



**HELLO  
FRESH**

**Modern Slavery  
Statement 2023**

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# Executive Summary

At HelloFresh,  
our mission is to  
change the way  
people eat forever.

HelloFresh was founded in 2011 as one of the first innovators of the meal-kit industry. Our mission is to change the way people eat forever. Our meal kits contain nearly everything required to create varied, nutritious meals at home, helping our customers save time on shopping and meal planning. We also offer a wide range of ready-to-eat meals, snacks, and pantry items. Over the years, we have built strong and trusted meal-kit brands in HelloFresh and EveryPlate, as well as developing the Youfoodz brand through the growth of our ready-to-heat business vertical.

As part of the world's largest meal-kit company by sales, HelloFresh Australia and Youfoodz recognise the importance of ensuring that we understand our supply chain thoroughly in order to detect, assess and remediate any risks of modern slavery practices at every level. With our extensive network of direct and indirect suppliers that play an important role in delivering fresh and healthy products to millions of households across Australia, we understand the contributions we must make to ensure that the many individuals involved are employed in safe and secure conditions, and that they are remunerated fairly.

During 2023, as our brands and operations continued to develop and mature, so did our commitment to meeting the needs of our expanding customer base, while continuing to maintain our standards of safety, security and fairness for those who work within the HelloFresh group, as well as within our supply network. Throughout the year, we worked to further enshrine our set of ethical principles that exist for the protection of our employees, and those of our direct and indirect suppliers, and those that serve as a basic prerequisite for doing business with us.

We acknowledge that as our network of suppliers continues to evolve, and as they experience many of the challenges that have been ever present over recent years, the risk of modern slavery practices occurring within some part of our supply chain does exist, especially where suppliers from a wide range of industries converge to provide inputs into our products. As a result, we strive to be diligent and proactive to maintain open and transparent communication with all our suppliers, in order to minimise this risk to the greatest extent that we can, both through our public statements and policy framework, and through fostering strong relationships on a day-to-day basis.

This Modern Slavery Statement outlines the actions taken to assess and address modern slavery risks in our business operations and supply chain for the year ended 31 December 2023, as well as the road ahead.

# Introduction

Grocery Delivery E-Services Australia Pty Ltd, ACN 155 437 620 (HelloFresh Australia) is a company incorporated in Australia. Our registered office is located in Sydney, New South Wales. HelloFresh Australia forms a part of the HelloFresh group of companies worldwide, and is a wholly-owned subsidiary of its German parent company, HelloFresh SE.

This statement is given pursuant to section 14 of the Modern Slavery Act 2018 (Cth) (Modern Slavery Act), covering the activities of the following entities for the year 1 January 2022 to 31 December 2023:

- Grocery Delivery E-Services Australia Pty Ltd
- Cook E-Services Australia Pty Ltd
- Youfoodz Holdings Pty Ltd
- Youfoodz Pty Ltd
- IDK Pty Ltd
- Fresh Four Pty Ltd
- Youfoodz IP Pty Ltd
- Youjuice Pty Ltd

This statement has been approved by the directors of HelloFresh Australia.

HelloFresh Australia continues to support the objectives of the Modern Slavery Act, and, as part of our mission to embed the values of sustainability, ethical behaviour, strong governance and transparent oversight in all our business practices, we are committed to addressing, and striving to eliminate the risk of Modern Slavery Practices in our business and throughout our supply chain.

# Our Structure, Operations & Supply Chain

Operating in Australia since 2012, HelloFresh is the leading provider of home-delivered meal kits to consumers nationwide.

In collaboration with our extensive network of suppliers, we source ingredients and packaging materials, and provide customers with pre-portioned ingredients as part of a wide variety of carefully curated recipes, for them to cook at home. In addition, we also offer to our customers a wide range of ready-to-eat meals, snacks, juices and other pantry and grocery items

As part of our ongoing commitment to providing a high quality, fresh and interesting product offering to our customers, HelloFresh has continued to make investments into the expansion of its operational capability with the construction of a new distribution facility in Sydney, unlocking additional fulfillment capacity, as well as the commissioning of new equipment and systems in our facilities across Australia during 2023. HelloFresh maintains a long term view of customer capacity, setting up for future success, with a workforce of over 2,000 employees Australia-wide, prepared to meet the growing demands of our customers for years to come.

