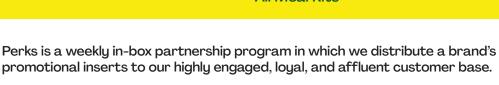
HELLO PERKS PACKAGE FRESH INSERT PROGRAM

AMERICA'S #1 MEAL KIT

- 3.6+ Million Monthly Packages & Growing
- 103% Growth YOY
- Trustpilot: Most 5-star Reviews Among All Meal Kits





TOP BENEFITS OF THE PROGRAM

- Reach new, loyal prospects every month
- Valuable opportunities for brand awareness, exposure, and engagement
- Most cost friendly than solo direct mail
- Explore value adds of match-back analysis, A/B testing, and offer placement
- Opportunity to scale within brand portfolio, including Green Chef and EveryPlate

SPEC INFORMATION

Insert should be 8.5" x 5.5"

Barter swaps and paid placement accepted.
Pricing available upon request

CUSTOMER DEMOGRAPHICS

FEMALE (COUPLES/FAMILIES)

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72% ARE MARRIED

54% OF CUSTOMERS ARE 25-44 \$117,000

AVERAGE ANNUAL HOUSEHOLD INCOME

HELLOFRESH PERKS SUCCESS STORIES

"From our initial test, conversion rate has increased by 14.2% and revenue generated +\$26K"

"We were looking to diversify our marketing mix to more offline channels and package inserts are a great acquisition channel for us to achieve \$30 CPA/CAC"

