



**Online is the future? – Online is now!**

Brussels, June 2016



# How HelloFresh built up a unique grocery retail consumer brand







# Asking for preferences - Everybody loves eating fresh food

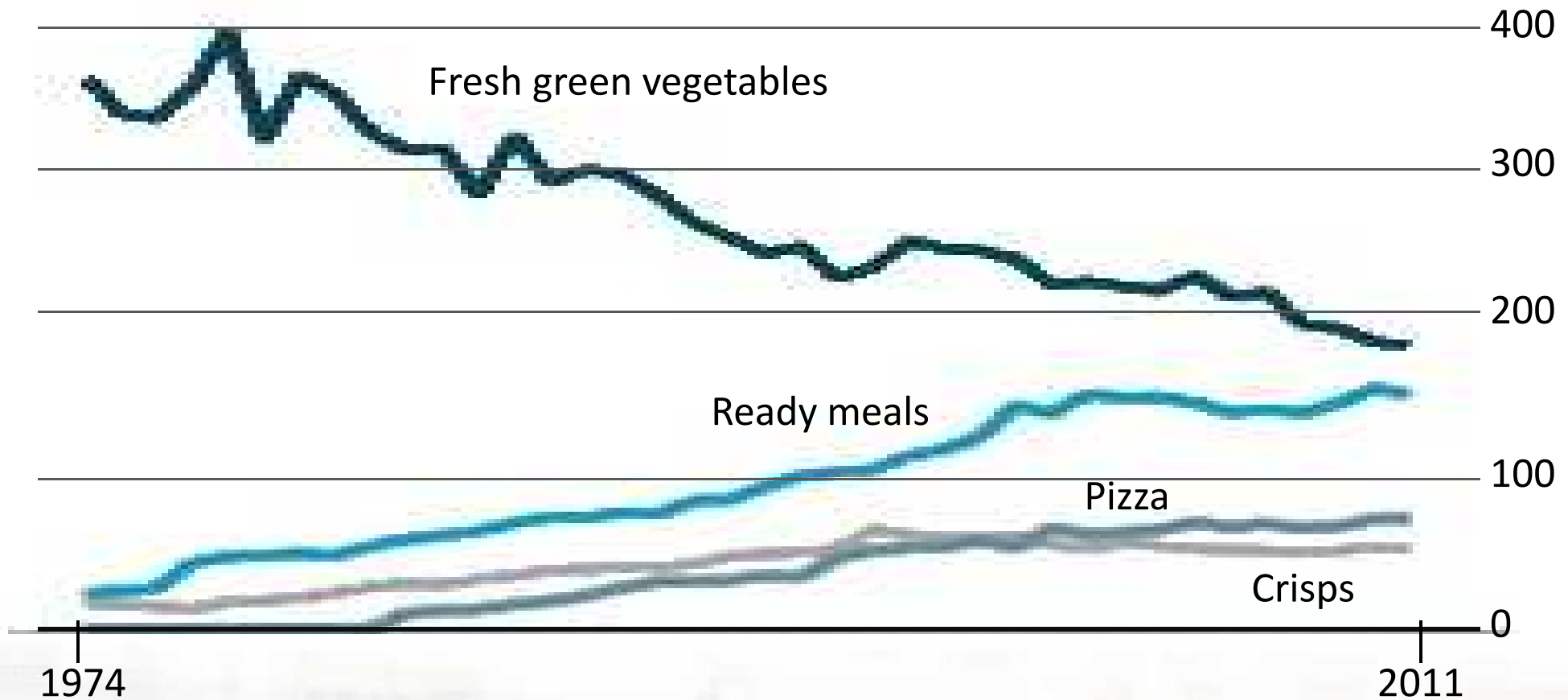
## Consumers love fresh food





# However, people eat less and less fresh food today

## UK Example: Food consumption, grams per week



<http://www.economist.com/news/britain/21582259-it-has-become-nation-microwavers-and-takeaway-munchersbut-surprisingly-sociable-one>



**Thus, we are bringing innovation to an underserved industry**

**The average household eats 62% of their meals at home**

**While innovation for out of home dining has exploded, the at home market has gone 50 Years without true innovation**



**Our Goal is to deliver personalised fresh food at home**







Hence, consumers love HelloFresh because of...



