

APCO Performance Summary

Company Name: **Grocery Delivery E-Services Australia Pty Limited**

Trading As: **HelloFresh AU**

ABN: **19155437620**



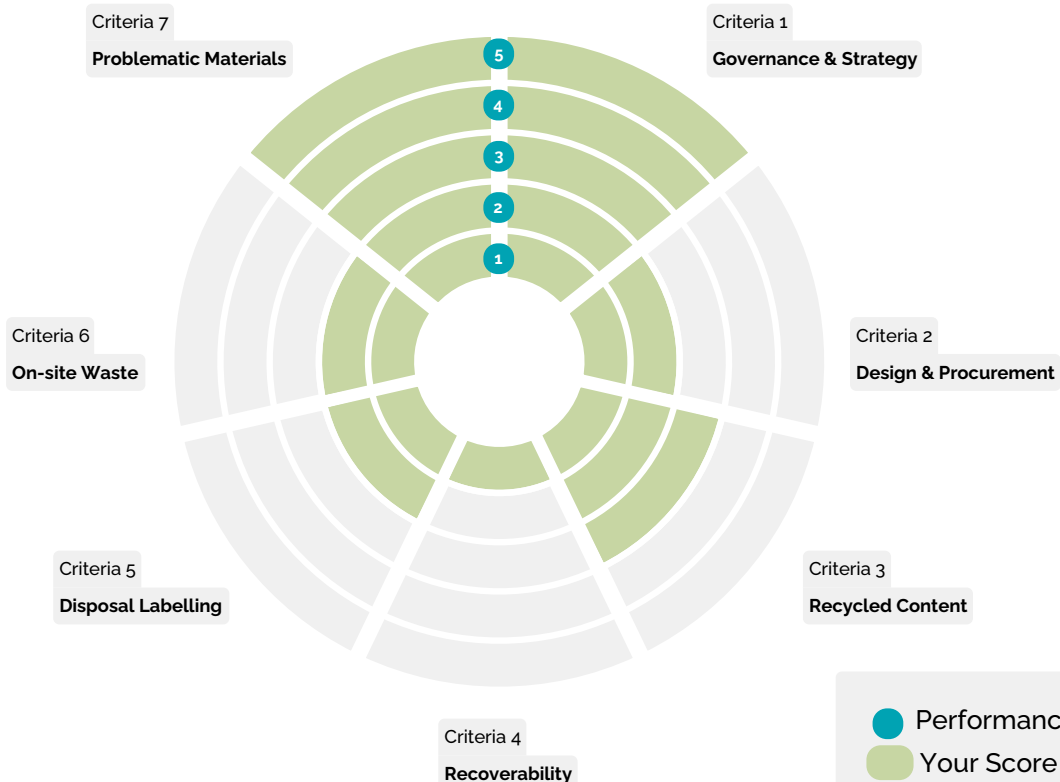
Overall Performance 43% - Advanced

The score above and chart below indicate your organisation's overall performance in the 2025 APCO Annual Report. With your chosen reporting period of **January, 2024 - December, 2024**, you have achieved a **Advanced** overall performance level.

1 Getting Started 2 Good Progress 3 **Advanced** 4 Leading 5 Beyond Best Practice

Criteria Performance Levels

The chart below indicates your organisation's performance against each of the Packaging Sustainability Framework criteria in the 2025 APCO Annual Report. Each band represents a performance level with the green indicating your level of performance for each.



About APCO Annual Reporting

Understanding APCO Annual Reporting performance levels:

- 1 Getting Started:** You are at the start of your packaging sustainability journey.
- 2 Good Progress:** You have made some first steps on your packaging sustainability journey.
- 3 Advanced:** You have taken tangible action on your packaging sustainability journey.
- 4 Leading:** You have made significant progress on your packaging sustainability journey.
- 5 Beyond Best Practice:** You have received the highest performance level and have made significant progress on your packaging sustainability journey.

