

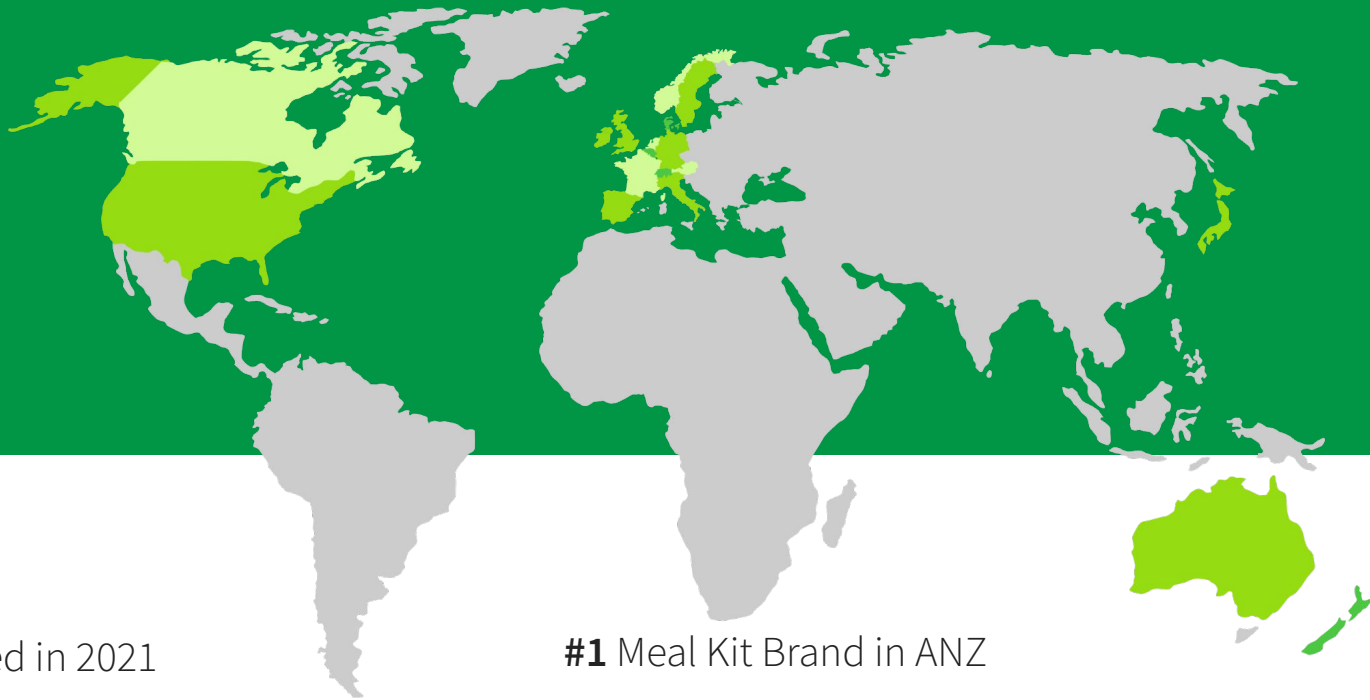
HELLOFRESH
GROUP

Affiliate Partnerships



2023

The most popular meal kit in the world



19 Active countries

~1 billion Meals delivered in 2021

7.5 million Active customers in Q3 2022

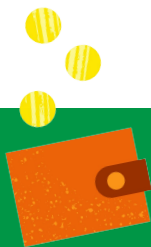
€6 billion Net revenue in 2021

#1 Meal Kit Brand in ANZ

10+ years in Australia

4 years in New Zealand

We change the way people eat forever



Budget

Helping customers save money with every meal



Freshness

Bringing quality, seasonal produce to more households



Taste

Creating delicious variety to suit everyone



Sustainability

Making a difference with Co2 neutral deliveries and less food waste

The eco-friendly meal kit brand of choice



Click here to find out more about HelloFresh Group Sustainability Initiatives

Offsetting
100% of direct carbon emissions.

In 2021, HelloFresh operations generated **82%* less food waste** than traditional food retailers.

Committed to making **100% of packaging reusable, recyclable or compostable** by 2025.

*internal study, emissions from electricity and gas, average based on figures published by 12 leading traditional food retailers worldwide

Making mealtimes easy for Aussies



Customers curate their perfect meal plan from delicious recipes developed by expert culinary team.



Boxes are packed with fresh pre portioned ingredients and recipe cards.



Boxes are delivered direct to customers' doors.



Time to get cooking & dining!



