



Press release

HelloFresh offering app-solutely great new developments

- Popular HelloFresh app now also available for Android
- App offers the easiest and most delicious cooking inspiration, including interactive preparation tips
- Access to hundreds of recipes and valuable nutritional knowledge
- Free app available for customers and non-customers
- HelloFresh customers now get a complete care-free package: delicious recipes and fresh ingredients delivered to their home and prepared easily and quickly with the interactive app

Sydney, 12 January 2016 – With the free HelloFresh app, now available for all types of smartphone, delicious cooking is now even easier and more convenient! The free app is available to everyone, while HelloFresh customers experience a special complete care-free package: in addition to interactive cooking help via their smartphones, they also get delicious recipes and fresh ingredients delivered to their front door.

The app as a cooking assistant

All dishes are shown in such a way that even novice cooks can easily use them when cooking. The interactive cooking mode explains the recipe step by step. Clear images and detailed instructions make cooking really simple. The integrated timer ensures that all your pasta is perfectly 'al dente'. Those who want to learn how to follow a healthy diet can integrate the dishes into the Apple Health app. Every dish can also be rated, commented on and recommended via social networks.

Never miss an order

HelloFresh customers can now manage their orders even more easily with the app: for example, their account is automatically synchronised with their PC, so all the information on their latest order can be accessed anywhere, anytime. Push notifications provide a reminder of when the customer has to submit their next order so as not to miss a Recipe Box. What's more, customers can keep a close eye on their delivery: they get automatic updates about where the box is at the moment and when it will be delivered.

App-solutely simple way of following a healthier diet

The HelloFresh app offers access to one of the largest collections of recipes – this



includes dishes from previous HelloFresh Recipe Boxes. The integrated search function enables results to be filtered for certain recipes, individual ingredients and preparation times. “A healthy, balanced diet for people is very close to our hearts. With our app, we would like to give users simple, uncomplicated access to cooking and thus bring more variety into German kitchens,” says Romy Lindenberg, Managing Director for Germany and Austria. “The app is still worthwhile, even if users aren’t HelloFresh customers. It enables them to expand their cooking repertoire.” The highlight: the recipes are developed by dietary experts and, in addition to culinary delights, offer a balanced, healthy diet.

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About HelloFresh

HelloFresh currently operates in Germany, the United Kingdom, Austria, the Netherlands, Belgium, Australia and the USA. HelloFresh delivered 13.2 million meals in the 3-month period up to 30 September 2015, and 6.1 million in November 2015. HelloFresh was founded in November 2011 and is based in Berlin. Additional offices are located in New York, London, Amsterdam and Sydney. Current investors include Baillie Gifford, Insight Venture Partners, Phenomen Ventures, Rocket Internet and Vorwerk Direct Selling Ventures.