# Our Structure, Operations & Supply Chain

## Operations

HelloFresh's operations revolve around the fulfilment and delivery of weekly meal box subscriptions for our customers, entailing a weekly cycle involving the procurement of various bulk and pre-portioned and packaged ingredients as well as packaging and insulation materials. The delivery and storage of inbound materials is coordinated at our distribution centres to facilitate the pick-and-pack and sorting process before our products are distributed to customers through a network of refrigerated line-haul and last mile delivery providers.

The operations of YouFoodz, incorporating the necessary processing, cooking and manufacturing steps to produce complete, ready-to-heat meals, rely on the same fundamental model of primarily fast moving, short shelf life inbound goods, that are transformed into a finished product, and packaged for delivery via a refrigerated delivery network.

In both instances, our operations and supply chain varies significantly from that of a traditional grocery or food retailer, and the fast-moving nature of our operating model requires high levels of co-ordination and integration with our network of suppliers. We heavily rely on our suppliers to work in a flexible and agile manner with us, and as such we have a strong focus on developing long-term strategic relationships with our suppliers, ensuring that they can not only meet our operating requirements, but can conform with ethical trading requirements and our global standards for quality, safety and sustainability. In addition, the parallels between HelloFresh and YouFoodz allow for strengthened relationships with the suppliers of the group, a significant portion of whom supply to both HelloFresh and YouFoodz, allowing for both operational efficiencies and mitigating risks within our supply chain.

## Supply Chain

HelloFresh and YouFoodz work with a vast array of suppliers to facilitate their operations, and these can be broadly categorised into Upstream, Downstream or Indirect suppliers.

### Upstream

Upstream Suppliers are those who supply HelloFresh with raw materials and pre-production goods for further input, packing, processing and delivery by HelloFresh. These include suppliers of the following categories of products:

- Meat & Protein
- Fruit & Vegetables
- Spices, Sauces and Condiments
- Packaging Materials
- Recipe Cards & Other In-box materials
- Inbound Freight Providers

### Downstream

Downstream Suppliers are those who provide inputs into HelloFresh and YouFoodz products from the raw materials stage through to end-delivery to the customer. This includes (but is not limited to) the following:

- Logistics and Outbound Freight Providers
- Labour Hire Providers
- Food Preparation Service Providers
- Equipment & Maintenance Providers
- Utility Providers

### Indirect

Indirect Suppliers are those who do not directly contribute to the fulfilment of HelloFresh and YouFoodz orders, but are necessary to the operation of a certain function of the business, or provide ancillary support to the business. Indirect Suppliers include:

- Cleaning & Pest Control Providers
- IT Providers
- Various Tech & Software Suppliers
- Insurance Providers
- Consultants, Advisers and Professional Consultants
- Property Development and Leasing Providers
- Suppliers of Marketing Services

# Risks of Modern Slavery Practices in HelloFresh's Operations and Supply Chain

## Risks in our Operations

The operations of HelloFresh and YouFoodz are generally considered to have a low risk of modern slavery practices, primarily due to their localised workforce, strong oversight and control over major contracting arrangements, and strong supplier selection methods and policy framework to manage relevant risks. The Ethical Trading principles and expectations of suppliers, that are standardised across the HelloFresh group globally, are enshrined in contracts between HelloFresh and suppliers, and in relevant supplier documentation and manuals.

HelloFresh Australia's workforce is almost entirely localised within Australia, and comprises workers either directly employed by HelloFresh Australia, or workers contracted through a small network of trusted suppliers, working within HelloFresh premises, and with full transparency and oversight of working conditions, rates of pay, entitlements and hours of work.

For employees of HelloFresh and YouFoodz, a strong HR and recruitment governance framework ensures that all entitlements, conditions and rates of pay are subject to either the National Employment Standards, or the relevant award or other instrument. Employee conditions and rates of pay are regularly independently reviewed and audited. HelloFresh Australia maintains transparent relationships with its employees and contractors, as well as Fair Work Australia and other regulatory bodies.

