

## PRESS RELEASE

### An Entire DAX-Company Working from Home

- On July 7<sup>th</sup>, 2017 all Beiersdorf AG employees can work from home – or another location of their choice.
- The company is using the conditions resulting from the G20 Summit taking place in Hamburg in order to bring to life flexible working for the entire staff.

**04.04.2017, Hamburg,**– Beiersdorf is promoting flexible work in the company with a large-scale field test: on July 7<sup>th</sup>, 2017, the first day of the G20 Summit in Hamburg, all employees can work from home or at another location of their choice outside of the company. The goal is to provide all employees experience working in their “home office”.

As a positive side effect the approximately 2500 employees of the company will be able to avoid the consequences of the expected traffic congestion during the G20 Summit in the city center. Beiersdorf, with its headquarters, R&D and production, has been settled in the district of Eimsbüttel for over a century, not far from the G20 conference center.

“We want to bring flexible work to life for everyone,” says Board Member for HR, Zhengrong Liu, who is the patron of the project. “Of course, at Beiersdorf we have long had flexible working hour models – including the possibility of working from home. The existence of over 300 different working hour models at Beiersdorf AG speaks to a long established tradition. With a home office day for everyone we want first of all to gather a wide array of experience. This goes for divisions that are normally bound to a desk in the company as well.”

The concrete organization of the day will occur in the teams, between employees and management. From April to June cross-functional and divisional preparations and discussions will be organized. Afterwards employees and management will discuss their experiences of the day under the motto “Work, A Little Different,” and the best ideas for implementation will be awarded a prize.

“Home Office Day” applies essentially to all employees of Beiersdorf AG and the internal company Beiersdorf Shared Services – from the Board to service employees. “Flexible work is a question of mindset and doesn’t depend on appeals from above or rules,” according to Liu. “The shared experience of Home Office Day in July will increase employees’ openness and trust among their supervisors.”

## About Beiersdorf AG

Beiersdorf AG is a leading supplier of innovative and high-quality skin care products and has over 130 years of experience in this market segment. The company, headquartered in Hamburg, employs about 17,000 people around the world and is listed in the DAX, the German stock exchange. In 2016, Beiersdorf achieved a turnover of 6.8 Billion Euros. The world's largest skin care brand\*, NIVEA, is the heart of the company's brand portfolio, which also includes Eucerin, La Prairie, Labello and Hansaplast. The affiliate tesa SE, also one of the world's leading producers in its segment, supplies self-adhesive products and system solutions for industry, craft manufacturers and consumers.

*\* Euromonitor International Limited; by brand in the categories of face, body and hand care; retail sales 2015.*

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