

CHEFFELO SIGNS NORDIC PARTNERSHIPS WITH THE RED CROSS

Cheffelo, a leading supplier of meal kits in the Nordic region and a pioneer in Scandinavian foodtech, today announced partnerships with the Red Cross in Sweden, Norway and Denmark. The organizations are joining forces to support vulnerable families, focusing on food insecurity and meaningful time together.

- Our business is about making life easier for families by removing the stress from planning and shopping for their dinners and helping them to eat well, without food waste. While we are happy to have a profitable growing business, we also must recognize that there are at-risk families in the communities where we operate. We have made a commitment to contribute 2% of our Net Income to supporting struggling Nordic households and are happy that this has led to a partnership with Red Cross who knows how to distribute relief so that it makes a real difference, says Walker Kinman, CEO of Cheffelo.

The collaborations are locally focused with the local Red Cross organizations, and will consist of different activities, depending on the opportunities to support and the availability of initiatives that the local Red Cross is running, but will always focus on at-risk families, food insecurity and meaningful activities. Examples of initiatives include the Red Cross Christmas Aid in Denmark, which will be supported by RetNemt Måltidskasser, the social activities in the Red Cross Houses in Sweden which will get the support from Linas Matkasse and Ferie For Alle which offers families holiday activities in Norway where Godtlevort and Adams Matkasse will be involved.

The agreements are initially for a 12-month period, with the intention to be extended given positive evaluation by the parties.

For further information, please contact:

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About Cheffelo

Cheffelo (previously LMK Group) was founded in 2008 with the vision of simplifying everyday life by offering a large variety of inspiring recipes and ingredients delivered directly to the customer's front door. Today, the group is a leading supplier of meal kits in the Nordic region and a leader in Scandinavian foodtech. The group operates under several brands in Sweden (Linas Matkasse), Norway (Godtlevort and Adams Matkasse) and Denmark (RetNemt). In 2023, the group generated SEK 1 billion in revenue and delivered approximately 15 million meals to its customers. Cheffelo is listed on Nasdaq First North Premier Growth Market (ticker: CHEF). Certified Adviser: FNCA Sweden AB.

Image Attachments

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Attachments

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