Where HelloFresh Australia engages operational personnel via third parties, including third-party labour-hire providers, we employ a range of controls to ensure that conditions are consistent with those experienced by our own employees, and described above. These controls include an on-site induction process (consistent with HelloFresh staff), independent time tracking and pay rate calculations performed by HelloFresh, and regular review activity with labour-hire providers.

# Risks of Modern Slavery Practices in HelloFresh's Operations and Supply Chain

## Risks in our Supply Chain

### Upstream

HelloFresh Australia's Upstream Supply Chain consists of a large network of suppliers who supply a wide range of goods, and in doing so employ varying degrees of labour resources across many geographical regions. For these reasons, a tiered approach to assessing the risk level of each of our Upstream Suppliers is necessary in order for us to conduct a reasonable assessment of our supply chain, and to prioritise our efforts to address any risks of Modern Slavery Practices.

As of 1 January 2023, the HelloFresh Group (and therefore HelloFresh Australia as a wholly-owned subsidiary) is subject to the German Supply Chain Due Diligence Act, which requires, amongst other things, a detailed annual risk assessment to be conducted in relation to our own operations, and those of our suppliers. Additionally, in accordance with the Act, we have developed a comprehensive Ethical Trading Program, which includes the risk assessment, as well as a prevention program, complaints procedure, and frameworks for monitoring, documenting, and reporting ethical trading concerns, all of which are described in further detail throughout this statement.

The annual risk assessment consists of two parts, an abstract risk analysis (part one), and a subsequent in-depth risk analysis based on the results of part one (part two). Both parts are described in more detail below:

#### Part One - Abstract Risk Assessment

The Abstract Risk Assessment is intended to assign each of our suppliers with a risk score from low to medium to high in order to segment our supplier base into risk categories and to identify relevant risk areas as well as sectors and business areas with increased risk for the further in-depth risk assessment. To do this, we use country and/or sector-specific risk scores from SEDEX, one of the world's largest data platforms for supply chain assessments and sustainable supply chain solutions. Based on the abstract risk assessment, we have identified different potentially relevant risk areas, including health and safety, child labour, discrimination, freedom of association and working hours as relevant risks within our supply chain, and therefore the focus of further, in-depth risk analysis.

#### Part Two - Detailed Risk Assessment

For the identified business areas and sectors with an increased inherent risk, we are in the process of conducting further in-depth risk analyses. The primary method of analysis is a SEDEX self-assessment questionnaire, which aims to gain a deeper understanding of our supplier base (and associated risks) to conduct further targeted assessments including, among other things, on-site audits and interviews with key personnel. During 2023, around 65% of suppliers that we identified as high priority (as a result of the abstract risk assessment) completed the SEDEX SAQ. The remainder continue to be completed throughout 2024.



# Risks in our Supply Chain

Factors that influence the risk rating of upstream suppliers include:

- Supplier Country Origin
- Sector and Commodity Risk
- Reliance on HelloFresh
- Annual Expenditure
- Supplier size/industry presence
- SAQ results

Based on the risk assessment, High Risk suppliers will be subject to Preventive Action and/or Corrective Action Programs, which will include:

- Supplier Audits
- Supplier Undertaking and Commitments
- Supplier executive declarations with respect to labour practices

The continued growth of HelloFresh and YouFoodz, as well as their increased market presence and buying power, has led to the continued development of long term strategic relationships with reputable suppliers, increasing the level of transparency into the operations, practices and risks involved with major suppliers, and heightened HelloFresh's level of influence with respect to compliance with its own strict standards and policies concerning labour practices.