No  
**Planning**



1 Box **Delivered Weekly** To The Door

No  
**Shopping**



Perfectly **Portioned Ingredients** For 3-5 Meals Per Week

No  
**Shopping**



Personalised **Fresh Food**, Locally Sourced

No  
**Waste**



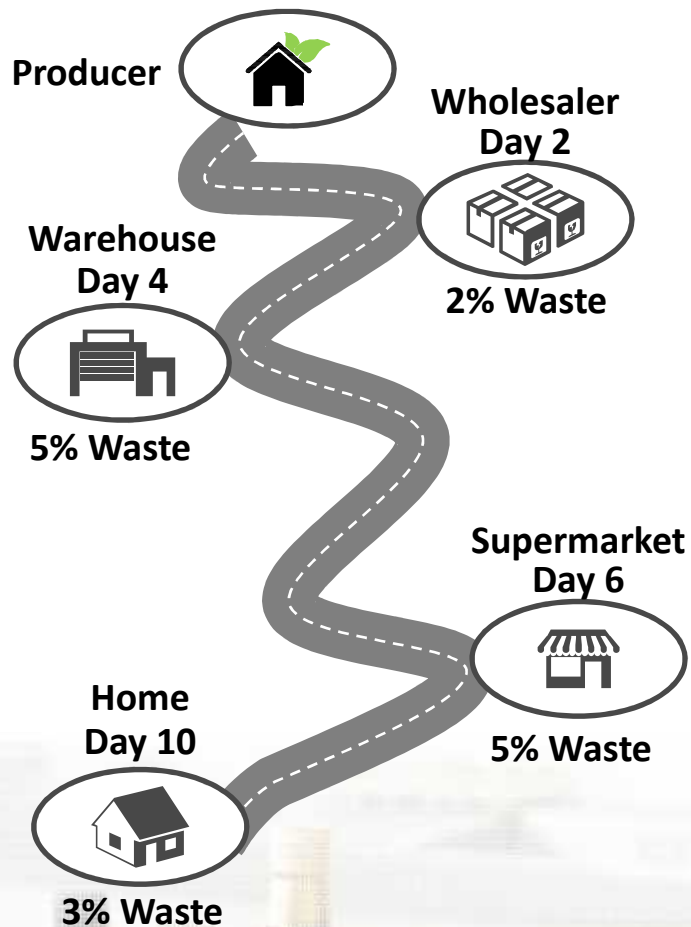
**Easily Managed** Via **Subscription Platform**



# HelloFresh is disrupting the traditional food supply chain

## Typical Food Supply Chain

10 Days & 5 Parties



Source: Management estimates.

