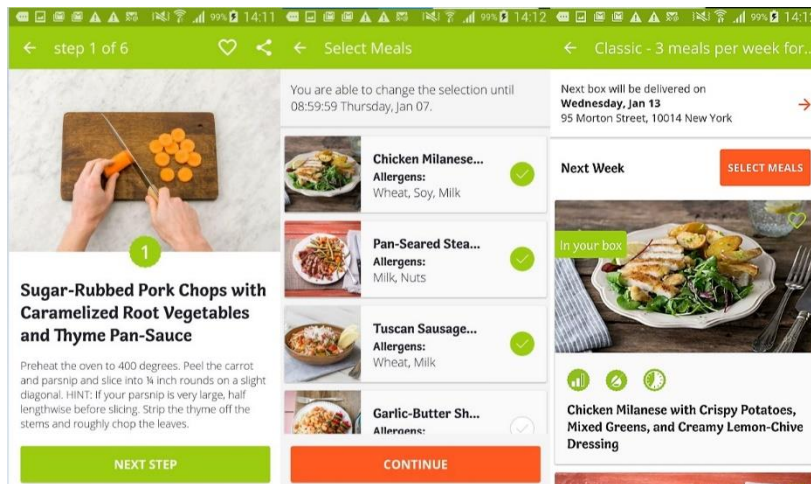




Press release

HelloFresh Offering App-etizing New Developments



- *Popular HelloFresh app now also available for Android*
- *App offers easy and delicious cooking inspiration, including interactive preparation tips*
- *Access to hundreds of recipes and full nutritional information*
- *Free app available for both subscribers and non-customers*
- *HelloFresh customers now get a complete hassle-free experience: delicious recipes and fresh ingredients delivered to their home prepared easily and quickly with the interactive app*

NEW YORK – Jan. 12, 2016 – With the new free [HelloFresh](#) app for Android, delicious cooking is now even easier and more convenient on all smartphones. Subscribers can experience a hassle-free cooking experience: interactive cooking help at their fingertips, plus all the delicious recipes and fresh ingredients delivered to their doorsteps.

The app as a sous chef

All dishes are displayed in such a way that even novice cooks can easily use them when cooking. The interactive cooking mode explains the recipe step by step with clear images and detailed instructions make cooking simple, and an integrated timer ensures that all pasta will be perfectly prepared 'al dente.' 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: their online account is automatically synched, so all the information on their latest order can be accessed anywhere, anytime. Push notifications provide a reminder of when subscribers need to submit their following week's meal choice so they never miss a box.

App-solutely simple way to adopt a healthier diet

The HelloFresh app offers access to one of the largest collections of recipes – this includes an archive of dishes from previous HelloFresh boxes. The integrated search function enables results to be filtered for certain recipes, individual ingredients and preparation times. “A healthy, balanced diet for customers is a top priority. With our app, we aim to give users simple, uncomplicated access to cooking and bring more variety into the kitchen,” says Seth Goldman, CEO of HelloFresh US. “The app is still practical, even if users aren't HelloFresh customers yet. It exposes them to cooking inspiration and enables them to expand their recipe repertoire.” In addition, all recipes receive a stamp of approval from in-house Registered Dietitian Rebecca Lewis before making it onto the menu, making them not only delicious, but part of a balanced, healthy diet.

About HelloFresh

HelloFresh currently operates in Germany, the US, UK, Austria, the Netherlands, Belgium, and Australia. 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.

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