

PRESS RELEASE

Beiersdorf makes commitment to further growth and to Hamburg-Eimsbüttel with new headquarters

Hamburg, June 29, 2017 – Beiersdorf plans to build a new €230 million headquarters and research center in the company's home district of Hamburg-Eimsbüttel. The company's Executive Board and Supervisory Board gave the project the green light a few days ago. In doing so, Beiersdorf is establishing a basis for strong growth in the future. In recent years, the company has generated strong gains and created a large number of new jobs around the world. Construction on the new buildings will begin this year. The work is scheduled to be completed in 2021. The company's location on Troplowitzstrasse will have a total area of about 100,000 square meters with nearly 3,000 state-of-the art working places.

"With the construction of our new headquarters in Hamburg, Beiersdorf is sending a clear signal about its future growth. We have been very successful in recent years. We have significantly expanded our international business, developed outstanding innovations and put Beiersdorf on a stable and profitable growth path. This is the result of all our employees' hard work," said Stefan F. Heidenreich, the CEO of Beiersdorf AG. He added: "Building a new headquarters shows the confidence we have in our business strengths. With this major investment, we are also expressing our commitment to Hamburg and Germany as business locations. Beiersdorf and Hamburg are connected by their open-mindedness and internationality. It's a good fit."

The First Mayor of Hamburg, Olaf Scholz, said: "Industry is one of the most important generators of jobs, contracts and ideas in Hamburg. I am really pleased that Beiersdorf is showing a strong commitment to Hamburg and Eimsbüttel by building a new headquarters and expanding its research facilities here. In doing so, the company has provided long-term security for 3,000 jobs in a city neighborhood. This reflects the trend of bringing people's homes and jobs together in one district. Neighborhoods thrive when people can find jobs in the very places where they live. Beiersdorf and Eimsbüttel have always been closely tied to each other. They will remain that way as a result of this decision."

For decades now, Beiersdorf has used three neighboring sites with a total area of about 170,000 square meters in the Hamburg district of Eimsbüttel. The new headquarters will be constructed on the existing site on Troplowitzstrasse between Stresemannallee and Wiesingerweg. It will replace the headquarters situated between Unnastrasse and Quickbornstrasse. As part of the construction project, an additional office building, a research

facility, and a two-level underground parking garage will be built. By adding the research building (completion date: early 2020), Beiersdorf will expand its research and development capacities in Hamburg by 11,000 square meters to reach a total size of 45,000 square meters.

The plans for the new headquarters were designed by Hamburg-based architectural firm Hadi Teherani. The expansion of the research center was designed by the architects of Brechensbauer Weinhardt and Partner in Munich. Beiersdorf is the first company in Germany to pursue double certification for its headquarters according to LEED – an internationally recognized green building certification – and the WELL standard. In addition to building efficiency, employee health and well-being are a key focus of the project, from the planning to the day-to-day use of the new building and the new work environment.

Photo material is available via: www.beiersdorf.com/newsroom/press-releases/all-press-releases/2017/06/29-new-headquarters

About Beiersdorf AG

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 around 18,000 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 categories Body Care, Face Care and Hand Care; in retail value terms, 2016.*

Contact:

Beiersdorf AG

Inken Hollmann-Peters

Vice President Corporate Communications & Sustainability

Phone: +49 40 4909-2001

Beiersdorf AG's construction project at a glance

General

Site area	60,500 m ²
Building plot	26,100 m ²
Building footprint	10,900 m ²

Buildings

Enclosed space	378,172 m ³
Stories	6
Gross floor area	95,000 m ²
Roof area (total)	10,900 m ²

Technical data

Number of bored piles	1,200
Concrete and reinforced concrete used	130,000 metric tons
Earth extracted	125,000 m ³
Piping	69,100 m
Cabling (electricity, measurement and control technology)	868,800 m

Project milestones

Preparatory work (demolitions) Plant 5	Since March 2016
Beiersdorf Supervisory Board and Executive Board approve investments and building design	June 2017
Groundbreaking	February 2018
Construction work begins	April 2018
Cornerstone laying	June 2018
Fit-out works begin	November 2018
Completion due	August 2021