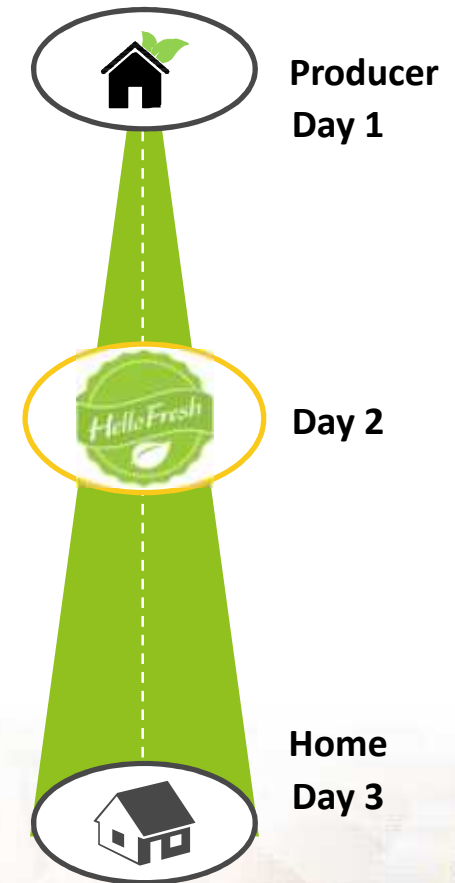
Faster & Fresher

No Food Waste

More Margin

## HelloFresh Supply Chain Revolution

3 Days & 3 Parties

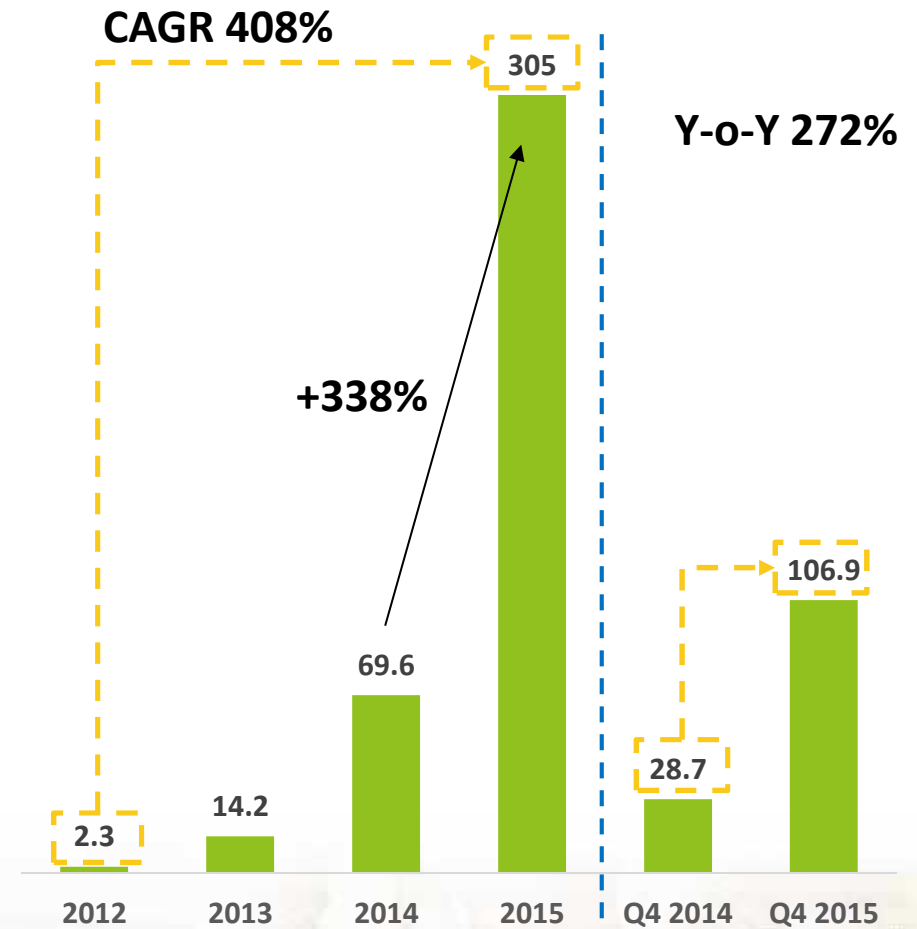




# HelloFresh has realized tremendous growth since 2012



## Net Revenues (mio. €)<sup>2</sup>



Source: Management data, audited and reviewed financials.

1. Active customers refers to the number of uniquely identified customers who received at least one box within the 13 weeks, as of Mar-2016

