



helló chef
Sustainability Report 2023

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Welcome

Hello! Welcome to our second sustainability report. This report covers our main highlights and achievements across the last 12 months as we continue our journey to becoming a more sustainable business.

2023 saw some exciting happenings at Hello Chef – a key highlight being receiving the news that we had become a certified B Corp organisation in the summer. Alongside this, we secured Hello Chef’s new home in the form of a larger facility in Dubai. This will not only enable us to continue growing the business but will help us offer new and exciting products to our customers while providing a fun and engaging workspace for our staff. We introduced a new recycling program, continued to work on reducing our food waste, and improved our processes both internally and externally to benefit the business, our people and our customers.

2024 will see us move into Hello Chef’s new HQ, as well as bring a host of new additions to both our physical and digital products. We can’t wait to tell you more about what’s in store.

Our B Corp journey



Celebrating becoming the first UAE-based F&B company to achieve B Corp certification!

Our 2023 sustainability goal was simple: become a certified B Corp organisation. This required us to achieve a B Impact Assessment score of 80 or above and pass B Lab's risk review.

Certified B Corporations are leaders in the global movement for an inclusive, equitable, and regenerative economy. Unlike other business certifications, B Lab is unique in its ability to measure a company's entire social and environmental impact.

In June 2023, after more than 14 months of hard work from a dedicated team within the business, we received the fantastic news that we had achieved our goal, becoming the first UAE-based F&B company to become a B Corp organisation.

But the work doesn't stop there. We must continue to uphold the standards we have achieved and seek to continuously improve across the five assessment areas (environment, community, governance, workers, customers) to be recertified in 2026. We'll cover some of our main achievements from across the year in this report.

2023 highlights

Our customers

We have implemented several changes to our product in 2023 that have made our customers' lives easier. Following our increased number of recipes offered per week through our recipe swap feature (launched in 2022), we have since increased this further and now offer 24+ recipes per week for our customers to choose from.

Variety is embedded within our brand promise, and we are delighted to say we have boosted the variety of meals available in 2023. This has come through analysing various aspects of our menu over time to establish a menu variety score. Now that we have this benchmark in place, each menu is assessed based on its variety score ahead of scheduling, ensuring that we offer customers a range of dish types, proteins and cuisines every week.

In support of improving our menu variety, we launched Themed Weeks in 2023 – creating menus that are more diverse and represent the various cultures or occasions that our customers resonate with. We offered six themed menus between October and December, covering autumn recipes, Halloween, Diwali, UAE National Day, Christmas and New Year. To effectively deliver the recipes associated with these occasions, we introduced a range of new and premium ingredients, notably lamb chops (popular in our New Year's recipes) and pre-cooked duck (used in the Chinese favourite, Peking duck). We will continue to concept themed menus in 2024 to offer a more diverse choice to customers from around the globe.



A popular recipe on our Chinese New Year-themed menu: Peking Duck



A spooky 'ghoul-ash' from our Halloween-themed menu

Our people

Aside from securing the new facility to accommodate our growing team in an engaging and innovative environment, we have empowered our staff in their learning and development throughout 2023. Several employees across our growth, marketing, product and engineering teams embarked on Reforge courses to aid ongoing projects. Our operations team also secured a 100% pass rate in completing the Hazard Analysis and Critical Control Point (HACCP) training, led by our SHEQ executive, Yassine Bounouala.

We have continued to onboard A-players to our growing team from across the world and have now reached 20 nationalities across our 82-person employee base. Cultural diversity among our company's brightest minds has been key to our success to date, and we were delighted to celebrate the nationalities among us in a special coffee morning in early 2023, where employees were encouraged to dress in outfits that represented their nation.



A selection of team members representing their heritage through traditional dress

We also collectively worked on solidifying our company values through a series of surveys, interviews and workshops, which has since seen our values embodied and celebrated daily by team members across the business.



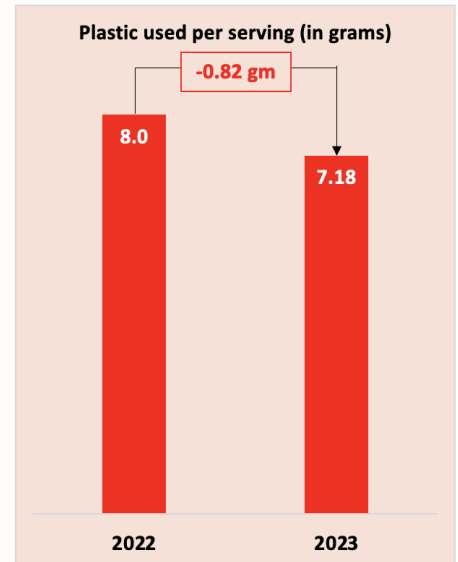
Our culture workshops were fundamental in solidifying our company values.

