

HelloFresh donates 10 million meals to The Felix Project

- **This milestone marks a successful long-term partnership between HelloFresh and its official charity partner**
- **Ongoing donations to The Felix Project support mutual goals to reduce food waste and insecurity across Greater London**
- **Donation achievement follows the appointment of UK CEO, Adam Park, to the charity's Board of Trustees**

London, XX Julyf 2024, – HelloFresh is celebrating a milestone donation of 10 million meals to its long-term charity partner, The Felix Project. The Felix Project supports people experiencing food insecurity across London and has been supported by HelloFresh since 2017.

The UK's leading recipe box company and global integrated food solutions group works with the charity to help feed the 1 in 10 working families in Greater London, who have less than three pounds a day to spend on breakfast, lunch and dinner. Founded in 2016, London's largest food redistribution charity supports over 1,000 community organisations and schools every week, using surplus food rescued from businesses such as HelloFresh.

This ongoing partnership speaks to HelloFresh's determination to reduce food waste and maximise efficiency across its supply chain. HelloFresh provides additional support to The Felix Project in the form of volunteers, who regularly/ have helped at The Felix Project's depot in Poplar and at a farm in Kent during fruit harvests.

Furthermore, the recipe box company encourages its customers to go 'Beyond the Box' and play their part, by providing the option to donate £1 towards the charity when selecting their weekly recipes.

This 10 million milestone accomplishment follows the appointment of Adam Park, CEO of HelloFresh UK, to The Felix Project's Board of Trustees, in recognition of the company's continuous support of the charity. In this position, Adam brings his expertise and experience to enhance the charity's influence across London.

HelloFresh UK CEO, Adam Park, said: "The level of daily surplus food in the UK should mean no-one should ever have to go hungry. Our partnership with The Felix Project offers invaluable support to those who don't have easy access to nutritious food, and it's an honour to support such an amazing charity founded on the principles of kindness and compassion. Working with The Felix Project to reduce food insecurity and waste is something we feel passionately about at HelloFresh and we look forward to seeing what the future of this partnership holds."

Head of Food Supply at The Felix Project, Richard Smith, said: “Times are incredibly challenging for so many at the moment. We know 1 in 4 working families in Greater London regularly struggle to afford to feed their children. This has meant all of the organisations we serve have seen an increase in demand for their services and all of them are desperate for more food. Time and time again we hear The Felix Project provides a lifeline to so many, but we would not be able to do what we do without the food, and for that we rely on our suppliers. That is why I am so grateful to HelloFresh for everything they give, it is quite simply vital.”

About HelloFresh

The HelloFresh Group is a global food solutions group and the world's leading recipe box provider. The HelloFresh Group consists of eight brands that provide customers with high quality food and recipes for different meal occasions. The Company was founded in Berlin in November 2011 and operates in the UK, the USA, Germany, the Netherlands, Belgium, Luxembourg, Australia, Austria, Switzerland, Canada, New Zealand, Sweden, France, Denmark, Norway, Italy, Ireland and Spain. In 2023 HelloFresh Group delivered over one billion meals globally. HelloFresh SE went public on the Frankfurt Stock Exchange in November 2017 and is currently traded on the MDAX (Mid-Cap German Stock Market Index). The HelloFresh Group has offices in London, Berlin, Saarbrücken, New York, Chicago, Boulder, Amsterdam, Sydney, Toronto, Auckland, Paris, Copenhagen, Milan, Dublin and Barcelona.

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