Packaging Sustainability Framework criteria

Criteria 1: Governance & Strategy	This criteria considers actions to integrate packaging sustainability into business strategies.
Criteria 2: Design & Procurement	This criteria considers actions taken to ensure that sustainability principles are considered in the design or procurement of both new and existing packaging through use of the Sustainable Packaging Guidelines (SPGs).
Criteria 3: Recycled Content	This criteria considers actions taken to increase or optimise the amount of recycled material used by your organisation.
Criteria 4: Recoverability	This criteria considers actions taken to improve the recovery of packaging at end-of-life and increase use of reusable packaging.
Criteria 5: Disposal Labelling	This criteria considers the extent to which packaging has been labelled to help consumers determine what to do with packaging at end-of-life.
Criteria 6: On-site Waste	This criteria considers progress in increasing the amount of on-site solid waste being diverted from landfill.
Criteria 7: Problematic Materials	This criteria considers the extent to which organisations are actively phasing out problematic and unnecessary single-use plastic packaging and preventing/reducing litter.

APCO Annual Report Criteria Performance & Responses

Provided below are your organisation's responses to the questions within the APCO Annual Report as well as a performance level for each criteria.

Criteria 1:

Governance & Strategy: 5 Beyond Best Practice

1 Getting Started 2 Good Progress 3 Advanced 4 Leading 5 Beyond Best Practice

Does your organisation have a documented strategy that includes goals (objectives) and targets for packaging sustainability that addresses the Sustainable Packaging Guidelines (SPGs) or equivalent?

☒ Yes ☐ No

Does your organisation's strategy include a commitment to achieving the 2025 National Packaging Targets?

☒ Yes ☐ No

Is this strategy integrated within your business processes and has it been approved by an executive or board of directors?

☒ Yes ☐ No

Do you regularly communicate and promote packaging sustainability objectives and targets within your organisation?

☒ Yes ☐ No

Do you regularly engage or communicate with external stakeholders (suppliers, final consumers, community groups etc.) about the environmental impacts of your packaging?

☒ Yes ☐ No

Do you actively participate in any other initiatives to promote packaging sustainability outside of your organisation?

☐ Yes ☒ No

Supporting Evidence

HelloFresh has an established packaging strategy, guided by an internal SPG template shared with suppliers. This strategy is integrated into our business processes and was formally approved by the executive team. The packaging policy outlines our commitment to making packaging recyclable and optimised for material efficiency, with the inclusion of the ARL to provide consumer information.

Your full response can be found towards the end of this document.

Criteria 2:

Design & Procurement: 2 Good Progress

1 Getting Started 2 Good Progress 3 Advanced 4 Leading 5 Beyond Best Practice

How many of your 1232 SKUs have had their packaging reviewed against the Sustainable Packaging Guidelines (or equivalent) in the last 5 years?

484

Please indicate the accuracy of this response.

Low

Do you require your suppliers to use the Sustainable Packaging Guidelines (SPGs) or equivalent for your packaging?

☐ Yes ☒ No ☐ N/A

Please tell us about any positive outcomes from your packaging reviews.

We ask and engage with suppliers on the Sustainable Packaging Guidelines (SPGs), but it is not a requirement for our supply. Our packaging reviews have resulted in significant improvements in material efficiency, recyclability, and waste reduction. We have increased the use of recycled materials in boxes and paper bags while optimising pallet utilisation to reduce packaging volumes. Where suitable, several plastic packaging items have been transitioned to paper or cardboard to enhance recovery potential. Key

Your full response can be found towards the end of this document.

Do you believe applying the SPGs delivers business value to your organisation?

☒ Yes ☐ No

Which of the following Sustainable Packaging Principles have been considered in reviews of your organisation's packaging against the Sustainable Packaging Guidelines (SPGs)?

Design for recovery

☒ Yes ☐ No

Optimise material efficiency

☒ Yes ☐ No

Design to reduce product waste

☒ Yes ☐ No

Eliminate hazardous materials

☐ Yes ☒ No

Use of renewable materials

☒ Yes ☐ No

Use recycled materials

☒ Yes ☐ No

Design to minimise litter

☒ Yes ☐ No

Design for transport efficiency

☒ Yes ☐ No

Design for accessibility

☒ Yes ☐ No

Provide consumer information on environmental sustainability

☒ Yes ☐ No

How many of the 1232 SKUs have packaging that has been optimised for material efficiency in the last 5 years?

318

Please indicate the accuracy of this response.

Low

If yes, please tell us about any material savings you have made.

