

Information pursuant to Sec. 125 (1) AktG in conjunction with Section 125 (5) AktG, Art. 4 (1), Table 3 of the Annex to Implementing Regulation (EU) 2018/1212	
Type of information	Description
A. Specification of the message	
1. Unique identifier of the event	Ordinary virtual Annual General Meeting of HelloFresh SE 2023 In the format according to the Implementing Regulation (EU) 2018/1212: e333ac17bccfed118145005056888925
2. Type of message	Invitation to the virtual Annual General Meeting In the format according to the 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	12 May 2023 In the format according to the Implementing Regulation (EU) 2018/1212: 20230512
2. Time of the General Meeting	10:00 CEST (corresponds to 08:00 UTC) In the format according to the Implementing Regulation (EU) 2018/1212: 08:00 UTC (Coordinated Universal Time)
3. Type of General Meeting	Ordinary virtual Annual General Meeting without physical presence of shareholders or their proxies (with the exception of proxies appointed by the Company) In the format according to the Implementing Regulation (EU) 2018/1212: GMET
4. Location of the General Meeting	URL of the virtual general meeting: https://ir.hellofreshgroup.com/websites/hellofresh/English/5000/annual-general-meeting.html Location within the meaning of the German Stock Corporation Act: business premises of Grünebaum Gesellschaft für Event Logistik mbH, Lützowplatz 15 / Karl-Heinrich-Ulrichs-Straße 22/24, 10785 Berlin, Germany
5. Record Date	Record Date bearer shares: 20 April 2023, 24:00 CEST (equivalent to 22:00 UTC) In the format according to the Implementing Regulation (EU) 2018/1212: Record Date bearer shares 20230420, 22:00 Uhr UTC (Coordinated Universal Time)
6. Uniform Resource Locator (URL)	https://ir.hellofreshgroup.com/websites/hellofresh/English/5000/annual-general-meeting.html
D. Participation* in the general meeting - Voting by correspondence	
1. Method of participation by shareholder	Voting by correspondence In the format according to the Implementing Regulation (EU) 2018/1212: EV
2. Issuer deadline for the notification of participation	Registration for the Annual General Meeting by May 5, 2023, 24:00 (CEST) (corresponds to 22:00 UTC) In the format according to the implementing regulation (EU) 2018/1212: 20230505; 22:00 Uhr UTC (Coordinated Universal Time)
3. Issuer deadline for voting	For voting by postal vote or email: 11 May 2023, 24:00 (CEST) (corresponds to 22:00 UTC). In the format according to Implementing Regulation (EU) 2018/1212: 20230511; 22:00 UTC (Coordinated Universal Time). For voting by postal vote via the InvestorPortal: still during the Annual General Meeting on 12 May 2023 In the format according to Implementing Regulation (EU) 2018/1212: 20230512, still during the Annual General Meeting.