Something for everyone

Breakfast



Lunch



Dinner



Dessert



Snacks



Drinks



Continuous expansion and improvement of product offering catering to; customisation, preferences, convenience, health & occasions

Our Brands



USP

ANZ's Number 1 Meal Kit
Inspiration Delivered

Australia's Lowest Price Meal Kit
Smarter than the Supermarket

Product Offering

A customisable meal kit. Over 40 delicious recipes per week with everything from dinner to lunch, desserts, snacks and fruit boxes.

A no-frills meal kit offering great value by delivering tasty, low price, four-step recipes.

Customer Profile

Time poor but values & enjoys cooking
Wants inspiration & variety to suit their lifestyle
Plans ahead & values structure

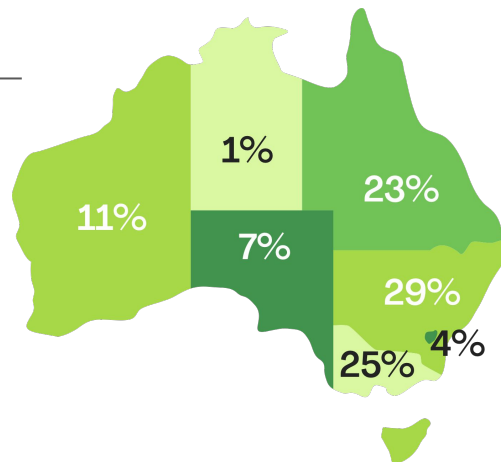
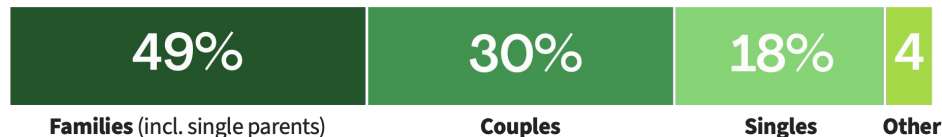
Time poor & a reluctant cook
Wants a simple, satisfying meal to enjoy
Practical & budget conscious

The HelloFresh Customer

74% of customers are **aged 35-59.**

74% of our account holders are **female.**

49% of customers' **household income >\$91k.**



The HelloFresh Customer

70% of customers
Are **aged 25-59.**

75% of our account
holders are **female.**

49% of customers'
household income
>\$91k.

38%

Families (incl. single parents)

26%

Couples

15%

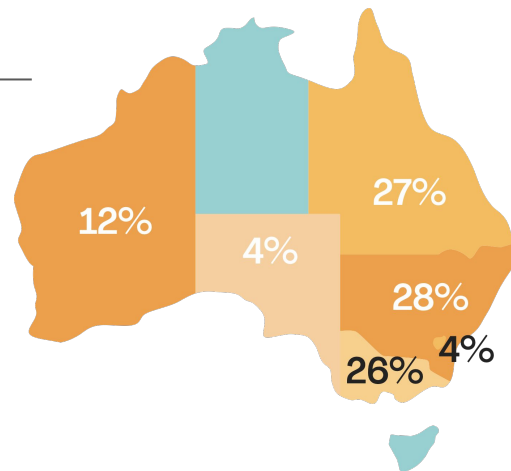
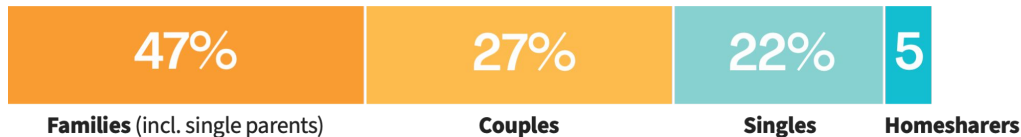
Singles

The EveryPlate Customer

45% of customers are **aged 30-54**.

52% of our account holders are **female**.

56% of customers' **household income >\$91k**.



How does it work?



Earn a commission every time a customer subscribes to HelloFresh or EveryPlate through your promotion, provided it is validated.

Free to join and only requires you to promote the code and tracking link.

As a HelloFresh affiliate, you will earn a fixed fee commission on **new and past customer*** sales generated from your website.

As an EveryPlate affiliate, you will earn a fixed fee commission on **new** customer sales generated from your website.

