

REVOCAATION OF PROXY

for admissions ticket number _____ for _____ shares
in HelloFresh SE

I/We _____
Authorizing person's name

hereby revoke the proxy I/we issued on _____ 2018 to

the company proxies of HelloFresh SE, Mr. Bernhard Orlik and
Mr. Jörg Engmann, with their business address at Link Market
Services GmbH, Munich,

Mr./Ms. _____ resident in
Authorized representative's name

Town/City of residence

to represent me/us at the Annual General Meeting of HelloFresh SE
convened for June 5, 2018 and to exercise my/our shareholder
rights.

Place, Date

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

Notes:

- Revocations of proxy must be made in textual form (section 126b of the German Civil Code (*BGB*)) unless the proxy is given to credit institutions or other persons or institutions with equivalent status pursuant to section 135 para. 10 of the German Stock Corporation Act (*AktG*) and section 125 para. 5 of the German Stock Corporation Act (*AktG*) or to associations of shareholders or other persons with equivalent status pursuant to section 135 para. 8 of the German Stock Corporation Act (*AktG*). The personal attendance of a shareholder or an authorized third party at the Annual General Meeting will be deemed a revocation of the proxy and instructions previously given to the company proxies.
- Should you wish to revoke a proxy issued to the company proxies, please forward your revocation by June 4, 2018, 24:00 CEST (time of receipt) to the following address:

HelloFresh SE c/o Link Market Services GmbH, Landshuter Allee 10, 80637 Munich, Germany, Fax: +49 (0)89 210 27 289 or by e-mail to: inhaberaktien@linkmarketservices.de. It is also possible to submit your revocation of the proxy at the entrance desk at the Annual General Meeting.

- Should you wish to revoke a proxy issued to an authorized representative, you may (i) notify the authorized representative thereby authorized of such revocation and submit proof thereof to the company or (ii) notify the company. Please forward your revocation *vis-à-vis* the company or proof of the revocation of a proxy issued to an authorized representative to the following address: HelloFresh SE c/o Link Market Services GmbH, Landshuter Allee 10, 80637 Munich, Germany, Fax: +49 (0)89 210 27 289 or by e-mail to: inhaberaktien@linkmarketservices.de. It is also possible to submit your revocation of the proxy at the entrance desk at the Annual General Meeting.

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