	The following applies to all types of postal voting: The prerequisite for exercising the voting right by postal voting is that the registration and the proof of shareholding are provided in due form and time.
D. Participation* in the general meeting – Participation* through proxy	
1. Method of participation by shareholder	<p>Authorisation by</p> <ul style="list-style-type: none"> - granting of power of attorney and instructions to the proxies appointed by the Company and bound by instructions proxies appointed by the Company; - Granting of power of attorney and, if applicable, instructions to an intermediary, a shareholders' association, a proxy adviser person who offers himself in a businesslike manner to shareholders for the exercise of voting rights at the Annual General Meeting; - the granting of proxy and, where applicable, instructions to third parties; <p>In the format according to Implementing Regulation (EU) 2018/1212: PX</p>
2. Issuer deadline for the notification of participation	<p>Registration for the Annual General Meeting until 5 May 2023, 24:00 (CEST) (corresponds to 22:00 UTC)</p> <p>In the format according to Implementing Regulation (EU) 2018/1212: 20230505; 22:00 UTC (Coordinated Universal Time)</p>
3. Issuer deadline for voting	<p>For the granting of proxy and instructions to the proxies nominated by the Company and bound by instructions by mail or email: 11 May 2023, 24:00 (CEST) (corresponds to 22:00 UTC)</p> <p>In the format according to Implementing Regulation (EU) 2018/1212: 20230511; 22:00 UTC (Coordinated Universal Time)</p> <p>For the granting of power of attorney and instructions to the proxies appointed by the Company and bound by instructions via the InvestorPortal: still during the Annual General Meeting on 12 May 2023</p> <p>In the format according to Implementing Regulation (EU) 2018/1212: 20230512, still during the Annual General Meeting.</p> <p>The following applies to all types of proxies: Registration in due form and time and proof of shareholding are required in each case. Proxies (including intermediaries, proxy advisors, shareholders' associations and persons who offer themselves in a businesslike manner to shareholders to exercise voting rights at the Annual General Meeting) must, for their part, use the proxies appointed by the Company and bound by instructions or the postal vote to cast their votes.</p>
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 at 31 December 2022, the combined management report for the Company and the Group for the financial year 2022, the report of the Supervisory Board for the financial year 2022 and the report of the Management Board on the disclosures pursuant to Section 289a (1), Section 315a (1) of the German Commercial Code (HGB)</p> <p>In the format according to Implementing Regulation (EU) 2018/1212 (short summary): Presentation of annual financial statements, consolidated financial statements and reports for the financial year 2022</p>
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/websites/hellofresh/English/5000/annual-general-meeting.html
4. Vote	---
5. Alternative voting options	---
E. Agenda - Agenda item 2	
1. Unique identifier of the agenda item	2
2. Title of agenda item	Resolution on the appropriation of the balance sheet profit of HelloFresh SE for the financial year 2022
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/websites/hellofresh/English/5000/annual-general-meeting.html

4. Vote	Binding vote
	In the format according to Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	In favor, vote against, abstention, blank
	In the format according to 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 agenda item	Resolution on the discharge of the members of the Management Board for the financial year 2022
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/websites/hellofresh/English/5000/annual-general-meeting.html
4. Vote	Binding vote
	In the format according to Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	In favor, vote against, abstention, blank
	In the format according to 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 agenda item	Resolution on the discharge of the members of the Supervisory Board for the financial year 2022
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/websites/hellofresh/English/5000/annual-general-meeting.html
4. Vote	Binding vote
	In the format according to Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	In favor, vote against, abstention, blank
	In the format according to 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 agenda item	Resolution on the appointment of the auditor of the annual financial statements and the auditor of the consolidated financial statements for the financial year 2023 and of the auditor for any review of the condensed financial statements and the interim management report in the financial year 2023 and for any review of additional interim financial information in the financial years 2023 and 2024
	In the format according to Implementing Regulation (EU) 2018/1212 (short summary): Resolution on the appointment of the auditor
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/websites/hellofresh/English/5000/annual-general-meeting.html
4. Vote	Binding vote
	In the format according to Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	In favor, vote against, abstention, blank
	In the format according to 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/websites/hellofresh/English/5000/annual-general-meeting.html
4. Vote	Regarding agenda item 6.1 on the election of Mr John H. Rittenhouse: Binding vote
	In the format according to Implementing Regulation (EU) 2018/1212: BV
	Regarding agenda item 6.2 on the election of Ms Ursula Radeke-Pietsch: Binding vote
	In the format according to Implementing Regulation (EU) 2018/1212: BV