Through our tender process, suppliers assess the recoverability and material efficiency of their products to ensure alignment with our sustainability preferences. Our packaging policy states that new products should have recyclable and right-sized packaging. While we do not score suppliers specifically on sustainability during the tender, we ask all relevant questions and consider their responses alongside other parameters and commercial factors when awarding contracts. If a supplier does not fully meet our packaging criteria,

Your full response can be found towards the end of this document.

Supporting Evidence

Criteria 3:

Recycled Content: 3 Advanced

1 Getting Started

2 Good Progress

3 Advanced

4 Leading

5 Beyond Best Practice

Do you have a policy or procedure to buy products and/or packaging made from recycled materials?

☒ Yes ☐ No

Which of the following products that you either purchase or sell contain recycled materials?

- ☒ Primary packaging that you use to sell your products
- ☒ Secondary packaging that you use to sell your products
- ☐ Tertiary Packaging that you use to sell your packaging
- ☐ Your products
- ☐ Other items which you purchase
(e.g. office stationary & supplies, building materials such a bollards etc.)
- ☐ None of the above

How many 1232 SKUs has at least some packaging that is made from recycled material?

361

Please indicate the accuracy of this response.

Medium

If you do not currently use recycled materials in any of your packaging, please indicate why:

- ☐ Cannot find a supplier who provides recycled materials
- ☐ We cannot use recycled materials in contact with our product
- ☐ Cost is prohibitive
- ☐ Other (please specify)

Please specify

- ☒ None of the above

Supporting Evidence

Criteria 4:

Recoverability: 1 Getting Started

1 Getting Started

2 Good Progress

3 Advanced

4 Leading

5 Beyond Best Practice

How many of your 1232 SKUs have all packaging components that are recoverable (i.e. recyclable or compostable) at end-of-life?

540

Please indicate the accuracy of this response.

Medium

How many of your 1232 SKUs have separable components with mixed recoverability at end-of-life? (e.g. a jar that is recyclable with a lid that is not recyclable)

269

Please indicate the accuracy of this response.

Medium

How many of your 1232 SKUs have been assessed in the Packaging Recyclability Evaluation Portal (PREP)?

822

If you use compostable packaging, please indicate the type(s) of compostable certification (if any):

- ☐ Certified home compostable (AS5810)?
- ☐ Certified industrial compostable (AS4736)?
- ☐ Certified compostable to another certification (i.e. not AS5810 or AS4736)?
- ☐ Compostable (not certified)?
- ☒ None of the above

How many of your 1232 SKUs are not recoverable at end-of-life and must go to landfill? (i.e. not recyclable or compostable)

423

Have you investigated if there are any opportunities to use reusable packaging?

☐ Yes ☒ No

If yes, how many of your 1232 SKUs have packaging for which all components are reusable?

Please give an indication on the accuracy of this response.

Which of the following reusable business to business items did your organisation utilise during the previous 12 month period?

- ☒ Pallets
- ☒ Crates
- ☐ Drums
- ☐ Intermediate Bulk Containers (IBCs)
- ☐ Other (please specify)

Please specify

- ☐ None of the above

Tick all that apply - Was this reused:

Internally (between your organisation's sites & facilities)?

Externally (with other organisations such as suppliers or customers)?

Pallets	☒ Internal	☒ External
Crates	☒ Internal	☒ External
Drums	☐ Internal	☐ External
Intermediate Bulk Containers (IBCs)	☐ Internal	☐ External
Other (specified above)	☐ Internal	☐ External

Does your organisation participate in any of the following closed-loop recovery programs/alternative collection systems for your packaging?

- ☐ Big Bag Recovery
- ☐ Terracycle
- ☐ Container Deposit Scheme (CDS)
- ☐ DrumMUSTER
- ☐ Other (please specify)

Please specify

- ☐ N/A (All our packaging is recovered through mainstream recovery systems)
- ☒ None of the above

Supporting Evidence

Criteria 5:

Disposal Labelling: 2 Good Progress

1 Getting Started

2 Good Progress

3 Advanced

4 Leading

5 Beyond Best Practice

How many of your 1232 SKUs have labelling on-pack to inform the consumer of how to correctly dispose of the packaging?

430

Please indicate the accuracy of this response.

Medium

Which of the following labels does your company presently use?

