

PRESS RELEASE

NIVEA MEN teams up with Real Madrid C.F.

- **Beiersdorf signs contract with prestigious Spanish football club**
- **Real Madrid C.F. players star in new TV ad**
- **Both brands combine passion and team spirit**

Hamburg/Madrid, February 22, 2013 – NIVEA MEN, the international number one in men's care and Real Madrid C.F., the most internationally laureate football club, entered into an extensive sponsorship agreement today for the Spanish market. With it the Beiersdorf male skin care brand expands on its successful involvement with international football.

With this new agreement the products of the NIVEA MEN series will now support the Spanish prestigious football club. Real Madrid's players won't only be playing a major role in elite football, but also in the communication activities of NIVEA MEN in the future. For the launch campaign, the team will be represented by the Spanish World and European Champions Sergio Ramos and Álvaro Arbeloa, the Brazilian national player Marcelo as well as the Argentinian forward Gonzalo Higuaín.

Using Football to Emotionalize Products and Brand

As host of today's press conference in the Spanish metropolis, Florentino Pérez, president of Real Madrid C.F., announced NIVEA MEN as new official sponsor of the team. The collaboration will last for three years until the end of the 2015/16 season. Both brands share equal values such as spirit of self-improvement and effort, passion and team spirit.

"We are excited about the new partnership and the related projects. Real Madrid is a great match for NIVEA MEN because in our marketing strategy the passion for football plays a very important role. This helps us to emotionalize our products," said Ralph Gusko, Beiersdorf Executive Board Member for Brands. Successful partnerships do already exist with the German Football League, the German national team coach, Joachim Löw as the NIVEA MEN "Care Coach" starring in the German TV ads, the national teams of England and the Ukraine as well as Italy's top club, AC Milan.

Start of the New NIVEA MEN Brand Appearance

With NIVEA MEN the prestigious Spanish football club not only counts with a new

partner, but with a new alliance that goes beyond the playing field. We look forward to share with Real Madrid great moments of success and emotion in the coming years. With the help of our products, the players will be able to face all of their challenges and to unlock their everyday skin potential” said Gusko.

The agreement with Real Madrid also represents the start of a new era in NIVEA MEN skin care. From April on the brand will be repositioned, it will appear with a new design and the new slogan “It starts with you.”

About Beiersdorf AG

Cosmetics company Beiersdorf AG is based in Hamburg, Germany, and has around 17,000 employees worldwide. Its sales in 2011 amounted to €5.633 billion, the company has been listed on the DAX since December 2008, and has the world’s largest skin care brand, NIVEA*. Other names in its successful international brand portfolio include Eucerin, La Prairie, Labello, 8x4, and Hansaplast/Elastoplast. Subsidiary tesa SE is one of the world’s leading producers of self-adhesive products and system solutions for industry, craft businesses, and consumers. Beiersdorf has 130 years of skin care experience and is known for its innovative and high-quality products.

**Source: Euromonitor International Limited, per umbrella brand name classification in retail value terms 2011.*

About Real Madrid C.F.

In 1905 Real Madrid C.F. clinched his first title. Since then, this Spanish football club has conquered many more silverware in order to become the most laureate club of all times. With over one hundred years of history, Real Madrid C.F. was rated by FIFA as "The Best Football Club of the XXth Century", reaping victories and success both on and off the playing fields.

The value of the brand and the eagerness of the club has ensured the complete satisfaction of millions of supporters and motivated the development of a wide variety of products, services and communication channels tailor-designed to their followers.

As a result of the international recognition of its brand, the club is sponsored by the most prestigious companies worldwide, leaders in their respective fields and eager to link their brand with the values that are associated to Real Madrid C.F.

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