## Indirect

In terms of its network of indirect suppliers of goods and services, HelloFresh considers the key risk areas to be those involving the outsourcing of labour, especially where there is limited transparency surrounding the working conditions, entitlements and fair treatment of the workers engaged in the relevant supply chain. HelloFresh considers this risk to be amplified where the labour is engaged either overseas, where employment conditions may not be as strong as in Australia, in industries demonstrating a history of dangerous work, or unscrupulous employers, where the work is not performed under the direct supervision of HelloFresh personnel, or a combination of these factors. The relevant suppliers where these risks may be present in HelloFresh's supply chain include:

- Logistics and Delivery
- Labour providers
- Construction contracts for Distribution centres
- Offshore Customer Care staff
- Cleaning & maintenance staff

The indirect suppliers of HelloFresh and YouFoodz are subject to the same standard risk assessment procedures as direct suppliers. The expanded presence of HelloFresh and YouFoodz across Australia has allowed for the vast majority of the above-described functions to be performed either in-house by the group's own workforce, or under the direct supervision of HelloFresh management, leading to a lower level of risk overall.

# Actions taken by HelloFresh to address risks of Modern Slavery Practices

HelloFresh has continued to adopt a holistic approach to addressing risks of Modern Slavery Practices in its supply chain, building upon a strong policy and governance framework, supplemented by practical guidance and training for internal and external stakeholders. In addition to our group-wide risk analysis process, during 2023 the HelloFresh group focused on developing its prevention program, underpinned by our Human Rights Statement published in 2023, and consisting of a publicly available complaints procedure, and a framework for documentation, monitoring and continuous development. Additionally, ongoing efforts have been made to ensure our suppliers make binding contractual commitments to our Ethical Trading Policy, which was last revised during 2022. At the end of 2023, 61% of our suppliers in identified risk sectors have made such commitments to comply with the policy. Throughout 2024, we will continue to progress towards our target of all high-priority suppliers having committed to our ethical trading policy.

## Policy Framework

As described in previous statements, the implementation of the Group's International Ethical Trading Policy continues to be our most practical tool to provide suppliers with a standardised, comprehensive and board-endorsed collection of HelloFresh's values and expectations with respect to supplier behaviour, practices and standards. During 2022, updates were made to group's the Ethical Trading Policy to provide clearer standards to suppliers with respect to human and labour rights (including modern slavery practices), and in addition, a strengthened contractual clause binding HelloFresh suppliers to the Ethical Trading Policy has been reflected in HelloFresh's standard terms with suppliers. Among other things, these contractual terms provide HelloFresh Australia with the ability to:

- Require suppliers to provide HelloFresh with appropriate documentation and evidence of controls with respect to Ethical Trading Policy conformance;
- Compel suppliers to register with the Sedex platform for the purpose of verification, data collection and monitoring;
- Carry out its own inspection at suppliers' premises;
- Commission a third party to conduct an external audit of the premises or operations of a supplier
- Require suppliers to participate in relevant training relating to HelloFresh ethical standards
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In addition to the standards outlined in the Ethical Trading Policy, and the related contractual commitments, HelloFresh has provided a detailed FAQ document to suppliers to serve as practical guidance material to assist them with adherence to our standards, and to clearly communicate our expectations for risk management and the handling of any suspected or actual breaches of our policies.

The Ethical Trading Policy is supplemented by HelloFresh's existing policy and corporate governance framework, including its global employee Code of Ethics, outlining values and expectations of every HelloFresh employee to not only act in a sustainable and ethical way in line with HelloFresh's values, but to also report instances of non-compliance with the Ethical Trading Policy and Code of Ethics by any HelloFresh employee or supplier.

The strong expectation of immediate notification of unethical practices, including any Modern Slavery Practices, is embedded in the following policies:

- Human Rights Policy Statement
- Group Guideline, Anti-Corruption
- Whistleblower Policy
- Indirect Procurement Policy
- Employee Handbook

# Actions taken by HelloFresh to address risks of Modern Slavery Practices

## Risk Identification and Notification

HelloFresh Australia, during 2023 has continued its development of the various reporting channels for suspected unethical supplier practices and risks of Modern Slavery Practices. In addition to its current Whistleblowing Policy, and maintaining an active Whistleblowing System, both described in previous years' statements, a comprehensive manual for the identification, notification, management and resolution of ethical incidents has been developed and rolled out to relevant personnel, with extensive training on the associated procedures.

This documentation serves as a practical guide to ensure that ethical incidents, including where those relate to potential modern slavery practices, are managed with the necessary amount of urgency and care, and prevention or remediation can be prioritised. Members of the HelloFresh management board remain regularly informed about the status and ultimate resolution of ethical incidents that appear on the register or are reported through the relevant systems.

