



HelloFresh and Jamie Oliver Limited partner to make home cooking simple and even more delicious

**Jamie provides recipe inspiration;
HelloFresh delivers the ingredients ready to cook.**

Berlin, 3. November 2015 – Jamie Oliver Limited and the international fresh food at home brand HelloFresh have teamed up to make it even easier for people to cook delicious, nutritious food from scratch in their own homes. Both Jamie Oliver and HelloFresh want to empower people to make better food choices and cook using fresh ingredients, no matter what their lifestyle. Both businesses are excited to invest in this dynamic vision together.

HelloFresh has in recent years opened up an entirely new segment in the food industry: cook it yourself, without prior planning, shopping or food waste. "We want to give everyone – regardless of the time they have at their disposal or the cooking skills they possess – an opportunity to discover the pleasure of cooking healthy, tasty meals," says Dominik Richter, co-founder and CEO of HelloFresh. "In Jamie we have found the best, most trusted and most committed partner for this mission".

Two brands – one mission

"From the outset there was this fabulous, creative connection between our two businesses and the feeling that together we can inspire people in a big way. Jamie Oliver Limited and HelloFresh are of one mind on healthy, high-quality food. We agree that cooking must be fun and that it is best when shared with family and friends. It makes so much sense that we are joining forces to achieve more together. We are very much looking forward to our cooperation with Jamie's business."



Jamie added: "Being time poor is one of our greatest challenges these days and we know this often impacts how we feed ourselves. It's an issue I've tried to tackle head on and one that HelloFresh solves in a clever and comfortable way. Food and cooking is a joy and a shared passion and that's why I can't wait to get started working with them and sharing some of my favourite recipes."

Jamie's recipes in HelloFresh's Boxes

The Jamie Oliver Limited-and-HelloFresh partnership extends across six countries in



which HelloFresh is active – the UK, Germany, Netherlands, Belgium, USA and Austria. From January 2016, HelloFresh customers can look forward to being able to choose Jamie Oliver recipes to add to their boxes. Recipes are designed to meet the needs of HelloFresh subscribers and their different culinary preferences. Furthermore HelloFresh will donate to the Jamie Oliver Food Foundation per Meal Box sold during the partnership as well as supporting other Foundation activities.

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About HelloFresh

HelloFresh currently operates in the UK, Germany, Austria, the Netherlands, Belgium, Australia and the USA. HelloFresh delivered 13.2 million meals in the three months ended September 30, 2015, and 6.1m meals in November 2015. HelloFresh was founded in November 2011 and is based in Berlin. Further corporate offices are in New York, London, Amsterdam and Sydney. Current investors include Baillie Gifford, Insight Venture Partners, Phenomen Ventures, Rocket Internet, and Vorwerk Direct Selling Ventures.