

Information pursuant to Section 125 (1) in conjunction with Section 125 (5) German Stock Corporation Act (AktG), Article 4 (1), Table 3 of the Annex of the Commission Implementing Regulation (EU) 2018/1212	
Type of information	Description
A. Specification of the message	
1. Unique identifier of the event	Virtual Annual General Meeting of HelloFresh SE 2021 In the format required by the Commission Implementing Regulation (EU) 2018/1212: HelloFresh_oHV_20210526
2. Type of message	Notice of the General Meeting In the format required by the Commission Implementing Regulation (EU) 2018/1212: NEWM
B. Specification of the issuer	
1. ISIN	DE000A161408
2. Name of issuer	HelloFresh SE
C. Specification of the meeting	
1. Date of the General Meeting	May 26, 2021 In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20210526
2. Time of the General Meeting	10:00 hrs (CEST) (corresponds to 08:00 hrs UTC) In the format required by the Commission Implementing Regulation (EU) 2018/1212: 08:00 hrs UTC (Coordinated Universal Time)
3. Type of General Meeting	Virtual Annual General Meeting without physical presence of the shareholders or their proxies In the format required by the Commission Implementing Regulation (EU) 2018/1212: GMET
4. Location of the General Meeting	URL of the virtual General Meeting: https://ir.hellofreshgroup.com/hv Venue within the meaning of the German Stock Corporation Act: Business Premises of Grünebaum Gesellschaft für Event Logistik mbH, Leibnizstraße 38, 10625 Berlin, Germany
5. Record Date	Record Date for bearer shares: May 4, 2021, 24:00 hrs (CEST) (corresponds to 22:00 hrs UTC)

	In the format required by the Commission Implementing Regulation (EU) 2018/1212: Record Date bearer shares: 20210504; 22:00 hrs UTC (Coordinated Universal Time)
6. Uniform Resource Locator (URL)	https://ir.hellofreshgroup.com/hv
D. Participation* in the general meeting – voting by correspondence	
1. Method of participation by shareholder	Voting by correspondence
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: EV
	The entire Annual General Meeting will be available to the properly registered shareholders and their proxies live in video and audio via the password-protected Online Portal at the internet address https://ir.hellofreshgroup.com/hv .
2. Issuer deadline for the notification of participation	Application for registration to the General Meeting until May 19, 2021, 24:00 hrs (CEST) (corresponds to 22:00 hrs UTC)
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20210519; 22:00 hrs UTC (Coordinated Universal Time)
3. Issuer deadline for voting	For the voting by correspondence by post or email: May 25, 2021, 24:00 hrs (CEST) (corresponds to 22:00 hrs UTC)
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20210525; 22:00 hrs UTC (Coordinated Universal Time)
	For the voting by correspondence via the Online Portal: Until immediately before the explicit closure of voting by the chairman of the meeting on the day of the General Meeting on May 26, 2021
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20210526; until immediately before the explicit closure of voting by the chairman of the meeting
	For all variants of voting by correspondence: The prerequisite for exercising voting rights through voting by correspondence is that registration and evidence of shareholding are provided in due time and form.
D. Participation* in the general meeting – participation* by proxy	

1. Method of participation by shareholder	<p>Proxy authorization through</p> <ul style="list-style-type: none"> • Granting of proxy authorization and of voting instructions to the proxies designated by the Company; • Granting of proxy authorization and of potential voting instructions to an intermediary, a shareholders' association, a proxy advisor or a person who offers shareholders the exercise of their voting rights at the General Meeting in a businesslike manner; • Granting of proxy authorization and of potential voting instructions to third persons. <p>In the format required by the Commission Implementing Regulation (EU) 2018/1212: PX</p> <p>The entire Annual General Meeting will be available to the properly registered shareholders and their proxies live in video and audio via the password-protected Online Portal at the internet address https://ir.hellofreshgroup.com/hv.</p>
2. Issuer deadline for the notification of participation	<p>Application for registration to the General Meeting until May 19, 2021, 24:00 hrs (CEST) (corresponds to 22:00 hrs UTC)</p> <p>In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20210519; 22:00 hrs UTC (Coordinated Universal Time)</p>
3. Issuer deadline for voting	<p>For the granting of proxy authorization and of voting instructions to the proxies designated by the Company by post or email: May 25, 2021, 24:00 hrs (CEST) (corresponds to 22:00 hrs UTC)</p> <p>In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20210525; 22:00 hrs UTC (Coordinated Universal Time)</p> <p>For the granting of proxy authorization and of voting instructions to the proxies designated by the Company via the Online Portal: Until immediately before the explicit closure of voting by the chairman of the meeting on the day of the General Meeting on May 26, 2021</p> <p>In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20210526; until immediately before the explicit closure of voting by the chairman of the meeting</p>

For all variants of proxy authorization:
 In each case, it is necessary to duly submit the application for registration as well as evidence of the shareholding.
 Proxies (including intermediaries, **shareholders' associations**, proxy advisors, and persons who offer shareholders the exercise of their voting rights at the General Meeting in a businesslike manner) in order to cast votes, must also use the proxies designated by the Company or voting by correspondence.

