



VISIONAPARTMENTS

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NEWS RELEASE

LIVING COMFORT MEETS COOKING CONVENIENCE

NEW PARTNERSHIP BETWEEN VISIONAPARTMENTS AND HELLOFRESH

Zurich, 30 November 2017 – **Live in comfort, cook brilliantly: VISIONAPARTMENTS, the Swiss market leader in the serviced apartment sector, is entering a partnership with the world's leading meal kit company HelloFresh. A cooperation that perfectly suits the taste of VISIONAPARTMENTS tenants.**

Through the partnership between VISIONAPARTMENTS and HelloFresh, VISIONAPARTMENTS tenants will be given a reduction of CHF 50 when they order their first HelloFresh recipe box. This special offer applies throughout Switzerland. HelloFresh recipe boxes are filled with completely fresh ingredients, including mainly organic vegetables and fresh meat from 100 percent Swiss sources. This combination of quality and convenience defines the overall concept of HelloFresh. The advantage: no more time-consuming shopping trips, and more time – and fun – in the kitchen.

This is an offer that ideally complements the services offered by VISIONAPARTMENTS. Most of the tenants of the 1,300 or so VISIONAPARTMENTS are business travellers who book short to medium-term stays and hardly have time to do their own shopping. The recipes supplied by HelloFresh, which change each week, will also provide plenty of inspiration to business visitors. Those who are in a particular hurry can opt for the "Express Box". Other options are the "Veggie Box" for vegetarians and the "Explore Box" for those with more adventurous tastes.

The recipe boxes also offer another, very special, advantage: All the ingredients are precisely measured, which avoids food waste. Bettina Gimenez, Co-Managing Director and Head of Marketing at HelloFresh Suisse AG, says about the new partnership: "VISIONAPARTMENTS and HelloFresh are totally in line with the spirit of the times, making life easier for people in today's society in many different ways." Bastiaan Don, Group Head of Communications, IT and Development at VISIONAPARTMENTS, adds: "The practical recipe boxes meet the needs of our tenants precisely – and the sustainability reflects the social responsibility practiced by our company."

About VISIONAPARTMENTS

Founded in Switzerland in 1999, VISIONAPARTMENTS specialises in developing and renting premium furnished apartments with service and style. The company quickly grew from a start-up to Switzerland's market leader and now offers over 1,300 tailored temporary living solutions in Berlin, Lausanne, Warsaw, Vienna and Zurich, with further locations soon to follow in Basel, Frankfurt, Geneva, Vevey and Zug. It is gradually expanding both in Switzerland and abroad while focusing primarily on the German-speaking countries. To enhance its global presence, VISIONAPARTMENTS also cooperates with select partner companies in a serviced apartment network that currently includes over 90,000 accommodations in more than 580 business destinations worldwide.
visionapartments.com



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About HelloFresh

HelloFresh is the world's leading meal kit company, operating in the U.S., the United Kingdom, Germany, the Netherlands, Belgium, Luxembourg, Australia, Austria, Switzerland and Canada. HelloFresh delivered 33.7 million meals in the 3-month period from 1 July 2017 to 30 September 2017 to 1.28 million active customers. HelloFresh was founded in November 2011 in Berlin and listed in November 2017 at the German Stock Exchange in Frankfurt am Main. HelloFresh has offices in New York, Berlin, London, Amsterdam, Zurich, Sydney and Toronto. [hellofresh.ch](https://www.hellofresh.ch)

High-resolution images: <https://we.tl/VPJTBMKTQI>

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