	Regarding agenda item 6.3 on the election of Ms Susanne Schröter-Crossan: Binding vote
	In the format according to Implementing Regulation (EU) 2018/1212: BV
	Regarding agenda item 6.4 on the election of Mr Stefan Smalla: Binding vote
	In the format according to Implementing Regulation (EU) 2018/1212: BV
	Regarding agenda item 6.5 on the election of Mr Derek Zissman: Binding vote
	In the format according to Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	Regarding agenda item 6.1 on the election of Mr John H. Rittenhouse: In favor, vote against, abstention, blank
	In the format according to Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
	Regarding agenda item 6.2 on the election of Ms Ursula Radeke-Pietsch: In favor, vote against, abstention, blank
	In the format according to Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
	Regarding agenda item 6.3 on the election of Ms Susanne Schröter-Crossan: In favor, vote against, abstention, blank
	In the format according to Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
	Regarding agenda item 6.4 on the election of Mr Stefan Smalla: In favor, vote against, abstention, blank
	In the format according to Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
	Regarding agenda item 6.5 on the election of Mr Derek Zissman: In favor, vote against, abstention, blank
	In the format according to 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 approval of the compensation report for the financial year 2022
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/websites/hellofresh/English/5000/annual-general-meeting.html
4. Vote	Advisory vote
	In the format according to Implementing Regulation (EU) 2018/1212: AV
5. Alternative voting options	In favor, vote against, abstention, blank
	In the format according to 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 amendment of Article 8 (2) sentence 1 of the Articles of Association (term of appointment of members of the Supervisory Board)
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/websites/hellofresh/English/5000/annual-general-meeting.html
4. Vote	Binding vote
	In the format according to Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	In favor, vote against, abstention, blank
	In the format according to 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 agenda item	Resolution on the insertion of a new Article 14 (4) of the Articles of Association (authorization of the Management Board to hold a general meeting in virtual form)
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/websites/hellofresh/English/5000/annual-general-meeting.html
4. Vote	Binding vote In the format according to Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	In favor, vote against, abstention, blank In the format according to 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 agenda item	Resolution on the amendment of Article 17 (2) of the Articles of Association to enable Supervisory Board members to participate in a virtual general meeting by means of video and audio transmission
3. Uniform Resource Locator (URL) of the materials	https://ir.hellofreshgroup.com/websites/hellofresh/English/5000/annual-general-meeting.html
4. Vote	Binding vote In the format according to Implementing Regulation (EU) 2018/1212: BV
5. Alternative voting options	In favor, vote against, abstention, blank In the format according to Implementing Regulation (EU) 2018/1212: VF, VA, AB, BL
F. Specification of the deadlines regarding the exercise of other shareholders rights - Amendment of Agenda	
1. Object of deadline	Request for amendments to the agenda
2. Applicable issuer deadline	11 April 2023, 24:00 (CEST) (corresponds to 22:00 UTC) In the format according to Implementing Regulation (EU) 2018/1212: 20230411; 22:00 UTC (Coordinated Universal Time)
F. Specification of the deadlines regarding the exercise of other shareholders rights - Counter-motion	
1. Object of deadline	Transmission of counter-motions to a specific item on the agenda
2. Applicable issuer deadline	27 April 2023, 24:00 (CEST) (corresponds to 22:00 UTC) In the format according to Implementing Regulation (EU) 2018/1212: 20230427; 22:00 UTC (Coordinated Universal Time)
F. Specification of the deadlines regarding the exercise of other shareholders rights - Election proposal	
1. Object of deadline	Transmission of election proposals
2. Applicable issuer deadline	27 April 2023, 24:00 (CEST) (corresponds to 22:00 UTC) In the format according to Implementing Regulation (EU) 2018/1212: 20230427; 22:00 UTC (Coordinated Universal Time)
F. Specification of the deadlines regarding the exercise of other shareholders rights - Submission of statements	
1. Object of deadline	Submission of statements
2. Applicable issuer deadline	6 May 2023, 24:00 (CEST) (corresponds to 22:00 UTC) In the format according to Implementing Regulation (EU) 2018/1212: 20230506; 22:00 UTC (Coordinated Universal Time)
F. Specification of the deadlines regarding the exercise of other shareholders rights – Electronic filing of objections against resolutions of the general meeting²	
1. Object of deadline	Electronic filing of objections against resolutions of the general meeting of shareholders
2. Applicable issuer deadline	On 12 May 2023 from the beginning of the Annual General Meeting until its end In the format according to Implementing Regulation (EU) 2018/1212: 20230512; from the beginning of the general meeting until its end
F. Specification of the deadlines regarding the exercise of other shareholders rights – Request for confirmation of the counting of votes	
1. Object of deadline	Making a request for confirmation of the counting of votes
2. Applicable issuer deadline	12 June 2023, 24:00 (CEST) (corresponds to 22:00 UTC) In the format according to Implementing Regulation (EU) 2018/1212: 20230612; 22:00 UTC (Coordinated Universal Time)

²The term "participation" is used above not as physical participation within the meaning of Section 118 of the German Stock Corporation Act, but exclusively as participation in the virtual Annual General Meeting within the meaning of Section 118a of the German Stock Corporation Act.²