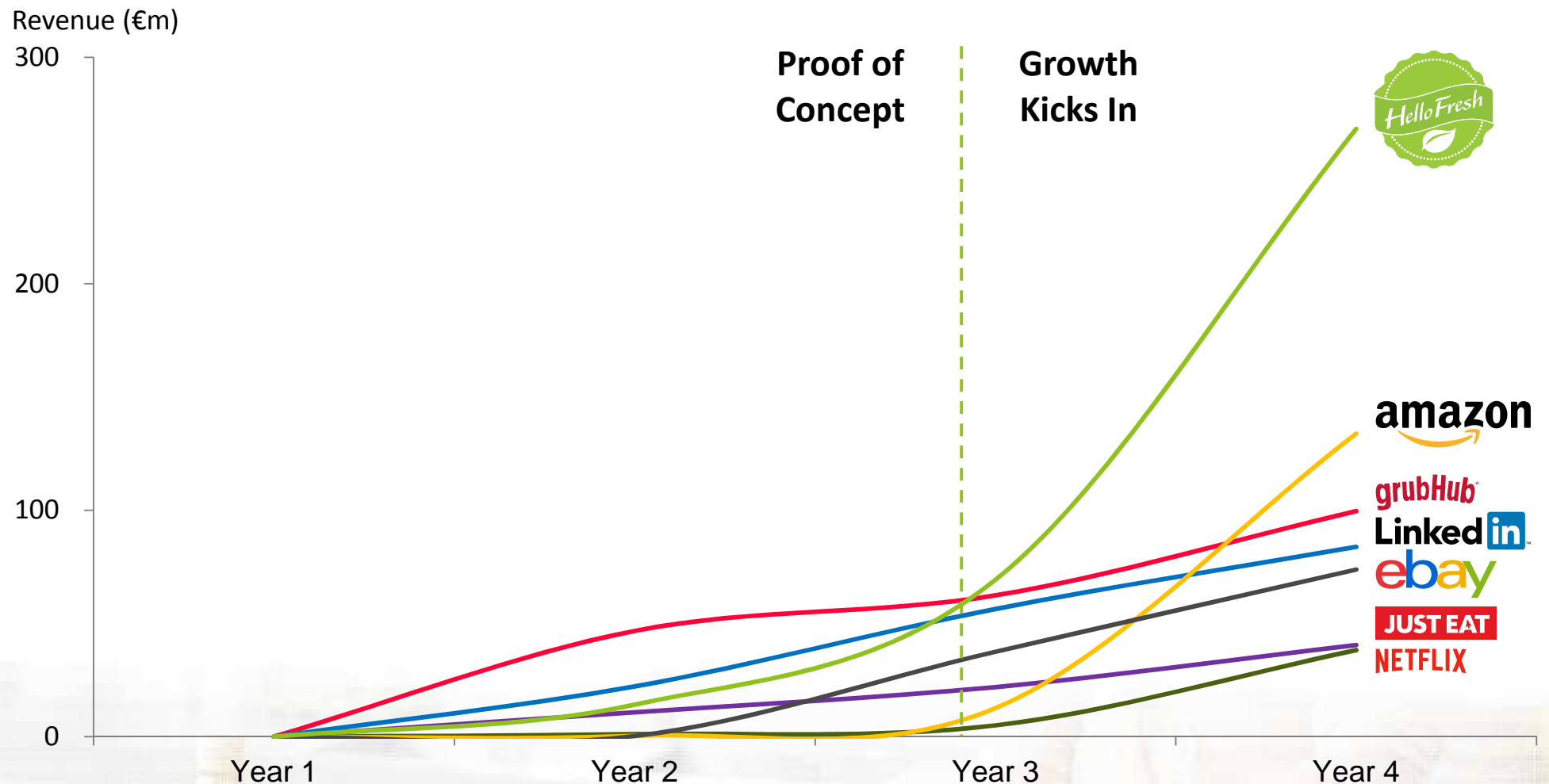
2. Audited IFRS financials for FY2012, FY2013, FY2014 and FY 2015.





# HelloFresh growth is currently outpacing key disruptive consumer brands ...

## Growth Above Key Disruptive Consumer Brands



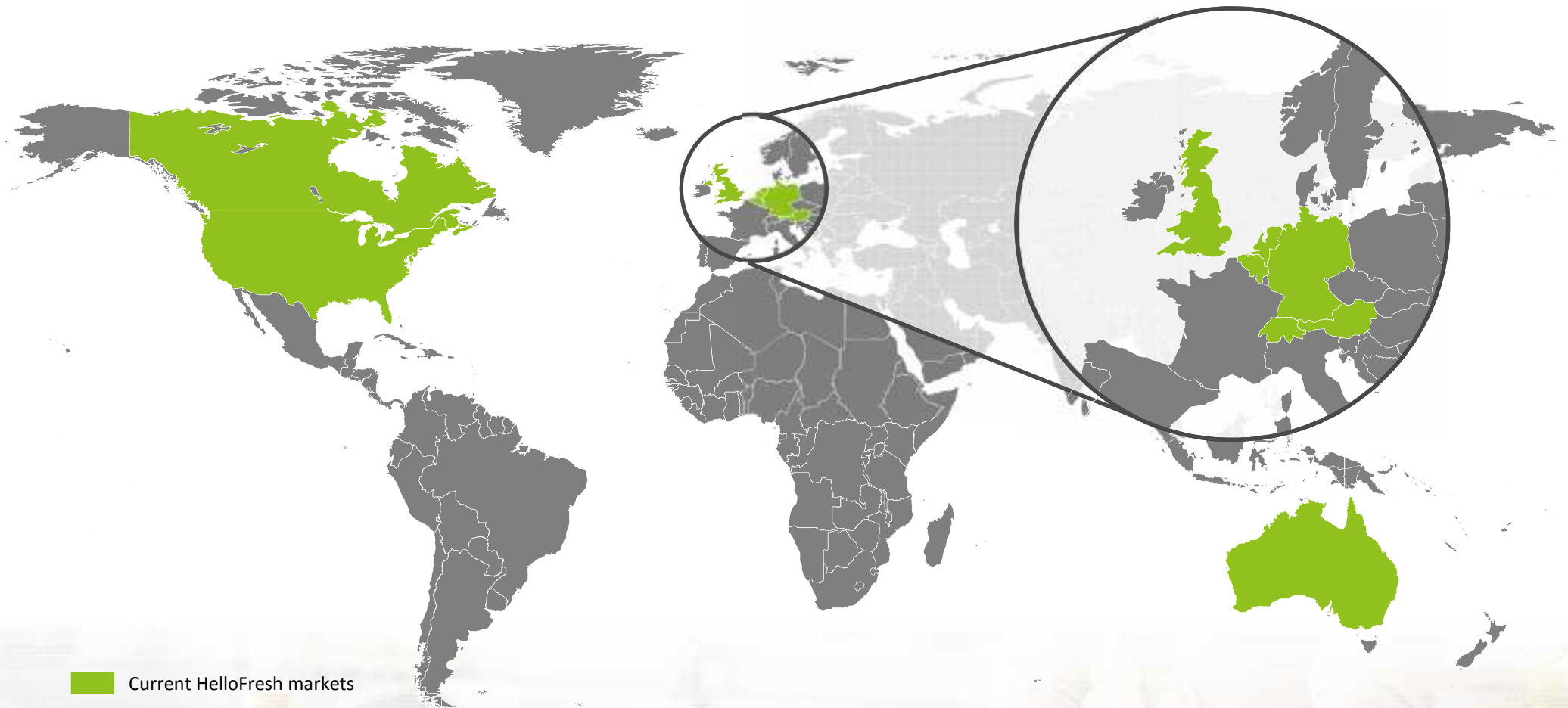
Source: Management data, company public filings, Capital IQ