## Supplier Relationships

As described in the overview of our operations and supply chain, due to the level of integration and co-ordination required from many of our suppliers, HelloFresh Australia enjoys strong and transparent relationships with its supplier network, and as part of assessing supplier suitability from operational, safety or quality perspectives, we generally gain strong insights into their facilities and operating models. In terms of upstream suppliers, this often involves regular visits to suppliers' premises.

In terms of the workforce engaged in the fulfilment of HelloFresh and YouFoodz products, this remains closely controlled by HelloFresh, with workers engaged in HelloFresh facilities being either directly employed, or engaged by trusted third-party labour providers. We have continued to develop strong controls with respect to our third-party workforce, maintaining full visibility over pay and conditions, using an integrated time and attendance system, and with independent verification over rates of pay and entitlements.

# Assessing the Effectiveness of Action taken by HelloFresh to address risks of Modern Slavery Practices

The publication of HelloFresh's Human Rights Statement has been a particularly effective measure at addressing the risk of modern slavery practices within our supply chain, as it provides for a clear, transparent and cohesive overview of our approach to identifying, managing and preventing such risks, and describes in practical terms the suite of measures that we employ, and will continue to develop in pursuit of managing these risks effectively. Following the expansion of relevant commitments in HelloFresh's contractual terms, the implementation of these terms into contracts, and ongoing efforts to achieve commitment from high-priority suppliers to commit to these terms is also an important step in ensuring that the Human Rights Statement is supported by real and practical measures to ensure that it reflects our day-to-day operations.

Specifically, we continue to measure the effectiveness of actions through the data we collect from the initiatives described in this statement, including but not limited to:

- Number of incidents reported via Whistleblowing System and closure of cases with corrective actions
- Number of ethical incidents handled in accordance with our ethical incident handbook
- Number of site visits performed as part of supplier onboarding process
- Number of site audits conducted as a result of perceived Modern Slavery Risk
- Supplier Sedex SAQ Completion
- Volume of suppliers referred for Preventive or Corrective Action Programs as a result of HelloFresh and YouFoodz risk assessment process, and the outcomes of these programs

As part of the ongoing plan to utilise internal and external measures to collect information, seek verification and independently measure and test, HelloFresh and YouFoodz will continue to dedicate resources where the risks of Modern Slavery practices exist, and are most prominent, and undertake actions to prevent and/or correct their occurrence wherever necessary.

# Assessing the Effectiveness of Action taken by HelloFresh to address risks of Modern Slavery Practices

## Process of Consultation

The HelloFresh Group is a worldwide group of companies operating in a number of jurisdictions, of which HelloFresh Australia is one component. As such, the measures that have been, and continue to be developed to address Modern Slavery Risk in supply chains around the world have been made on a consultative basis, ensuring that a single set of principles and values are communicated to our suppliers worldwide.

YouFoodz Holdings Pty Ltd and its controlled entities are controlled by HelloFresh Australia. Since October 2021, both HelloFresh Australia and YouFoodz have been engaged in an integration process, whereby business practices, processes and operational methods are shared. In terms of supplier engagement and addressing the risks of Modern Slavery Practices, YouFoodz will be subject to the HelloFresh Group's Ethical Trading Policy, and will follow the same process with regards to risk assessments and supplier relationship management. The relevant operational teams are working together on a regular basis in line with this approach, and management personnel of both entities have consulted with one another to align on the relevant objectives and measures.

# Statement of Approval

This statement has been reviewed and approved by the principal governing body of Grocery Delivery E-Services Australia Pty Ltd, Directors Thomas Giesel and Thomas Rutledge, on 28 June 2024, and is signed by Thomas Rutledge in his capacity as Responsible Member. Grocery Delivery E-Services Australia is a wholly-owned subsidiary of HelloFresh SE and this statement was prepared in consultation with, and approved by HelloFresh SE on 28 June 2024.



**Thomas Rutledge**

*Director - Grocery Delivery E-Services Australia Pty Ltd*