

HELLOFRESH GROUP

Press release

Key Performance Indicators

Group

	Q2 2023	Q2 2022	Y-o-Y	HY 2023	HY 2022	Y-o-Y
Active customers (in millions)	7.30	8.00	(8.7 %)			
Number of orders (in millions)	30.00	32.26	(7.0 %)	62.82	66.83	(6.0 %)
Meals delivered (in millions)	253.6	269.8	(6.0 %)	532.1	557.1	(4.5 %)

North America¹

	Q2 2023	Q2 2022	Y-o-Y	HY 2023	HY 2022	Y-o-Y
Active customers (in millions)	4.12	4.55	(9.6 %)			
Number of orders (in millions)	17.09	18.50	(7.6 %)	36.00	38.13	(5.6 %)
Meals delivered (in millions)	136.6	145.6	(6.2 %)	289.2	299.5	(3.4 %)

International

	Q2 2023	Q2 2022	Y-o-Y	HY 2023	HY 2022	Y-o-Y
Active customers (in millions)	3.18	3.44	(7.5 %)			
Number of orders (in millions)	12.91	13.76	(6.2 %)	26.81	28.70	(6.6 %)
Meals delivered (in millions)	117.0	124.2	(5.8 %)	242.9	257.7	(5.8 %)

¹ The North America segment comprises our businesses in Canada (until 31 December 2022 included in the International Segment) and the United States of America. Comparatives have been adjusted accordingly to reflect the new segment structure.

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Results of Operations

Group

	Q2 2023	Q2 2022	Y-o-Y	HY 2023	HY 2022	Y-o-Y
Revenue ³ (in mEUR)	1,917.5	1,957.1	(2.0 %)	3,933.6	3,872.5	1.6 %
Revenue constant currency (in mEUR)	1,973.5	1,957.1	0.8 %	3,952.3	3,872.5	2.1 %
Contribution Margin ¹ (in mEUR)	545.5	500.2	9.1 %	1076.4	982.9	9.5 %
Contribution Margin ¹ (in % of revenue)	28.4%	25.6%	2.9pp	27.4%	25.4%	2.0pp
AEBITDA (mEUR)	191.9	145.9	31.5 %	258.0	245.2	5.3 %
AEBITDA (in % of revenue)	10.0%	7.5%	2.5pp	6.6%	6.3%	0.2pp

North America²

	Q2 2023	Q2 2022	Y-o-Y	HY 2023	HY 2022	Y-o-Y
Revenue ³ (in mEUR)	1,264.6	1,282.0	(1.4 %)	2,600.0	2,499.6	4.0 %
Revenue constant currency (in mEUR)	1,298.6	1,282.0	1.3 %	2,583.1	2,499.6	3.3 %
Contribution Margin ¹ (in mEUR)	399.4	349.2	14.4 %	784.6	679.1	15.5 %
Contribution Margin ¹ (in % of revenue)	31.4%	27.1%	4.2pp	30.0%	27.1%	2.9pp
AEBITDA (mEUR)	167.2	126.9	31.7 %	243.2	212.5	14.4 %
AEBITDA (in % of revenue)	13.1%	9.9%	3.3pp	9.3%	8.5%	0.8pp

International

	Q2 2023	Q2 2022	Y-o-Y	HY 2023	HY 2022	Y-o-Y
Revenue ³ (in mEUR)	652.9	675.1	(3.3 %)	1333.6	1372.7	(2.9 %)
Revenue constant currency (in mEUR)	674.9	675.1	0.0%	1369.2	1372.7	(0.3 %)
Contribution Margin ¹ (in mEUR)	161.0	159.3	1.1%	319.8	319.7	0.0%
Contribution Margin ¹ (in % of revenue)	24.4%	23.5%	0.9pp	23.8%	23.2%	0.6pp
AEBITDA (mEUR)	59.7	50.1	19.2%	87.7	92.8	(5.5 %)
AEBITDA (in % of revenue)	9.1%	7.4%	1.7pp	6.5%	6.7%	(0.2)pp

1 Excluding share-based compensation (SBC) expenses.

2 The North America segment comprises our businesses in Canada (until 31 December 2022 included in the International Segment) and the United States of America. Comparatives have been adjusted accordingly to reflect the new segment structure.

3 External revenue from contracts with customers.