- ☒ Australasian Recycling Label
- ☒ Mobius Loop/Recycling symbol
- ☐ Tidy man
- ☐ Written instructions
- ☐ Other (please specify)

Please specify

- ☐ None of the above

Supporting Evidence

Criteria 6:

On-site Waste: 2 Good Progress

1 Getting Started

2 Good Progress

3 Advanced

4 Leading

5 Beyond Best Practice

Tick which of the following packaging materials you have on-site recycling programs for:

- ☒ Paper/cardboard
- ☒ Soft plastics
- ☒ Rigid plastics
- ☒ Timber
- ☐ Textiles
- ☒ Glass
- ☒ Metals
- ☐ Other (please specify)

Please specify

- ☐ All materials have recycling programs
- ☐ None of the above

Over the reporting period, how much of the waste your organisation generated on-site was diverted from landfill (was recycled, composted, reused or sent for energy recovery)?

48%

Please indicate the accuracy of this response.

Low

Which of the following facilities are included in the above waste data?

- ☒ Offices
- ☒ Warehouses
- ☐ Stores

- ☒ Manufacturing Facilities
- ☐ Other (please specify)

Please specify

- ☐ None of the above

Supporting Evidence

Criteria 7:

Problematic Materials: 5 Beyond Best Practice



Over the reporting period, which of the following activities did you undertake to help reduce the impact of litter?

- ☐ Conduct regular clean ups
- ☐ Participate in Business Clean Up Day
- ☐ Sponsor a clean up day
- ☐ Undertook a litter education campaign
- ☐ Other (please specify)

Please specify

- ☒ None of the above

Please indicate which of the following problematic, unnecessary and single-use plastic packaging formats or materials your organisation has used over the last five years.

- ☐ Lightweight plastic shopping bags
- ☐ Fragmentable (e.g. oxo-degradable) plastics
- ☐ Expanded polystyrene (EPS) packaging for food and beverage service or retail fresh produce
- ☐ EPS loose fill packaging
- ☐ Moulded EPS packaging for white/brown goods or electronics
- ☒ Rigid polyvinyl chloride (PVC) packaging
- ☐ Rigid polystyrene (PS) packaging
- ☐ Opaque polyethylene terephthalate (PET) bottles
- ☐ Rigid plastic packaging with carbon black
- ☐ None of the above

Please indicate which of the following problematic, unnecessary or single-use plastic packaging formats or materials your organisation is actively working to phase out?

- ☐ Lightweight plastic shopping bags
- ☐ Fragmentable (e.g. oxo-degradable) plastics
- ☐ Expanded polystyrene (EPS) packaging for food and beverage service or retail fresh produce
- ☐ EPS loose fill packaging
- ☐ Moulded EPS packaging for white/brown goods or electronics
- ☐ Rigid polyvinyl chloride (PVC) packaging
- ☐ Rigid polystyrene (PS) packaging
- ☐ Opaque polyethylene terephthalate (PET) bottles
- ☐ Rigid plastic packaging with carbon black
- ☒ None of the above

Have you successfully phased out any of the above packaging formats or materials in the last 5 years?

- ☐ Lightweight plastic shopping bags
- ☐ Fragmentable (e.g. oxo-degradable) plastics
- ☐ Expanded polystyrene (EPS) packaging for food and beverage service or retail fresh produce
- ☐ EPS loose fill packaging
- ☐ Moulded EPS packaging for white/brown goods or electronics
- ☒ Rigid polyvinyl chloride (PVC) packaging
- ☐ Rigid polystyrene (PS) packaging

- ☐ Opaque polyethylene terephthalate (PET) bottles
- ☐ Rigid plastic packaging with carbon black
- ☐ None of the above

Supporting Evidence

The range that was using rigid polyvinyl chloride (PVC) trays was removed from the HF portfolio in 2023.

Additional Information

- ☐ No additional information

Please use the space below to provide your feedback on your experience with this Annual Report

It would be beneficial to share packaging metrics in advance so that members can begin reporting earlier. Additionally, maintaining consistency year over year with fewer changes would allow for the development of a standardised annual process.

Describe initiatives, processes or practices that you have implemented during your chosen reporting period that have improved packaging sustainability

HelloFresh is committed to continuously improving packaging sustainability by actively engaging with suppliers through tenders and Business Reviews to identify opportunities. Over the past year, we transitioned a significant portion of our portfolio from aluminium cans to Tetra Pak, replaced plastic with paper-based alternatives - particularly in secondary packaging, such as our new paper cool pouch - and incorporated recycled content into materials. For example, our small paper bags are now made from 100%

Your full response can be found towards the end of this document.