Note: Individual companies' revenue converted to EUR at historical fx-rates (source: Capital IQ); Year 2 indicates the second reported fiscal year revenues (Amazon: 1995, grubhub: 2011, eBay: 1996, Just Eat: 2009, LinkedIn: 2007, Netflix: 1998; Year 1 based to zero for all companies for illustrative purposes).



# ... serving costumers across Europe, North America and Australia

## HelloFresh Global Footprint



**205m Households in Current HelloFresh Markets**



# Why it takes a tech company to crack the challenges of groceries online







# Our technology platform consists of five seamlessly integrated engines

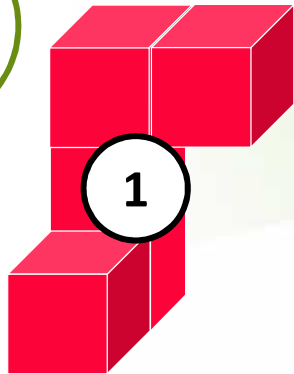
## HelloFresh Technology Platform



**LUCY**

**Personalization Engine**

Offering the right recipe for our subscribers



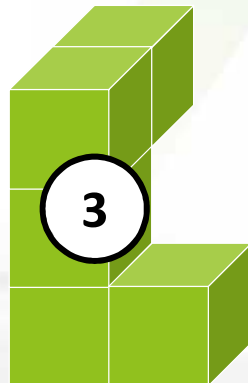
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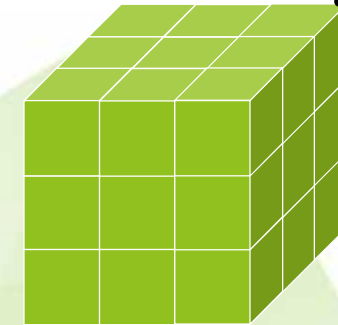
**JULIA**

**Logistics Engine**

Just-in-time manufacturing & last mile delivery



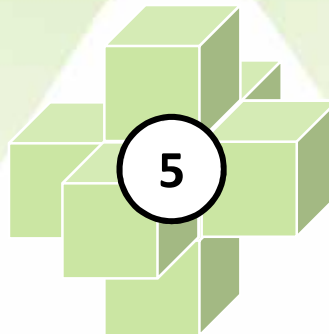
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**FRESH**

**Unified Application & Data Layer**

Our proprietary layer for application services and big data



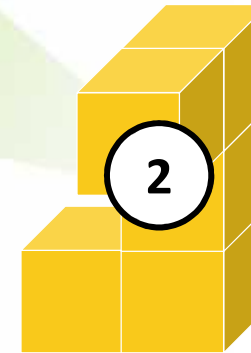
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**PAUL**

**Procurement Engine**

Sourcing high quality ingredients at attractive prices



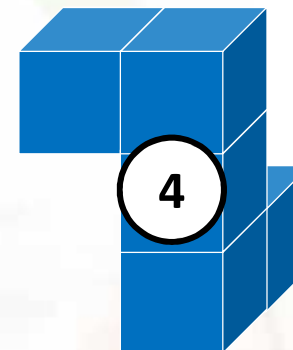
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**JESSICA**

