company's website.

Place, Date

Authorizing person's signature(s) or other completion of the declaration
in accordance with Section 126b of the German Civil Code (BGB)