Describe any opportunities or constraints that affected performance within your chosen reporting period

Key constraints included supplier dependency and the costs associated with transitioning to more sustainable packaging materials.

Please use the space below to provide examples or case studies of exemplary packaging sustainability conducted by your organisation. The information provided in the boxes may be used directly in your public facing Annual Report and Action Plan. Submitted case studies might be used by APCO in the future to support other Members in achieving packaging sustainability.

n/a

Full Open Responses

Criteria 1 - Supporting Evidence

HelloFresh has an established packaging strategy, guided by an internal SPG template shared with suppliers. This strategy is integrated into our business processes and was formally approved by the executive team. The packaging policy outlines our commitment to making packaging recyclable and optimised for material efficiency, with the inclusion of the ARL to provide consumer information. Our packaging sustainability goals align with the following principles: design for recovery (SPG #1), optimise material efficiency (SPG #3), and provide consumer information through the ARL (SPG #10). We regularly communicate and promote packaging sustainability objectives and targets both internally and externally. Internally, we use emails, monthly packaging newsletters, and communications about tender outcomes and sustainability wins to keep the organisation updated. Externally, we engage with suppliers through the Monthly Business Reviews (MBR), tender questionnaires, and continuous dialogue around sustainability opportunities. Additionally, we focus on packaging optimisation during New Product Development onboarding and category-level tenders.

Criteria 2 - Please tell us about any positive outcomes from your packaging reviews.

We ask and engage with suppliers on the Sustainable Packaging Guidelines (SPGs), but it is not a requirement for our supply. Our packaging reviews have resulted in significant improvements in material efficiency, recyclability, and waste reduction. We have increased the use of recycled materials in boxes and paper bags while optimising pallet utilisation to reduce packaging volumes. Where suitable, several plastic packaging items have been transitioned to paper or cardboard to enhance recovery potential. Key initiatives include shifting small paper bags to 100% recycled material, reducing ice pack usage by optimising delivery windows in urban areas, phasing out void fill and partitions for EveryPlate, and optimising Fuel'd meal sleeves by reducing their material weight from 13g to 8g across 34 SKUs. Additionally, we have phased out white boxes, increasing the recycled content in corrugated packaging, and reduced the size of the pack format for Pork, achieving a 4.43% reduction in plastic use. These efforts

contribute to minimising waste, improving recyclability, and supporting our broader sustainability goals.

Criteria 2 - If yes, please tell us about any material savings you have made.

Through our tender process, suppliers assess the recoverability and material efficiency of their products to ensure alignment with our sustainability preferences. Our packaging policy states that new products should have recyclable and right-sized packaging. While we do not score suppliers specifically on sustainability during the tender, we ask all relevant questions and consider their responses alongside other parameters and commercial factors when awarding contracts. If a supplier does not fully meet our packaging criteria, they must demonstrate how they will address any concerns during the contract term. As a result of our packaging reviews, we have achieved notable material savings by increasing the use of recycled materials in boxes and paper bags, transitioning several plastic packaging items to paper or cardboard where suitable, and reducing ice pack usage. We have also phased out void fill and partitions for EveryPlate and optimised Fuel'd meal sleeves by reducing their material weight from 13g to 8g, a 38% reduction. Additionally, we have reduced the size of the pork pack format, achieving a 4.43% reduction in plastic use. These initiatives contribute to reducing material consumption, improving packaging efficiency, and supporting our broader sustainability goals.

Additional Information - Describe initiatives, processes or practices that you have implemented during your chosen reporting period that have improved packaging sustainability

HelloFresh is committed to continuously improving packaging sustainability by actively engaging with suppliers through tenders and Business Reviews to identify opportunities. Over the past year, we transitioned a significant portion of our portfolio from aluminium cans to Tetra Pak, replaced plastic with paper-based alternatives - particularly in secondary packaging, such as our new paper cool pouch - and incorporated recycled content into materials. For example, our small paper bags are now made from 100% recycled material. Additionally, we leverage the Sustainable Packaging Guidelines (SPGs) to identify further improvements.