**Subscriber Acquisition & Retention Engine**

Finding and retaining high-CLV subscribers







4





# We are uniquely positioned for personalization

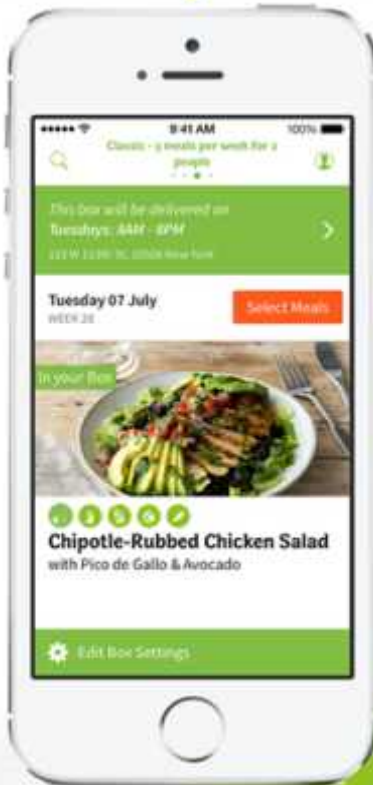
	Food Design Data	Shopping Data	Cooking Data	Taste Data
	HelloFresh collects data across the whole home cooking process, which provides us with superior customer insights			
	X	✓	X	X
	X	✓	X	X
	✓	X	X	X