Our environment

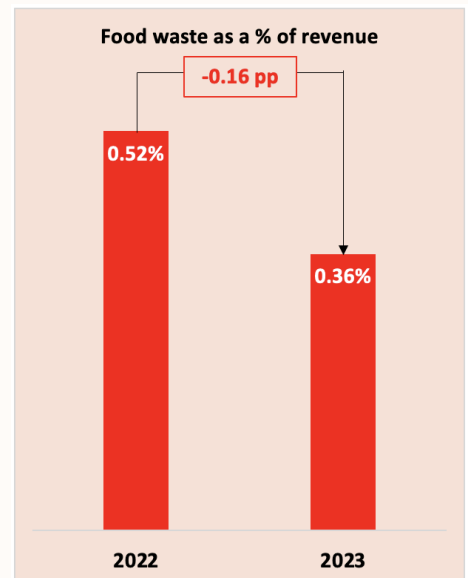
We set out in 2022 to start tracking and improving a range of sustainability metrics, such as:

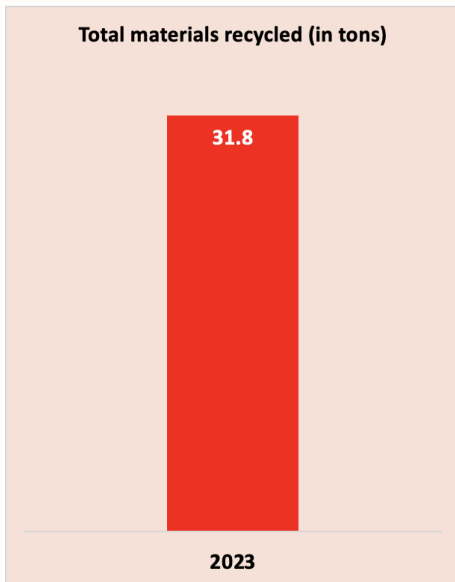
- Packaging Materials By Month (KG)
- Packaging Materials Per Serving By Month (Grams)
- Electricity Consumption(Kilowatt Hours kWh) Per Serving By Month
- Water Consumption (litres) Per Serving By Month
- Carbon Footprint(Kg CO2e) Per Serving By Months
- Key supplier information such as their basic business documentation, HACCP certification, municipality grade reports, and others
- Food waste as a % of revenue (this was tracked before 2022, but never really visible and discussed within the business)

With better visibility on our sustainability goals, 2023 was about making strides towards improving these metrics. Highlights included increasing our recycled cardboard per serving from 85.8 grams in 2022, to 88.6 grams in 2023. We also reduced our polyethylene terephthalate (PET) per serving from 8 grams in 2022, to 7.18 grams in 2023. This was largely due to migrating 50% of our spices, previously packed in PET containers, into aluminium recyclable sachets. This resulted in the removal of 207,575 plastic containers (435kg of plastic) between October and December 2023. In 2024, we plan to migrate the balance of our spices into aluminium sachets, which will result in more than 2 tons of plastic being removed from our boxes over the year.



Reducing our food waste has been a key focus for the team in 2023, and we are pleased to say that through improving our inbound quality control and last-mile cold chain processes, we lowered this metric from 0.52% in 2022, to account for 0.36% of our total revenue in 2023 - exceeding our target of 0.46%.





In 2022, we recycled 24.9 tons of cardboard, from supplier packaging to delivery and recipe boxes. We knew we could do more, so we kicked off 2023 with a new recycling program across the business, after switching waste partners to enable a wider range of recyclables to be collected, including cardboard, paper, electronics, and PET. In 2023, we recycled a total of 31.8 tons of recycled materials, including 28 tons of cardboard, 1.4 tons of glass, 1.1 tons of plastic and 962 kg of other recyclables. Elsewhere, we saved 344 kg of toner cartridge waste by upgrading our in-house printing infrastructure, in addition to saving the team hours in printing recipe cards each week.

Our community

We continued our efforts to support the local community throughout 2023 through donations and mentoring. Our collaboration with SmartLife, a not-for-profit organisation in Dubai, enabled us to donate more than 100 food packs to the city's blue-collar community during the Holy month of Ramadan. We also donated nearly AED 180,000 worth of food to the local food banks to support those in need. In addition, we supported local business owners through the Entrepreneur Organisation (EO) with mentorship workshops and shared our insights at a women in business event through the Dubai-based organisation, Crunchmoms.



Preparing food packs to donate to local workers during the Holy Month of Ramadan.

Our business

In April 2023, we conducted our first materiality assessment to help us understand the relative importance of specific ESG and sustainability topics to the stakeholders in our organisation. We received a positive response rate from employees, suppliers and customers, and discovered that the main priorities were: product quality, sustainable packaging alternatives, food waste and waste management, and ethics and transparency. The findings have helped to steer our goals for 2024 and beyond (see below).

We also made huge strides in how we conduct our supplier relations, thanks to introducing a supplier scorecard. Due to be implemented in 2024, the scorecard enables the business to systematically monitor and evaluate supplier performance across various metrics, providing valuable insights into their reliability, quality, and consistency. In line with product quality being a priority for 2024, the scorecard also allows us to have objective conversations based on customer feedback. Finally, it

fosters stronger and more collaborative relationships with suppliers by providing clear expectations, constructive feedback, and opportunities for mutual growth, leading to enhanced trust and long-term partnerships.

2024 goals

As we look ahead to 2024 and beyond, we remain committed to upholding our sustainable standards, as well as focusing on ways that we can continually improve. Here's an overview of our current targets for the next 12 months:

- Reduce our PET per serving to 6 grams
- Increase the amount of recyclable cardboard per serving to 92 grams
- Reduce food waste as a percentage of revenue to 0.30%
- Generate renewable solar energy to cover a minimum of 40% of our usage

We are also working hard on bringing our customers a range of new and exciting features throughout 2024 - including a mobile app, more themed menus, and other product initiatives that we believe will make our customers' lives easier and more fulfilled. We can't wait to tell you more. Stay tuned!