E. Agenda – agenda item 1	
1. Unique identifier of the agenda item	1
2. Title of the agenda item	<p>Presentation of the adopted annual financial statements and the consolidated financial statements approved by the Supervisory Board as of December 31, 2020, the combined management report for the Company and the Group for the 2020 financial year, the report of the Supervisory Board for the 2020 financial year and the explanatory report of the Management Board on the disclosures pursuant to Sec. 289a (1), Sec. 315a (1) of the German Commercial Code (<i>HGB</i>)</p> <p>In the format required by the Commission Implementing Regulation (EU) 2018/1212 (brief summary): Presentation of annual financial statements, group financial statements and reports for FY 2020</p>
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/hv
4. Vote	---
5. Alternative voting options	---
E. Agenda – agenda item 2	
1. Unique identifier of the agenda item	2
2. Title of the agenda item	<p>Resolution on the use of the unappropriated retained earnings of the HelloFresh SE for the 2020 financial year</p> <p>In the format required by the Commission Implementing Regulation (EU) 2018/1212 (brief summary): Resolution on the use of the unappropriated retained earnings of the HelloFresh SE for FY 2020</p>
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/hv

4. Vote	Binding vote
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	Vote in favor, vote against, abstention, blank
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
E. Agenda – agenda item 3	
1. Unique identifier of the agenda item	3
2. Title of the agenda item	Resolution on the formal approval of the acts of the members of the Management Board for the 2020 financial year
	In the format required by the Commission Implementing Regulation (EU) 2018/1212 (brief summary): Resolution on the approval of the acts of the Management Board for the 2020 financial year
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/hv
4. Vote	Binding vote
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	Vote in favor, vote against, abstention, blank
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
E. Agenda – agenda item 4	
1. Unique identifier of the agenda item	4
2. Title of the agenda item	Resolution on the formal approval of the acts of the members of the Supervisory Board for the 2020 financial year
	In the format required by the Commission Implementing Regulation (EU) 2018/1212 (brief summary): Resolution on the approval of the acts of the Supervisory Board for the 2020 financial year
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/hv
4. Vote	Binding vote
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	Vote in favor, vote against, abstention, blank

	In the format required by the Commission Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
E. Agenda – agenda item 5	
1. Unique identifier of the agenda item	5
2. Title of the agenda item	Resolution on the appointment of the auditor of the annual financial statements and the auditor of the consolidated financial statements for the 2021 financial year as well as of the auditor for the review, if any, of the condensed financial statements and the interim management report in the 2021 financial year and for a review, if any, of additional interim financial information in the 2021 and 2022 financial years In the format required by the Commission Implementing Regulation (EU) 2018/1212 (brief summary): Resolution on the appointment of the auditor
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/hv
4. Vote	Binding vote In the format required by the Commission Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	Vote in favor, vote against, abstention, blank In the format required by the Commission Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
E. Agenda – agenda item 6	
1. Unique identifier of the agenda item	6
2. Title of the agenda item	Resolution on the election of the members of the Supervisory Board
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/hv
4. Vote	Regarding agenda item 6.a) for the election of Mr John H. Rittenhouse: Binding vote In the format required by the Commission Implementing Regulation (EU) 2018/1212: BV Regarding agenda item 6.b) for the election of Ms Ursula Radeke-Pietsch: Binding vote In the format required by the Commission Implementing Regulation (EU) 2018/1212: BV Regarding agenda item 6.c) for the election of Mr Derek Zissman: Binding vote

	In the format required by the Commission Implementing Regulation (EU) 2018/1212: BV
	Regarding agenda item 6.d) for the election of Ms Susanne Schröter-Crossan: Binding vote
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: BV
	Regarding agenda item 6.e) for the election of Mr Stefan Smalla: Binding vote
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	Regarding agenda item 6.a) for the election of Mr John H. Rittenhouse: Vote in favor, vote against, abstention, blank
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
	Regarding agenda item 6.b) for the election of Ms Ursula Radeke-Pietsch: Vote in favor, vote against, abstention, blank
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
	Regarding agenda item 6.c) for the election of Mr Derek Zissman: Vote in favor, vote against, abstention, blank
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
	Regarding agenda item 6.d) for the election of Ms Susanne Schröter-Crossan: Vote in favor, vote against, abstention, blank
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
	Regarding agenda item 6.e) for the election of Mr Stefan Smalla: Vote in favor, vote against, abstention, blank
	In the format required by the Commission Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
E. Agenda – agenda item 7	
1. Unique identifier of the agenda item	7
2. Title of the agenda item	Resolution on the amendment of the object of the Company and a corresponding amendment to the Articles of Association