# HelloFresh is continuously improving it's understanding of costumer preferences

## START

### Curation



### Taste Clustering



## FUTURE

### Hyper-Personalization

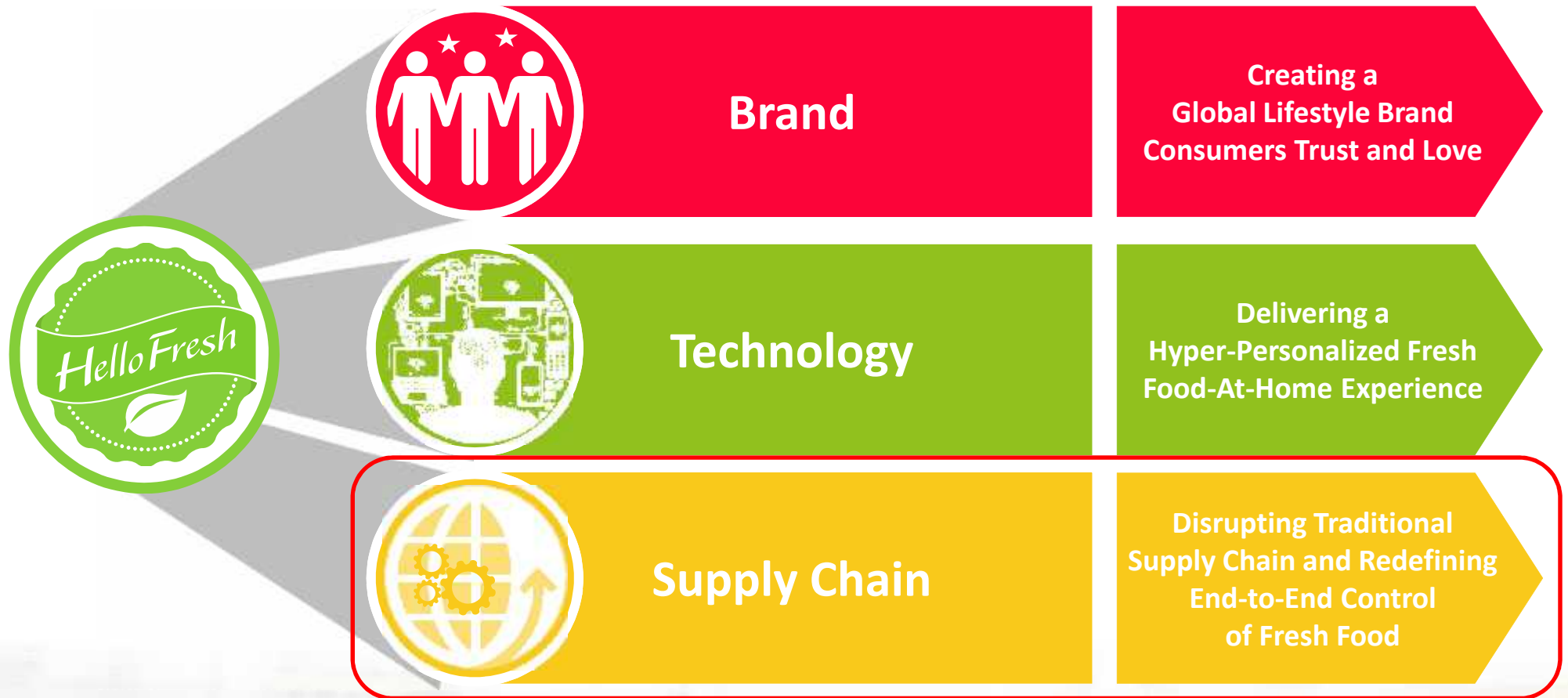


Degree of Personalization





# The advantages of disintermediation and a just-in-time supply chain



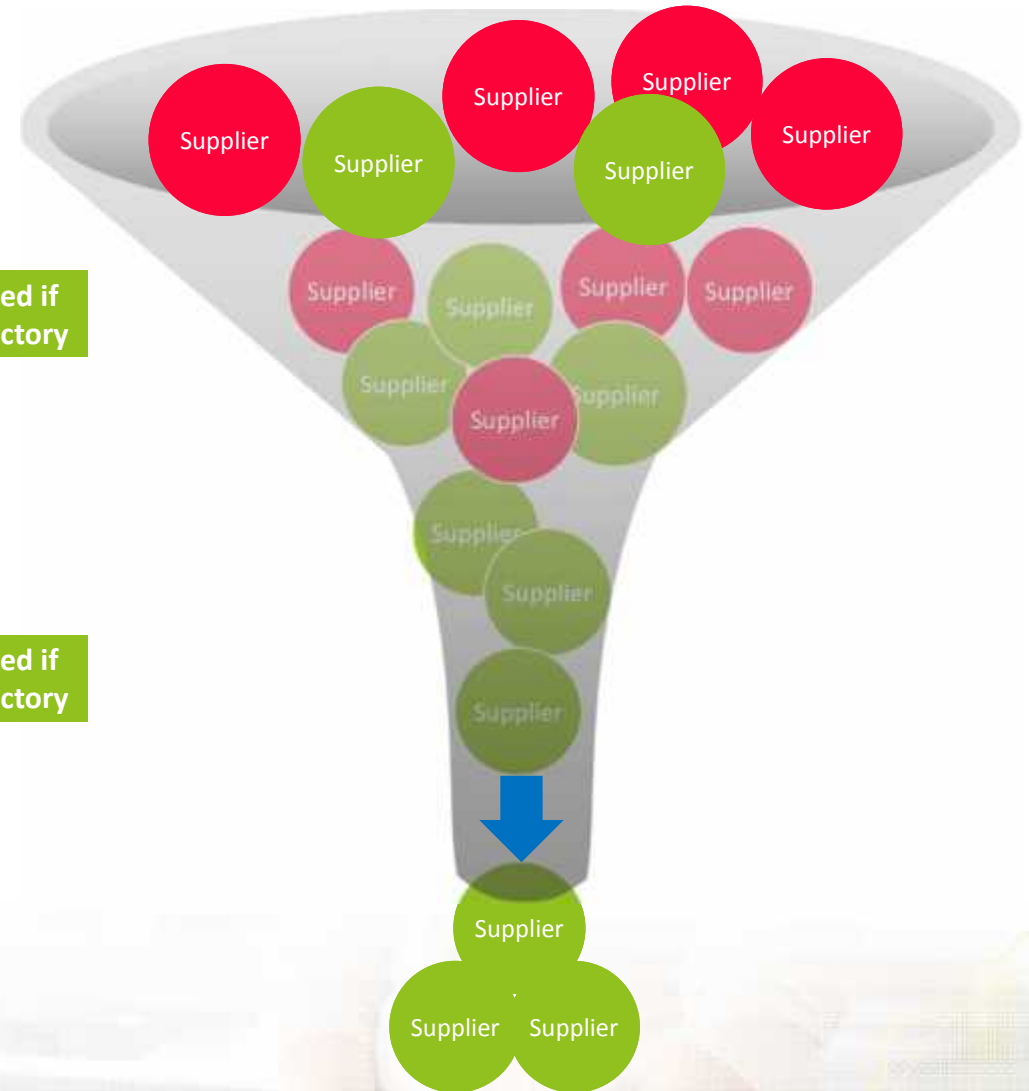
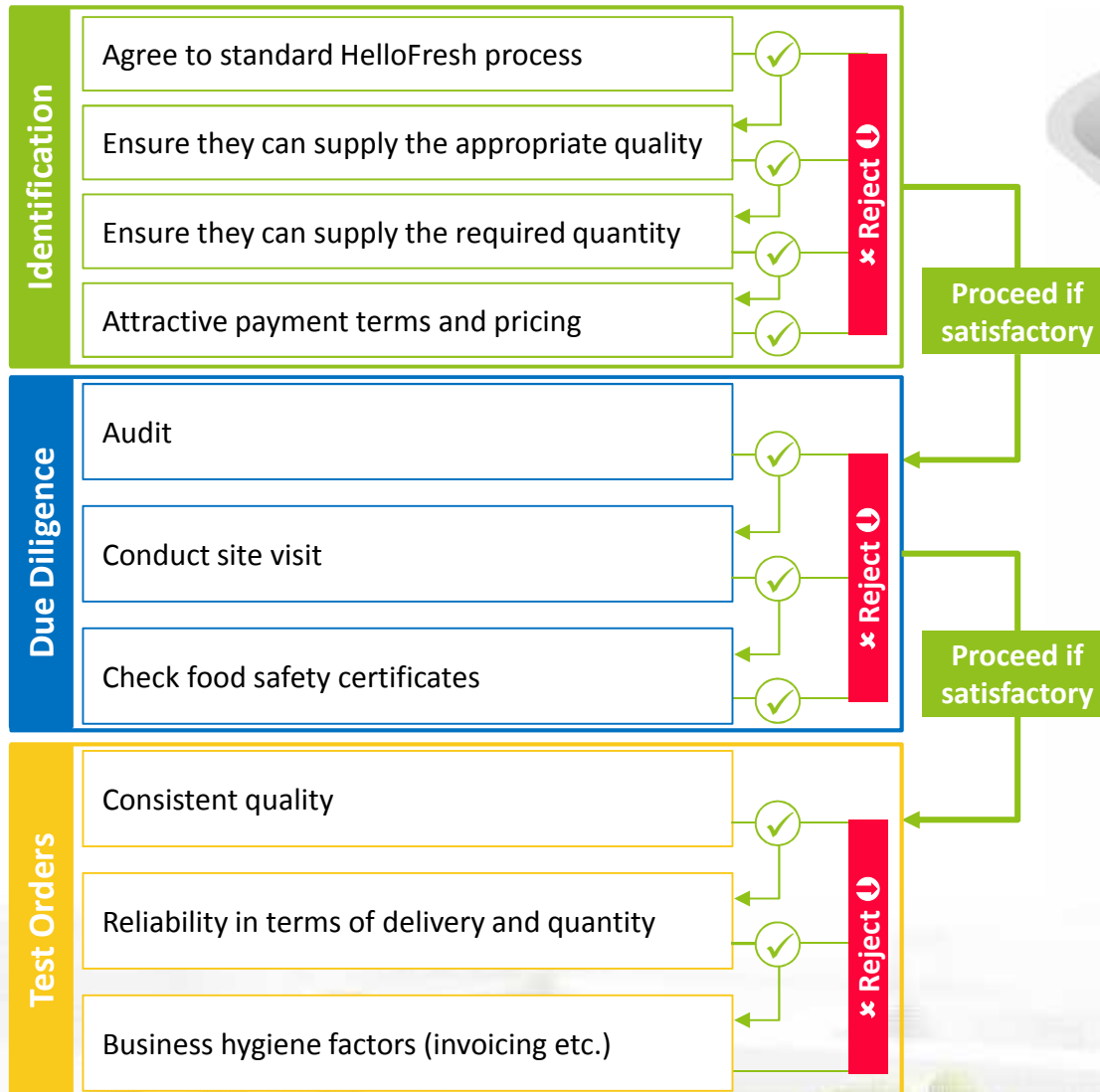


## HelloFresh owns the subscriber experience End-to-End





# We carefully select & on-board suppliers to the HelloFresh process







# Every month we send out food for....



**> 7.500.000 meals...**



## ...with further potential for penetration and expansion





## Our Mission:

Build the **leading**, global online consumer food brand



AT HELLOFRESH WE WANT TO CHANGE  
THE WAY PEOPLE EAT – FOREVER







**Thank you for your attention**