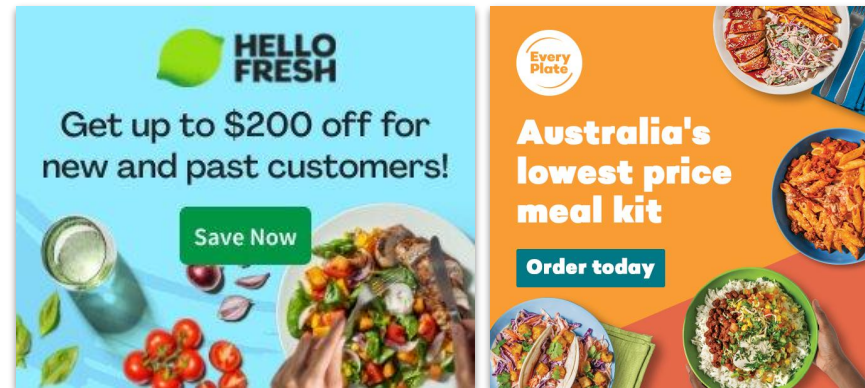
In some cases, we may be able to offer commission increases in exchange for increased exposure.

*Customers who have deactivated their account at least three months ago.

Let's work together!

There are a variety of ways to promote the HelloFresh Group including:

- Personalised voucher codes for your audience
- HelloFresh and EveryPlate Box reviews
- Display banners and coupons
- Membership and employee rewards
- Sponsored content
- Sharing in social groups e.g. Facebook, WhatsApp.
- Push notifications.



If you have more ideas about exciting ways to engage your audience, please get in touch - we would love to hear them!

What's in it for you?

By joining our Affiliate Program, you'll get the chance to enjoy a variety of delicious incentives including:



NEW

Commission from
\$15 per new customer sale.

Earn commission from **past**
HelloFresh customers **as well**
as new customers and increase
your pay-out potential.

Attractive bonuses for our
top performing publishers.

Exclusive HelloFresh and
EveryPlate offers available
for you to promote

30 Day cookie window.

Wide selection of banner ads,
logos and links available.

Marketing artwork
available on request.

Dedicated team to
support you along the way.

Let's taco 'bout next steps!

Keen to get involved? Let us help you get started!

1. The HelloFresh Group use Impact Radius as our affiliate platform which provides tracking links and manages commission payments, along with a host of other useful functionalities.
2. Please don't hesitate to contact affiliateteamanz@hellofresh.com.au should you require any further information or prefer to work directly with us!

Onboarding Journey

New to Impact? No worries! It's easy to sign up and get connected, just follow these steps:

Step 1: Use the link to create an account and apply to our program.

Sign up link:

[HelloFresh AU program](#)

[HelloFresh NZ program](#)

[EveryPlate program](#)

Already an Impact user? That's great! Follow these steps to get set up with us.

Step 1: Apply to our Impact account by searching our Impact ID on the discovery tool and apply to our default program.

Impact ID:

HelloFresh AU program:7900

HelloFresh NZ program: 9395

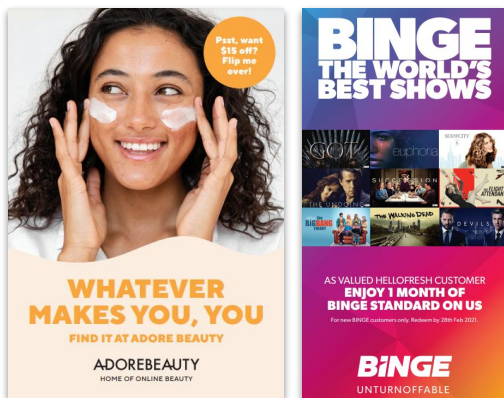
EveryPlate program:11783

Step 2: After applying, please let us know your Impact name and ID so we can accept your application and modify the payout if needed.

Step 3: We will send you an onboarding form which will include all the information and assets you need, including your discount code and tracking link.

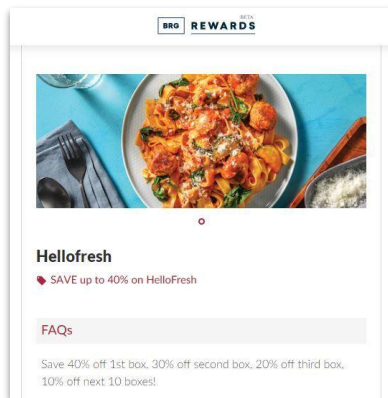
Step 4: Set up on your end, ensure content is approved by HelloFresh, and run a test transaction to make sure everything is set up correctly and well-tracked!

Other ways to work with us



Flyers in our boxes

Showcase your brand or product with a flyer in HelloFresh or EveryPlate boxes



Reward your employees

Treat your employees with HelloFresh vouchers and discounts and provide HelloFresh employees your vouchers and discounts.



Promote our gift cards

Are your audience gift card fanatics?
We have an option for that too!

What are you waiting for?

Delicious commissions are just a few steps away!

