

Home Chef Fact Sheet

About Home Chef

Home Chef was founded with a simple goal: improving the cooking experience for our customers. Home Chef provides approachable and delicious meal solutions, delivering all of the fresh, pre-portioned ingredients and easy to follow recipes to help our customers enjoy meals anyone can cook and everyone will love any night of the week. The Chicago-based company delivers nationwide from its distribution centers in Chicago, Atlanta, and San Bernardino. Home Chef was recently honored by *Entrepreneur Magazine* as part of the 2018 list of the Best Entrepreneurial Companies in America.

Home Chef By the Numbers

- Founded in June 2013 by Pat Vihtelic
- #1 meal kit in Customer Satisfaction¹
- Largest Private meal kit company
- Offers more variety than leading kits with with 17 weekly options
- Headquartered in Chicago
- 3 Distribution centers in Chicago, Atlanta and San Bernardino
- 1000+ employees
- Over 3 MM meals delivered each month
- 2017 Financials: 150% revenue growth, \$250M Revenue, and two EBITDA profitable quarters

Leadership

Chief Executive Officer - Pat Vihtelic

Chief Technology Officer - Matt Pulley

SVP, Finance - Pat Sullivan

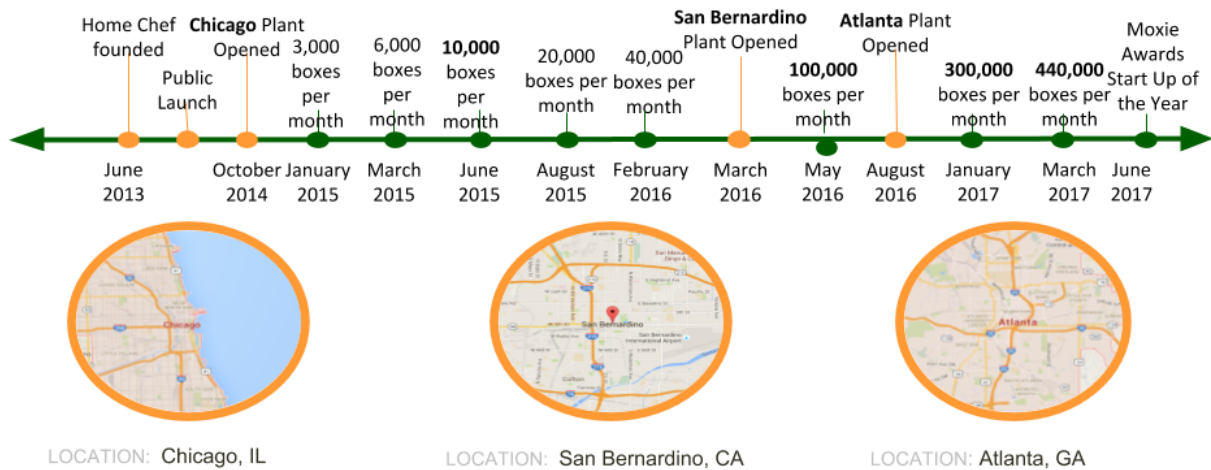
Chief Revenue Officer - Rich DeNardis

Chief Product Officer - Erik Jensen

Chief Operating Officer - Nathan Baldwin

¹ According to an independent third-party study, Home Chef has the highest rate of customer satisfaction among leading meal kit companies. Source: US Grocery Benchmark Study, March 2017, Market Force Information, Inc.

Company Timeline



How We're Different

Customer Centric

Home Chef is relentlessly focused on innovation that meets customer's evolving mealtime needs. Every month, the Company receives 100k+ reviews and 50k+ comments that help the culinary team design upcoming menu items that are simple to prepare and sure to delight everyone around the table.

Variety

Home Chef has a fully rotating weekly menu that includes 17 menu items. The menu includes five minute lunches and flexible serving options. This flexibility allows customers more choice than other leading meal kit companies².

Approachability

Home Chef is focused on developing meals that anyone can cook and everyone will love. This includes a rigorous recipe testing process that ensures our meals will be a success each time they're cooked. We also leverage our proprietary taste profile to ensure that our meal recommendations hit the spot.

Other Details

Serving Options

- Customers can order as few as 2 meals per week or can order all 17 items on our weekly menu

² Vs. Blue Apron's and HelloFresh's best selling meal plans

- Customers can choose 2, 4 or 6 servings per meal

Price Options

- \$9.95 per serving (most dinner meals)
- \$7.99 per serving for 5 Minute Lunches
- Occasionally, seasonal meals are offered at a premium price
- \$4.95 per serving for the Smoothies and Fruit Basket

Food Waste

Home Chef is constantly working on its entire food system to completely eliminate food waste. Whenever possible, our team works to ensure that excess food is donated to local food pantries and continues to work toward reducing waste to zero.

Packaging

Home Chef is committed to tackling packaging waste while ensuring that its ingredients reach customers in the safest and highest quality conditions. The Company uses packaging that is recyclable or reusable and also keeps the food at a safe temperature during the entire journey from the facility to customers' homes.