

Beiersdorf at a glance

Group

Beiersdorf AG is a leading provider of innovative, high-quality skin care products and has over 130 years of experience in this market segment. The Hamburg-based company has over 17,000 employees worldwide and is listed on the DAX, the German benchmark equities index. Beiersdorf generated sales of €6.8 billion in financial year 2016. NIVEA, the world's No. 1 skin care brand*, is the cornerstone of the company's brand portfolio, which also includes brands such as Eucerin, La Prairie, Labello, and Hansaplast/Elastoplast. Beiersdorf's wholly owned affiliate tesa SE, another globally leading manufacturer in its field, supplies self-adhesive products and system solutions to industry, craft businesses, and consumers.

* Source: Euromonitor International Limited; NIVEA by umbrella brand name in the Body Care, Face Care and Hand Care categories; in retail value terms, 2015.

Sales in 2016

Group sales: €6.752 billion
Change (organic) against previous year: +3.2%

Consumer sales: €5.606 billion
Change (organic) against previous year: +3.3%

tesa sales: €1.146 billion
Change (organic) against previous year: +2.6%

Employees in 2016

More than 17,000 worldwide, of whom over 5,500 (including tesa) in Germany.

Executive Board

Stefan F. Heidenreich, Chairman of the Executive Board, responsible for Corporate Development/Internal Audit, Supply Chain (Purchasing/Production/Logistics) as well as for business in Germany, Switzerland and Japan.

Jesper Andersen, responsible for Finance & Quality (Finance/Controlling/Legal/Compliance/IT and Quality Assurance).

Stefan De Loecker, responsible for the Near East region (including Africa, Middle East, India, Turkey and Russia) and the Americas (North and Latin America)

Ralph Gusko, responsible for Consumer Brands (Brand Management/Research & Development/Digital) and the Asia Pacific region (Northeast and Southeast Asia, excluding Japan and India, and Australia).

Thomas Ingelfinger, responsible for the Europe region (excluding Germany and Switzerland).

Zhengrong Liu, responsible for Human Resources & Corporate Communication (Human Resources/Corporate Communication/Sustainability/Service & Real Estate; also Labor Relations Director).

Vincent Warnery, responsible for Pharmacy & Selective (Eucerin/Plaster/La Prairie).

Brands

Consumer Business Segment: NIVEA, Eucerin, La Prairie, Hansaplast/Elastoplast, Labello, 8x4, Hidrofugal, Florena, arix, Aquaphor, Slek, and Maestro.

tesa Business Segment, Consumer business: tesafilm, tesakrepp, tesaband, tesamoll, tesapack, tesa Powerstrips, tesa Powerbond, tesa Clean Air. Industrial business: more than 7,000 self-adhesive system solutions for use in, among other things, the electronics, printing, paper, and automotive industries. Global market leader in the areas of cable wrapping (automotive industry) and splicing (EasySplice, printing and paper). New business area: development and manufacture of medicated plasters and fast-dissolving oral films for the pharmaceutical industry.

Date of Formation

The date of the patent certificate for the manufacture of medical plasters awarded to pharmacist Paul C. Beiersdorf on March 28, 1882, is taken as the date on which the company was formed. Based on this patent, Beiersdorf produced the gutta-percha plaster in his laboratory.

Locations

The Beiersdorf Group's headquarters is in Hamburg. The company has more than 150 affiliates worldwide.

Research & Development

Beiersdorf stands for more than 130 years of skin research expertise. Over 700 staff members are employed in this area in the Consumer Business Segment worldwide. The Beiersdorf Skin Research Center in Hamburg is one of the largest and most modern in Europe and one of the world's leading institutes in this area. In addition, the regional development laboratories such as those in Wuhan (China),

Silao (Mexico), and Sanand (India), play a particularly important role in identifying local needs and incorporating them into our product portfolio. Beiersdorf's intense focus on, and in-depth knowledge of, specific regional differences in consumer needs is a critical factor in its products' worldwide success. In 2016, the Group invested about €190 million in skin research and the development of innovative skin care products.

Additional Information

www.beiersdorf.com
www.nivea.com
www.eucerin.com
www.laprairie.com
www.hansaplast.com
www.labello.com
www.8x4.com
www.hidrofugal.de
www.florena.de
www.atrrix.de
www.aquaphorus.com
www.slek.com.cn
www.maestro.com.cn
www.tesa.com

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<http://www.beiersdorf.com/newsroom/media-downloads/photos>

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