	In the format required by the Commission Implementing Regulation (EU) 2018/1212 (brief summary): Resolution on the amendment of the object of the Company and the Articles of Association
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/hv
4. Vote	Binding vote In the format required by the Commission Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	Vote in favor, vote against, abstention, blank In the format required by the Commission Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
E. Agenda – agenda item 8	
1. Unique identifier of the agenda item	8
2. Title of the agenda item	Resolution on the approval of the remuneration system for the members of the Management Board
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/hv
4. Vote	Advisory vote In the format required by the Commission Implementing Regulation (EU) 2018/1212: AV
5. Alternative voting options	Vote in favor, vote against, abstention, blank In the format required by the Commission Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
E. Agenda – agenda item 9	
1. Unique identifier of the agenda item	9
2. Title of the agenda item	Resolution on the remuneration for the members of the Supervisory Board
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/hv
4. Vote	Binding vote In the format required by the Commission Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	Vote in favor, vote against, abstention, blank In the format required by the Commission Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
E. Agenda – agenda item 10	

1. Unique identifier of the agenda item	10
2. Title of the agenda item	Resolution on the revocation of the existing Authorized Capital 2020/I and the existing Authorized Capital 2017/II, the creation of a new Authorized Capital 2021/I with authorization to exclude subscription rights, and the corresponding amendment to Article 4 of the Articles of Association In the format required by the Commission Implementing Regulation (EU) 2018/1212 (brief summary): Revocation of existing authorized capitals 2020/I and 2017/II creation of a new authorized capital
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/hv
4. Vote	Binding vote In the format required by the Commission Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	Vote in favor, vote against, abstention, blank In the format required by the Commission Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
E. Agenda – agenda item 11	
1. Unique identifier of the agenda item	11
2. Title of the agenda item	Resolution on the revocation of the existing authorization and the creation of a new authorization to issue convertible bonds, bonds with warrants, profit participation rights and/or participating bonds (or combinations of these instruments) with the option to exclude subscription rights, the revocation of the existing Conditional Capital 2020/I, the creation of a new Conditional Capital 2021/I and the corresponding amendment to § 4 of the Articles of Association In the format required by the Commission Implementing Regulation (EU) 2018/1212 (brief summary): Authorization to issue bonds, creation of a new conditional capital
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/hv
4. Vote	Binding vote In the format required by the Commission Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	Vote in favor, vote against, abstention, blank

	In the format required by the Commission Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
E. Agenda – agenda item 12	
1. Unique identifier of the agenda item	12
2. Title of the agenda item	Resolution on the authorization to acquire treasury shares and on the use of these shares, including the authorization to redeem acquired treasury shares and capital reduction, and revocation of the corresponding existing authorization In the format required by the Commission Implementing Regulation (EU) 2018/1212 (brief summary): Authorization to acquire and use treasury shares and revocation of existing authorization
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/hv
4. Vote	Binding vote In the format required by the Commission Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	Vote in favor, vote against, abstention, blank In the format required by the Commission Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
F. Specification of the deadlines regarding the exercise of other shareholders rights – additional agenda items	
1. Object of deadline	Request for additional agenda items
2. Applicable issuer deadline	April 25, 2021, 24:00 hrs (CEST) (corresponds to 22:00 hrs UTC) In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20210425; 22:00 hrs UTC (Coordinated Universal Time)
F. Specification of the deadlines regarding the exercise of other shareholders rights – counter-motions	
1. Object of deadline	Submission of counter-motions opposing a certain agenda item
2. Applicable issuer deadline	May 11, 2021, 24:00 hrs (CEST) (corresponds to 22:00 hrs UTC) In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20210511; 22:00 hrs UTC (Coordinated Universal Time)
F. Specification of the deadlines regarding the exercise of other shareholders rights – election proposals	

1. Object of deadline	Submission of election proposals
2. Applicable issuer deadline	May 11, 2021, 24:00 hrs (CEST) (corresponds to 22:00 hrs UTC) In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20210511; 22:00 hrs UTC (Coordinated Universal Time)
F. Specification of the deadlines regarding the exercise of other shareholders rights – electronic submission of questions	
1. Object of deadline	Electronic submission of questions in German language
2. Applicable issuer deadline	May 24, 2021, 24:00 hrs (CEST) (corresponds to 22:00 hrs UTC) In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20210524; 22:00 hrs UTC (Coordinated Universal Time)
F. Specification of the deadlines regarding the exercise of other shareholders rights – electronic filing of objections against resolutions passed by the general meeting	
1. Object of deadline	Electronic filing of objections against resolutions passed by the general meeting
2. Applicable issuer deadline	On May 26, 2021 from the beginning of the General Meeting until the end of that General Meeting In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20210526; from the beginning of the General Meeting until the end of that General Meeting
F. Specification of the deadlines regarding the exercise of other shareholders rights – following the General Meeting via video and audio transmission live on the internet by using the password-protected Online Portal	
1. Object of deadline	Following the General Meeting via video and audio transmission online through the Online Portal
2. Applicable issuer deadline	May 26, 2021, from 10:00 hrs (CEST) (corresponds to 08:00 hrs UTC) In the format required by the Commission Implementing Regulation (EU) 2018/1212: 20210526; from 08:00 hrs UTC (Coordinated Universal Time)

*The term “participation” is used here exclusively in the meaning of the Commission Implementing Regulation (EU) 2018/1212 and is not identical to “participation” in the meaning of Section 118 German Stock Corporation Act (AktG).